



HOCHSTEIN

The Hochstein School

Sponsorship Opportunities





Dear Friends,

Almost 100 years ago, our Greater Rochester community, including many business owners, rallied around the desire to build a community music school that would provide educational **opportunities for everyone no matter their age, ability, or socioeconomic status**. Today, The Hochstein School welcomes over 3,500 people of all ages for music, dance, and therapeutic arts opportunities yearly.

If you are unfamiliar with Hochstein, the core of our mission is to offer need-based scholarships for those in need, providing equal access for our community. During the 2017-2018 school year, Hochstein awarded \$312,266 in need-based scholarships to almost half of our students – this is an increase of more than \$40,000 compared to previous years.

Continuing this nearly 100-year legacy of community support, I would like to invite you to consider becoming a corporate sponsor and join Hochstein in fulfilling its mission. **Your corporate support will have a positive impact in our community.** By supporting Hochstein, you create opportunities for...

- a preschooler from an inner-city neighborhood, so he can come to Hochstein and learn not only about music and dance, but also how to work with others in a supportive environment;
- an adult with autism to have access to our music lab and learn new ways to communicate;
- a senior citizen with Alzheimer's to hold on to fond memories and experience joy through song;
- music and dance students with great potential from families with limited resources to have the chance to develop and excel in the arts and throughout their education.

Hochstein truly is a crossroads in Rochester where people from different neighborhoods, cultures, ages, and economic backgrounds from throughout our region come together in one place. By partnering with Hochstein, you are joining the unique Hochstein Community and gaining not only great networking, marketing, and business exposure, you are also taking part in building a vibrant and inclusive arts community within Rochester.

If you have any questions about Hochstein or would like to learn more about our sponsorship opportunities, please contact Cynthia Pacia at (585) 454-4403 x23 or cynthia.pacia@hochstein.org.

With gratitude,

A handwritten signature in black ink, reading "Margaret Quackenbush".

Dr. Margaret (Peggy) Quackenbush
President & Executive Director

A handwritten signature in black ink, reading "Cynthia M. Pacia".

Cynthia M. Pacia
Director of Development & Community Engagement



Corporate Support at Hochstein

Below is a summary of available opportunities. Additional information and benefits for each of these opportunities are included in this packet. Hochstein's Sponsorship Opportunities coincide with its school year – July 1, 2018-June 30, 2019.

Your support for any of these events enables Hochstein to raise funds and awareness for its **Need-Based Scholarship program**. This program is essential to fulfilling our mission and we have seen an increased need in the past year.

Hochstein5K: Saturday, October 20, 2018

Hochstein is taking part in the new ROCtoberfest 5K at Genesee Valley Park. At this festival kicked off by a 5K race/walk, Hochstein is forming a team where individuals in our community help raise funds for Hochstein's Need-Based Scholarship program.

Spotlight on Faculty Series: November 2018-May 2019

Our prestigious faculty perform in a variety of ensembles and musical genres from chamber music and dance to jazz, contemporary, and classical. The series features 6 concerts which are followed by a "meet the artists" reception.

Hochstein Alumni Orchestra Concert & Reception: Saturday, January 5, 2019

Now in its 9th Year, this concert features Hochstein's alumni who come together to put on a free event for the Rochester community. Attendees: Approximately 300.

Musical Mystery Tour: Sunday, January 20, 2019

We open our doors and invite families to Hochstein so they can explore the different music and dance opportunities we offer and to learn about our Need-Based Scholarship program. Attendees: Approximately 300.

Hochstein Gala: Saturday, April 27, 2019

Our annual black-tie-optional dinner at Monroe Golf Club showcases performances by students and personal stories. Our closest and most generous investors come to host tables and invite guests to learn about Hochstein. Attendance: Approximately 200.

If you would like more information about the audiences we promote to for each event, please contact Cynthia Pacia at (585) 454-4403 or cynthia.pacia@hochstein.org.

If your company does not provide event support, we would be happy to **discuss direct program support** options with you.



Spotlight on Faculty Series Concerts & Receptions

Various dates between November 2018 and May 2019

The Hochstein School, 7-8 pm

Hochstein's Spotlight on Faculty Series highlights our prestigious faculty in a variety of ensembles and musical genres from chamber music and dance to jazz, contemporary, and classical.

The series features 6 concerts which take place on Thursday or Friday evenings in the Hochstein Performance Hall between November 2018 and May 2019.

Each concert is followed by a "meet the artists" reception.

Sponsor Level	Amount	Full Promo*	Logo/Name at Event	Corporate Listing*	Full Page Ad	Half Page Ad	Quarter Page Ad
Lead Sponsor Alpha Iron Works							
Partner Sponsor	\$1,000						
Event Supporter	\$500						
Event Contributor	\$250						

* Full Promotion benefits include company mention for all event promotion when possible including event calendar listings, social media posts, press releases, and pre-event signage. Corporate Listings are included on Hochstein's website (<http://hochstein.org/Support/Corporate-Supporters>) and on the digital displays (2) at Hochstein.

Remaining Concert Dates: January 25, February 15, March 29, and May 3

Questions?

Contact Cynthia Pacia, Director of Development & Community Engagement,
at (585) 454-4403 x 23 or cynthia.pacia@hochstein.org.



