



GREAT LAKES
CHAMBER MUSIC FESTIVAL

Where Great Music Comes to Play



The Great Lakes Chamber Music Festival. Where great music comes to play.



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Every summer, the heart of the Great Lakes is witness to an extraordinary cultural phenomenon. A bold international musical event where the world's most celebrated artists gather to perform chamber music. Their passion and artistry move us to collectively experience the fullest range and depth of emotion with every crescendo, turn of the page, and stroke of the bow. Chamber music at its best – Fresh. Dynamic. Soul-stirring.





An Audience that Performs for You

- This season, as we continue a “normal” two-week festival in June, we have the chance to connect with audiences face-to-face, as well as virtually.
- This is a unique opportunity to support the future of cultural experiences while also gaining access to an audience as passionate about extraordinary musicianship as they are to the companies who lend their support to our world-class effort.

Beyond Branding - We're Building Memorable Moments

- Our Festival provides a platform where you can create a quality dialogue between your brand and its potential customers.
- 72% of consumers positively view brands that provide quality event experiences.*
- 74% of respondents admit that engaging with brands that create memorable moments makes them much more likely to buy their product.*
- The right kind of sponsorship means much more to your target audience than being just an advertiser. Gain credibility and respect by providing good quality, engaging content around relevant events.





2023 Festival Theme: Turning Points

For its 30th anniversary, the Festival is celebrating "Turning Points!" This is represented as a change in a composer's style, a piece composed during tipping points in human history, or the introduction of a new style. It is also a change in life direction - like the retirement of Emerson Quartet.

The Emerson String Quartet has maintained its status as one of the world's premier chamber music ensembles for more than four decades. The Quartet has made more than 30 acclaimed recordings and has been honored with nine GRAMMYs® (including two for Best Classical Album), three Gramophone Awards, the Avery Fisher Prize, and Musical America's "Ensemble of the Year" award.

Join us June 10-25 as we celebrate the rich music directly inspired by "Turning Points."



Our Festival is Family

COMMUNITY PARTNERS

- Shouse Institute
- Accent Pontiac
- Southwest Solutions and Piquette Square Veteran Housing Project
- Wayne State University School of Medicine
- All Seasons of Birmingham
- Henry Ford Hospital
- The Sheridan of Birmingham
- Sphinx Organization
- CultureSource
- Detroit Chamber Winds & Strings

DONORS

Over 200 individual supporters, more than 50 contributing over \$1,500 annually. Ten donors have made lifetime gifts surpassing \$100,000.

FOUNDATION SUPPORT

Kresge Foundation, Angell Family Foundation, the Wilda Tiffany Trust, Lula C. Wilson Trust, The Aaron Copland Fund for Music, Zipser Foundation and the Maxine & Stuart Frankel Foundation

GOVERNMENT SUPPORT

National Endowment for the Arts and the Michigan Arts & Cultural Council



The 2022 Festival - By the Numbers

21 CONCERTS

Artistic Director Paul Watkins curates each concert to create a captivating experience for audiences. With a blend of new works and chamber music classics, audiences explored the intersection between music and nature.

29 MUSICIANS and 7 ENSEMBLES

From emerging ensembles in our Shouse Institute to internationally acclaimed soloists, musicians came from across the world to participate in the Festival.

10 CONCERT VENUES

From an intimate coffee shop like Trinosophes to the grand 688-seat auditorium at the Seligman Performing Arts Center, the Festival worked with a range of venues across the city.

12 EVENT EXPERIENCES

From Beyond the Notes to Artistic Encounters to various community events, the Festival found exciting ways to enrich audiences and provide insightful experiences beyond the traditional concert setting.



30th ANNIVERSARY | 16 DAYS | 10 VENUES | 21 CONCERTS



FESTIVAL DATES:

June 10-25, 2023

IN-PERSON ATTENDANCE

3,142 Tickets in 2019

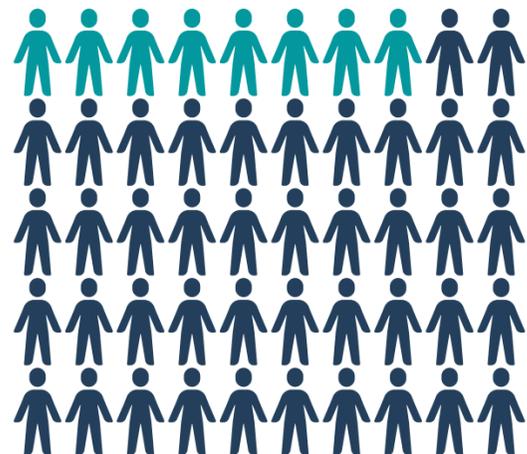
1,686 Tickets in 2021

1,709 Tickets in 2022

Abbreviated 2021 & 2022 concert series resulted in numerous sold-out shows.



77% of our audience attend more than one event.



