



4976 7 Mile Road NE
Belmont, MI 49306
(616) 437-1519
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www.GreatLakesMusic.org

Greetings,

The Great Lakes Music Camp (GLMC) is a three-day acoustic music symposium held during October 11-14, 2018 at Camp Blodgett in West Olive Michigan. World-renown music instructors will offer courses, demonstrations, performances and hosted workshops in the name of traditional music education. The GLMC Executive Director, Jason Wheeler, has solidified a fiduciary/partner in the Grand River Watershed Arts/Music Council (GRWAMC) (501c3) for this year's camp and we are actively seeking sponsorship for this event. Your contribution is vital to the success of this camp and the perpetuation of this program. Proceeds from these efforts are contributed to The GRWAMC, Camp Blodgett (501c3) and other carefully selected nonprofits in West Michigan.

What We Do: We use music as a tool to pass on traditions and honor the generations before. We use it as a way to communicate and educate. The GLMC does this in the form of workshops and lessons during the three-day camp. We engage the public through benefit concerts. The GLMC steps in where our public school music programs leave off due to recent budget cuts for music programs.

Our goal is to raise money for local watershed clean-up activities, programs, and events in West Michigan throughout the year that enrich our community.

What We Need: We need community support in the form of monetary contributions so we can perpetuate the mission of The Great Lakes Music Camp and support the noble efforts of the GRWAMC, Camp Blodgett, and our other nonprofit partners.

Our Non-Profit Partners:

About Camp Blodgett (501c3): Camp Blodgett provides children with educational and recreational experiences that promote social responsibility, encourage academic success and support self-esteem development through various activities. Camp Blodgett, founded in 1921, has made it an organizational mission to provide an enriching and safe summer camp experience for all kids in Kent & Ottawa Counties. They offer free school-year programs and host several educational and community-centric events at their beautiful location on shore of Lake Michigan in Port Sheldon, MI.

About The Grand River Watershed Arts/Music Council (501c3): The GRWAMC is a West-Michigan nonprofit dedicated to addressing local water quality issues with action and community engagement. The organization utilizes traditional arts, music and forums on water quality issues to garner support in the community for its mission. The GRWAMC highlights its efforts through a free, all ages music festival each year that raises funds to support programs and events related to water quality and the preservation of our environment through watershed education. This year's annual 2018 Grand River Water Festival will take place on Saturday, June 23 at Riverside Park in Grand Rapids, MI.

We respectfully ask that you consider a tax-deductible contribution to The Great Lakes Music Camp. We will do everything in our power to demonstrate value and purpose with your generous gift.

"It's not about the Music, it's through the Music"



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Title Sponsor - \$10,000 (only 1 available)

- Naming Rights of this year's camp
- Opportunity to speak on behalf of your organization at the benefit concerts
- On stage recognition/mentions of your organization
- Interview Opportunities (television, podcast, radio)
- 20 tickets to Saturday, October 13 benefit concert
- 4 tickets to Thursday, October 11 VIP Concert and Reception
- A donor profile on Great Lakes Music Camp website
- Mentions in all press materials and advertisements (totaling more than 1.5 million impressions/month)
- Logo/branding in all print materials, posters, flyers, social media vehicles, event program, etc.

\$5000 (only 2 available)

- On stage recognition/mentions of your organization
- 15 tickets to Saturday, October 13 benefit concert
- A donor profile on Great Lakes Music Camp website
- Mentions in all press materials and advertisements (totaling more than 1.5 million impressions/month)
- Logo/branding in all print materials, posters, flyers, social media vehicles, event program, etc.

\$2500 (only 4 available)

- On stage recognition/mentions of your organization
- 10 tickets to Saturday, October 13 benefit concert
- Mentions in all press materials and advertisements (totaling more than 1.5 million impressions/month)
- Logo/branding in all print materials, posters, flyers, social media vehicles, event program, website

\$1000

- 5 tickets to Saturday, October 13 benefit concert
- Mentions in select press materials and advertisements (totaling approx. 500,000 impressions/month)
- Logo/branding in all print materials, posters, flyers, social media vehicles, event program, website

\$500 "

- 2 tickets to Saturday, October 13 benefit concert
- Logo/branding in all print materials, posters, flyers, social media vehicles, event program, website

\$499-1

- 2 tickets to Saturday, October 13 benefit concert

To contribute to the Great Lakes Music Camp:

Make check payable to: The Grand River Watershed Arts/Music Council and in the memo: GLMC 2018.

To mail: Great Lakes Music Camp / Att: Jason Wheeler / 4976 7 Mile Road NE / Belmont, MI 49306

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OUR MARKETING MIX

Paid Media:

Advertising on Mandolin Café (www.mandolincafe.com) – 3 weeks (100,000 impressions/ week)

Advertising on Local Spins (www.localspins.com) – 3 months (1.3 million impressions/month)

Advertising on Facebook (www.facebook.com/greatlakesmusic.org) – 3 months

Total Exposure over Paid Media Campaign = 4.2 million impressions throughout Campaign

Earned Media:

Press Release issued May 22, 2018 to West Michigan Media (25 outlets print, radio, TV, web)

Press Release issued September 25 (announcing benefit concert) (25 outlets in print, radio, TV, web)

Interviews on 88.1FM WYCE (May, August, October)

Interview on WOODTV8 “Eight West” (July)

Interview with Revue Magazine (date tbd)

Owned Media:

Facebook – weekly posts including video, photos, 2017 event-recaps, “Sponsor of the Day”

Instagram- daily and weekly updates, videos, posts

Event Media:

The GLMC will tabling, vending, and hosting various events at local festivals to promote the camp, share information, and highlight our sponsors. These events include:

Breakaway Music Festival (August) – attendance 13,000

Cowpie Music Festival (August 9-12) – attendance of 3,000

Grand River Water Festival (June 24) – attendance 3,500

Earthworks Harvest Gathering (Sept 15-17) – attendance 2,500

Total Exposure through our comprehensive marketing strategy over a four month period = 5.5 million impressions.

“It’s not about the Music, it’s *through* the Music”