Hochstein Alumni Orchestra Concert & Reception

Saturday, January 5, 2019
The Hochstein School, 8-10 pm

Now in its 9th year, this concert features Hochstein's alumni, led by an alumnus conductor, who come together to put on a free performance for the Rochester community. After the concert, attendees are invited to a special reception. Each attendee at this event is given an event program with more details about the concert, sponsors, and alumni biographies. Event Attendees: Approximately 300.

Sponsor Level	Amount	Full Promo*	Logo/Name at Event	Corporate Listing*	Full Page Ad	Half Page Ad	Quarter Page Ad
Lead Sponsor Barclay Damon LLP							
Partner Sponsor	\$1,000						
Event Supporter	\$500						
Event Contributor	\$250						
Full-Page Ad Only	\$250						
Half-Page Ad Only	\$150						
Quarter-Page Ad Only	\$75						

* Full Promotion benefits include company mention for all event promotion when possible including event calendar listings, social media posts, press releases, and pre-event signage. Corporate Listings are included on Hochstein's website (<http://hochstein.org/Support/Corporate-Supporters>) and on the digital displays (2) at Hochstein through October 1, 2019.

Deadline to be included in event-day benefits: December 14, 2018.

Questions?

Contact Cynthia Pacia, Director of Development & Community Engagement,
at (585) 454-4403 x 23 or cynthia.pacia@hochstein.org.













Musical Mystery Tour

Sunday, January 20, 2019

The Hochstein School, 2-4 pm

Hochstein is delighted to invite families to our annual winter open house. Guests enjoy an afternoon filled with fun at our Musical Mystery Tour, which sends children on a scavenger hunt for dance and music clues scattered throughout the historic Hochstein building while the exceptional Hochstein faculty guide young gumshoes through the music, dance, and craft activities. Families can explore our offerings, learn more about the school, and even register for individual lessons and winter class sessions.

Sponsor Level	Amount	Full Promo*	Scavenger Hunt Map	E-News Mention	Logo/Name at Event	Corporate Listing*
Lead Sponsor LaBella Associates						
Event Supporter	\$500					
Event Contributor	\$250					

* Full Promotion benefits include company mention for all event promotion when possible including event calendar listings, social media posts, press releases, and pre-event signage. Corporate Listings are included on Hochstein's website (<http://hochstein.org/Support/Corporate-Supporters>) and on the digital displays (2) at Hochstein through October 1, 2019.

Deadline to be included in event-day benefits: January 7, 2019.

Questions?

Contact Cynthia Pacia, Director of Development & Community Engagement,
at (585) 454-4403 x 23 or cynthia.pacia@hochstein.org.



Opening a Window...

Hochstein's Spring Gala for Need-Based Scholarships

Saturday, April 27, 2019
Monroe Golf Club, 6-9pm

This event showcases Hochstein's ongoing commitment to making Need-Based Scholarships available to those in the Greater Rochester area. Featuring student performances, stories, and a paddle call for scholarships, this event delights 200+ guests by focusing on our students, faculty, and personal stories. Attendees are given an event program with more details about the evening including ads and lists of event supporters. More event info is available at: <http://hochstein.org/Support/Gala>

Sponsor Level	Amount	Full Promo*	Table of 8	Logo/Name at Event	Corporate Listing*	Full Page Ad	Half Page Ad	Quarter Page Ad
Lead Sponsor	\$5,000							
Partner Sponsor	\$2,500							
Event Sponsor	\$1,500							
Event Supporter	\$1,000							
Event Contributor	\$500							
Full-Page Ad Only	\$500							
Half-Page Ad Only	\$250							
Quarter-Page Ad Only	\$100							

* Full Promotion benefits include company mention for all event promotion when possible including event calendar listings, social media posts, press releases, and pre-event signage. Corporate Listings are included on Hochstein's website (<http://hochstein.org/Support/Corporate-Supporters>) and on the digital displays (2) at Hochstein through October 1, 2019.

Deadline to be included in event-day benefits: March 30, 2019

Questions?

Contact Cynthia Pacia, Director of Development & Community Engagement,
at (585) 454-4403 x 23 or cynthia.pacia@hochstein.org.



Sponsorship Form

Thank you for considering becoming a corporate supporter! To become a sponsor, please complete the form below and secure your desired sponsorship.

Event Name (check one or more)	Sponsorship Level (Lead/Partner/Ad/etc.)	Amount
<input type="checkbox"/> Hochstein 5K	<i>This opportunity is no longer available</i>	N/A
<input type="checkbox"/> Spotlight on Faculty Series		\$
<input type="checkbox"/> Hochstein Alumni Concert		\$
<input type="checkbox"/> Musical Mystery Tour		\$
<input type="checkbox"/> Opening a Window Gala		\$
	Total Support:	\$

Contact Information (please print clearly)

Organization/Company: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City _____ State _____ Zip: _____

Preferred Phone Number: _____ E-mail: _____

Sponsorship Gift Information

☐ Check: (Please make check payable to The Hochstein School)

☐ Credit Card: Cardholder Name: _____

Card # _____ Exp. Date: _____ CVC (on back of card) _____

☐ Please send me an invoice.

Please return this form to The Hochstein School, 50 N. Plymouth Avenue, Rochester, NY 14614 or send via email to cynthia.pacia@hochstein.org. Questions? Call our Development Office at (585) 454-4403.