84%

of our audience reside in Southeast Michigan.

1. Bloomfield Hills (20.1%)
2. West Bloomfield (8.7%)
3. Detroit (7.7%)
4. Grosse Pointe (6.6%)
5. Franklin (5.4%)
6. Birmingham (5.4%)
7. Southfield (4.9%)
8. Farmington (3.5%)
9. Huntington Woods (3.4%)
10. Royal Oak (3.0%)



Income

64% have an annual income of \$100,000+



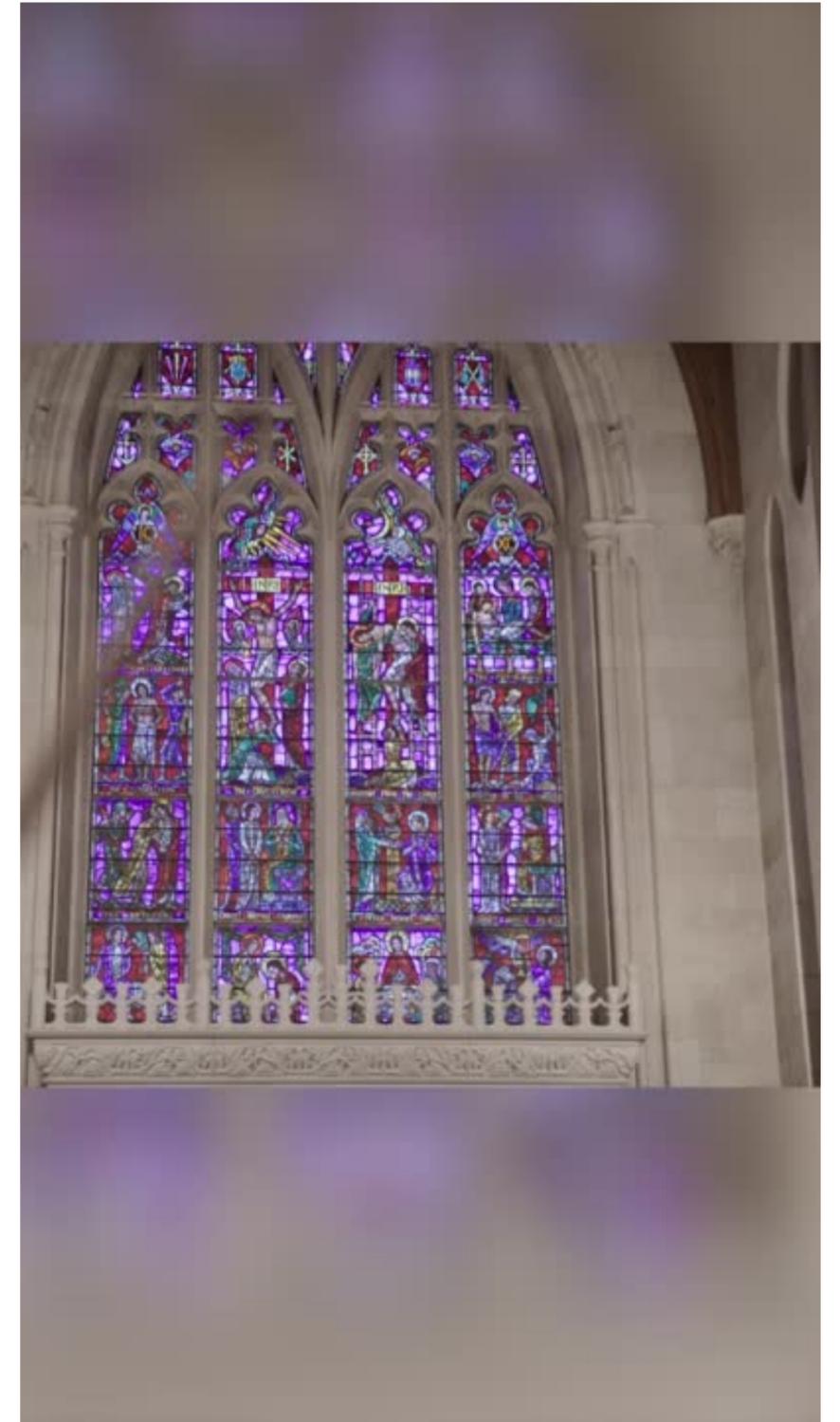
Age

More than 75% of our audience is 55+

Reimagining the Future of Cultural Experiences

- Our 40+ talented artists and musicians are dedicated to connecting with audiences beyond the traditional boundaries of in-person events.
- The ability to stay engaged virtually with patrons has become essential to accomplish sustainability in the face of a virus that has upended live performance organizations.
- Over the past two years, we've maintained a quality dialogue with our audience through virtual concerts and online content, supporting our mission to celebrate, preserve and advance music through performance and education.

