

NEW WEST SUMMERFEST

A CELEBRATION OF MUSIC & COMMUNITY

2023 SPONSORSHIP OPPORTUNITIES

event presented by



NEW WEST SYMPHONY
MICHAEL CHRISTIE | Music Director

JUNE 24-25, 2023 | MOORPARK COLLEGE



NEW WEST SYMPHONY

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New West Symphony (NWS) is a professional orchestra drawing from the talented pool of Los Angeles-area musicians. Serving the region since 1995, NWS has reached nearly a million concertgoers and thousands of youth through its year-round outreach and educational programs. NWS presents six Masterpiece Series concerts annually with Internationally acclaimed guest artists at Thousand Oaks Civic Arts Plaza and Rancho Campaña Performing Arts Center in Camarillo. Orchestra members are accomplished musicians, many are GRAMMY® nominated artists and studio musicians featured on soundtracks, such as Jurassic Park, Star Wars and La La Land.

NWS strives to be the hub for music appreciation and education across Ventura County and surrounding region. Under the artistic direction of GRAMMY® award-winning Maestro Michael Christie, NWS is embarking on new initiatives to meet the public's interest in professional indoor and outdoor concert experiences with a broader range of musical genres than the stereotypical orchestra. Despite being a 501(c)3 nonprofit organization, NWS still competes with the greater performing arts industry, a challenge that requires constant innovation despite limited resources compared to corporate counterparts. When you donate to or sponsor NWS, you're investing in the arts in your local community - supporting the local economy, improving STEAM education, and adding cultural enrichment.



ENVISIONING THE FUTURE OF MUSIC IN VENTURA COUNTY

New West Symphony has set out to create a Hollywood Bowl style experience in Ventura County with its inaugural SummerFest, a musical weekend that will reflect a diverse range of high caliber entertainment that reflects the beauty and diversity of our community. "In the spirit of a community festival, SummerFest will feature local vendors, businesses, student groups, community organizations as well as global brands and partnerships, to shine a light on the region. Under Maestro Christie's direction, NWS has focused on amplifying more of Los Angeles and Ventura Counties local cultural fabric through presenting and teaching music, in traditional and new spaces. Recently, Moorpark College announced its vision to create an exciting one of a kind 4,000 seating outdoor amphitheater to serve Ventura County residents. This aligns with NWS's future dreams, and so the two organizations are in talks to leverage the orchestra's decades of production experience and long-time patron base, in order to help build audience for the amphitheater; cross-fundraise and contribute towards the capital campaign; and ultimately become the resident orchestra for summer music festivals.



PROOF OF CONCEPT

New West Symphony presented "Titanic Live" with the full orchestra at a university stadium for 2,500 audience members in 2019. The festival included live screening of the movie, pre-show activities featuring student performers, food trucks, beer gardens, coffee lounge and VIP reception and service.

FACTS

CULTURAL TOURISTS SPEND 2X MORE

Research shows that cultural tourists spend nearly twice as much while traveling tourists do - an average of around \$1,000 versus \$600 per trip - providing important additional **economic impacts** to destination communities.

80% OF PEOPLE EXPLORE NEW PLACES FOR THE ARTS

Arts participation crosses barriers of social class and ethnicity. A study showed that 80% of participants traveled to another neighborhood to take part in arts activities.

68% OF TOURISM IN U.S. DRIVEN BY ART

The arts drive over two thirds of all of the tourism in the United States

CREATIVITY... A TOP 3 DESIRED SKILL

Employers say they are seeking, as their top three desired skills, complex problem-solving, critical thinking, and creativity. The arts drive all three when integrated into education.



SPONSORSHIP LEVELS & BENEFITS

In order to achieve this vision, NWS seeks community sponsors who understand and believe in the value the arts have in the community.

The attached SummerFest Sponsorship Matrix was designed to help cover hard costs while providing benefits, perks and access to our valued sponsors and partners. Higher level gifts are customizable and we'd be happy to discuss possibilities with your team.

As a SummerFest sponsor, your company would gain visibility with NWS's 40,000 household direct mail distribution list and 2,500 regular season patron base coming from the Los Angeles and Ventura County regions while helping to keep music alive in our local community.

NWS's demographic tends to be college educated, age 44+, with an average income of about \$75,000.

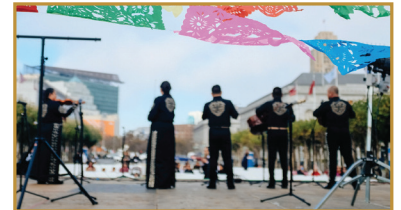
- **Moorpark, CA** Median Household Income: \$119,597 and Median Age 39.7 (Source: Data USA)
- **Ventura County, CA:** 846k population Household Income: \$89,295 and Median Age 37.9 (Source: Data USA)
- **Ventura, CA** (Census 2022) Race: Hispanic or Latino: 44.1%

Why support NWS versus the plethora of other concerts and performances around greater LA? When you support NWS, you are fueling the arts in our region, for example NWS funds a 100% tuition free music education program that is over 5,000 students strong for underserved K to 12 kids in the City of Ventura. Further, when you support the arts there is an economic multiplier effect on the community - ticket holders tend to spend \$7 in the community for every \$1 spent on tickets.



