



# ALBERTA PIANO FEST

## Request for Sponsorship

### EXECUTIVE SUMMARY

The Alberta Pianofest Society was incorporated as a non-profit organization under the Alberta Societies Act on October 27, 2011. It is a registered charity with the Canada Revenue Agency, allowing us to issue CRA tax receipts to donors. The mission of the Alberta Pianofest Society is to operate the Alberta Pianofest, a high-profile, world-class summer classical music festival and academy for advanced young pianists, held at Pigeon Lake each July. Our inaugural festival took place July 6 – 21, 2013. The goals of the Society are twofold. First, we strive to serve the public by enriching the cultural life in Alberta. We do this by bringing world-renowned concert pianists to summertime audiences in Edmonton and Pigeon Lake. Each summer the festival brings four concerts to Pigeon Lake, including a Sunday afternoon classical children's concert, and two piano recitals to audiences in Edmonton. Second, we endeavor to inspire excellence and artistry in twelve gifted young pianists, ages 12 to 18, and selected through a competitive audition / application process, who attend a two-week course of master classes each summer, by giving these students access to leading performing artists and teachers in the field. To our knowledge, no summer classical piano master class, created specifically for this age group and this advanced level of study, and held in a retreat setting, currently exists anywhere in Canada. Nor do lakeside audiences in Alberta, unlike in other Canadian provinces, currently enjoy summer classical music festivals while on vacation. In these respects, this festival is pioneering.

*Additional information on the festival may be found on our website: [www.albertapianofest.com](http://www.albertapianofest.com)*

## SPONSORSHIP LEVELS

<b>FESTIVAL SPONSOR.....</b>	<b>\$10,000 +</b>
<b>PIANOFORTE SPONSOR.....</b>	<b>\$5,000 +</b>
<b>ARTIST SPONSOR .....</b>	<b>\$3,000 +</b>
<b>STUDENT SPONSOR.....</b>	<b>\$1,000 +</b>
<b>PROSCENIUM SPONSOR .....</b>	<b>\$500 +</b>
<b>SOCIETY MEMBER.....</b>	<b>\$50 +</b>

## MEMBER / SPONSOR BENEFITS

All Society members and sponsors at all levels are gratefully acknowledged by name in every festival programme. Members also receive the earliest notification (by email) of upcoming events, and of the festival's advance ticket sales. Finally, Society Members may have the opportunity to observe a festival master class at Rundle's Mission, Pigeon Lake, free of charge (by appointment only).

## EXPOSURE FOR BUSINESS AND INDIVIDUAL *PIANOFORTE & FESTIVAL LEVEL SPONSORS*

### FESTIVAL SPONSORS

Festival Sponsors receive four complimentary reserved seats for each of *two* different festival concerts. Their company name and logo are prominently displayed and acknowledged in: festival concert advertisements; festival promotional materials distributed throughout North America; festival fund-raising events; the Alberta Pianofest website; in every festival concert playbill. Festival Sponsors may submit a full-page business advertisement for inclusion in the festival programme. Additionally, Festival Sponsors who wish to host a post-concert reception to entertain clients and colleagues, with Alberta Pianofest faculty Artists in attendance, are offered this special opportunity for exclusive access to the Artists (subject to date availability).

## PIANOFORTE SPONSORS

Pianoforte Sponsors receive four complimentary reserved seats at one festival concert. Their company name and logo are prominently displayed and acknowledged in: festival concert advertisements throughout Alberta; festival promotional materials distributed throughout North America; festival fund-raising events; the Alberta Pianofest website; in every festival concert playbill. Finally, Pianoforte Sponsors may submit a half-page business advertisement for inclusion in the festival programme

*We are especially appreciative of multi-year commitments of an annual donation to the Society, as they offer the festival stability and aid us in our financial planning.\**

### \*EXCLUSIVE CONCERT SPONSOR

Additional exposure and recognition for those businesses and individuals who support the festival with a multi-year commitment of \$5,000 or more per annum: the sponsor will be acknowledged and named, in programmes, on the festival website, and verbally from the stage, as the exclusive sponsor of one of the festival's individual concerts each season.

## APS FINANCIAL INFORMATION

The Alberta Pianofest Society endeavors to raise an estimated \$146,317.00 between September 2014 and July 2015 in public and private fundraisers, government grants, and through direct solicitations to companies, individuals, and organizations, to support the general operating budget of the Society and its annual festival. It will cost the APS an estimated \$3,000 in incidental expenses to raise these funds. The Society does not use a fund-raising business, and it currently has only one regular, part-time paid staff member. Our long-term financial goal is to have an annual post-festival budget surplus equal to the total cost of the following year's festival and general operating costs. That is, we seek to have complete funding in place for the next year's festival by the time the previous one ends.

## MAJOR BUDGET ITEMS

### Expenses:

APS Insurance .....	\$5,440
Facilities .....	\$18,325
Staff .....	\$27,100
Chef/Food .....	\$12,000
Faculty Artists.....	\$13,200
Car Rental/Insurance .....	\$6,178
Piano Rental Moving.....	\$11,375
Design & Printing.....	\$5,600
PR Advertising .....	\$8,425
Fundraising Expenses.....	\$3,000
Accounting.....	\$2,500
Miscellaneous .....	\$8,060
Half of 2016 Projected Budget Expenses .....	\$60,601.50

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<b>TOTAL</b>	<b>\$181,804.50</b>
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### Credits / Revenue

In Kind Donations 2015 (+half of 2016 expected in kind).....	\$22,987.50
Student Fees.....	\$9,000
Concert Revenue (anticipated) .....	\$3,500

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<b>TOTAL</b>	<b>\$35,487.50</b>
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**2014-15 FUNDRAISING GOAL: \$146,317.00**

# BOARD OF DIRECTORS

**Gary Cutmore**, President

**Anne McCaskill-Pellatt**, Vice President

**Barth Bradley**, Treasurer / Secretary

**Leslie Ellis**, Director

**Don Fleming**, Director

**Susan Hlasny**, Director

**Tim Lancaster**, Director

**Mary LeMessurier**, Director

**Jason Cutmore**, Founder & Executive/Artistic Director (non-voting member)

## Artistic Advisory Panel

**Aaron Au**

**Charles Foreman**

**Peter Jancewicz**

**Michael Massey**

**Alexandra M. Munn**

**Tanya Prochazka**

**Janet Scott-Hoyt**

## CONTACT

The Alberta Pianofest Society thanks you for considering our request for support and hopes that you find it worthy of your donation. For further information, or to request a festival prospectus, please contact:

### **Gary Cutmore**

President, Board of Directors

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