**SummerFest is currently scheduled for
JUNE 24-25, 2023, AT MOORPARK COLLEGE
and envisions the following:**

- ★ Latin Artists, featuring top talent or mariachi bands and NWS musicians
- ★ Headliners from country, rock or mainstream artists.; *and/or*
- ★ Movie Night with the NWS Orchestra



Community engagement activities such as:

- ★ Youth engagement from area schools and Moorpark College
- ★ Laby Harmony Project of New West Symphony performance
- ★ Popular food trucks and food booths from local restaurants
- ★ A beer garden featuring local breweries and other beverage distributors

SUMMARY

As you can see, an investment in the arts increases the quality of life for everyone and provides excellent cause marketing and brand exposure to sponsors - its win-win!

THANK YOU FOR YOUR CONSIDERATION!

NEW WEST SUMMERFEST

SPONSORSHIP MATRIX

SPONSOR LEVELS	Elite \$150K+	Platinum 100K+	Diamond \$75K+	Emerald 50K+	Ruby \$25K+	Gold \$15K+	Silver \$10K+	Bronze \$5K+	Pearl \$2.5K+	\$1K
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PRESENTING SPONSOR										
Speaking Opp from Stage	★									
Listed as Season Sponsor	★									
On-Site Signage for 3 days	★	★	★							
Main Stage	★	★	★	★						
Event Wrap	★	★	★	★						
VIP Reception Tent	★	★	★	★	★					
Event Swag/Product Placement	★	★	★	★	★					

SINGLE DAY SPONSOR										
(3 available)			★	★	★					

HEADLINER SPONSORSHIP										
Artist Sponsor (3-5 available)					★					
Music Director					★					

SPACE SPONSORS										
Wine & Beer Garden					★					
Overall Food Court					★					
Water Refill Station						★				
Rest & Relaxation						★				
Kids Zone						★				
Rest & Recharge Devices							★			
360 Photo booth								★		
Activation Stations/Corporate Booth									★	
Event info Booth									★	
Individual Vendor Booth										★

SPECIAL ACCESS TICKETS										
VIP Dinner Table for 10	★	★	★	★	★	★				
VIP Dinner for 4							★	★		
VIP Dinner for 2									★	

Meet N Greet w/Stars	★	★	★	★	★	★	★	★	★	
Inaugural Souvenir	★	★	★	★	★	★	★	★	★	

Website	★	★	★	★	★	★	★	★	★	
Social Media	★	★	★	★	★	★	★	★	★	
Summerfest Email Blasts	★	★	★	★	★	★	★	★	★	
Print Ad in Program	★ <i>Full-page</i>	★ <i>Full-page</i>	★ <i>Full-page</i>	★ <i>Full-page</i>	★ <i>Full-page</i>	★ <i>1/2 Page</i>	★ <i>1/2 Page</i>	★ <i>1/4 Page</i>	★ <i>List</i>	

FESTIVAL TICKET PACKAGE										
Ticket Package	★	★	★	★	★	★	★	★	★	
VIP Experience	★	★	★	★	★	★	★	★	★	
Complimentary Parking	★	★	★	★	★	★	★	★	★	
# of VIP tickets	25	20	15	12	10	8	6	4	2	



2023 SPONSORSHIP AGREEMENT

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EXT: _____ FAX: _____

EMAIL: _____

COMPANY WEB ADDRESS: _____

☐ YES, our company/family will participate in the New West SummerFest on SUNDAY, JUNE 24 & 25, 2023 at MOORPARK COLLEGE.

SPONSORSHIP LEVELS

- | | | | |
|-----------------------------------|------------|---------------------------------|-----------|
| <input type="checkbox"/> ELITE | \$150,000+ | <input type="checkbox"/> GOLD | \$15,000+ |
| <input type="checkbox"/> PLATINUM | \$100,000+ | <input type="checkbox"/> SILVER | \$10,000+ |
| <input type="checkbox"/> DIAMOND | \$75,000+ | <input type="checkbox"/> BRONZE | \$5,000+ |
| <input type="checkbox"/> EMERALD | \$50,000+ | <input type="checkbox"/> PEARL | \$2,500+ |
| <input type="checkbox"/> RUBY | \$25,000+ | <input type="checkbox"/> VENDOR | \$1,000+ |

Sponsor Signature: _____ Date: _____

PAYMENT TYPE

☐ Enclosed is a CHECK for \$ _____

☐ Please charge my CREDIT CARD

Card#: _____ Expiration Date: _____

Signature: _____ Date: _____

Email completed form to pjones@newwestsymphony.org | 805-435-2775 | cell: 805-444-7781

THANK YOU FOR YOUR SUPPORT!

NEW WEST SYMPHONY | 2100 Thousand Oaks Blvd, Suite D, Thousand Oaks, CA 91362

For tax purposes, our Federal Non-profit 501(c)3 Identification Number is 77-0406042.



CONTACT US

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