[Click to Watch >](#)





[Click to Watch ^](#)

DIGITAL CONNECTIONS in 2022 (YTD)



- 45,000 Website page views
- 16,000+ Website users
- 10,600+ YouTube views
- 3000+ Email subscribers
- 1700+ Facebook fans
- 900+ Instagram followers

"Festival Stories"

- Video has emerged as one of the most effective and powerful tools to deepen relationships with existing audiences and to grow awareness. Align your brand with the Festival's world-class entertainment and forge long-term relationships with our loyal fans!
- Video enables content and community beyond the Festival's live events
 - Behind the scenes content and artist interviews
 - Introduces a broader audience to the extraordinary music occurring in Metro Detroit
 - Viewership over longer timeline
- Directed by cinematographer Zac Nicholson, we will capture the essence of the Festival and set the stage for the Emerson Quartet's finale in 2023.



Community Engagement

The Great Lakes Chamber Music Festival is passionate about maintaining an active role in the community. We are proud to collaborate with a variety of partners to explore the joy of chamber music with diverse audiences across metro Detroit.



- [The Shouse Institute](#) is an educational program providing opportunities for emerging professional musicians. It has propelled the careers of many of today's leading classical ensembles. The program's alumni have gone on to win the Fischhoff Chamber Music Competition, Concert Artists Guild Competition, and even Grammy Awards.



Our other Community Partners: • All Seasons of Birmingham • Henry Ford Hospital • The Sheridan at Birmingham • Society of Active Retirees (SOAR) • St. Matthew's & St. Joseph's Episcopal Church in Detroit • Sphinx Organization.

Community Engagement

- **Accent Pontiac** is a music organization that serves approximately 750 students through Whitman and Alcott Elementary schools. Festival musicians give workshops for Accent Pontiac students, helping them create their own compositions and interpret each other's works.
- **Wayne State University's Medical School**, together with Festival artists, presents a lecture/demonstration to students in the medical school at Wayne State about nonverbal communication, which is a critical skill in both the musical and medical professions.
- **Southwest Solutions and Piquette Square Veteran Housing Project**
A program of Southwest Solutions, Piquette Square is a 150-unit apartment project in Detroit to house and care for homeless veterans. The Festival gives concerts for the veterans at their residence, providing access to chamber music for this disadvantaged population.

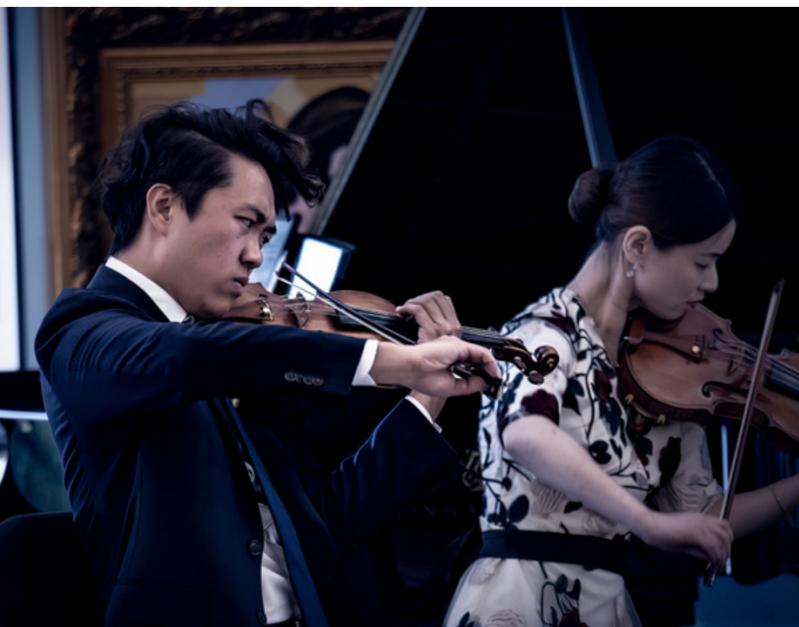




Join Our Mission

The Great Lakes Chamber Music Festival brings together the world's finest musicians to offer extraordinary musical performances and experiences.

We celebrate, preserve and advance the intimate musical dialogue that is unique to chamber music through performance and education, enhancing the cultural environment of the Great Lakes region for generations to come.



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Board of Directors 2022-2023

- [Virginia and Michael Geheb, Board Chairs](#) — Virginia is a retired opera education teacher. Michael is Senior Consulting Director at IBM-Watson Health
- [Kathleen Block](#) — Community Volunteer
- [Nicole Braddock](#) — Store Director, Tapper's Diamonds and Fine Jewelry
- [Cathleen Corken](#) — Retired Assistant U.S. Attorney
- [Christine Goerke](#) — Soprano, Metropolitan Opera and Associate Artistic Director, Michigan Opera Theatre
- [Robert Heuer](#) — Vice President, Guy Hurley
- [Marguerite Munson Lentz](#) — Retired Attorney, Bodman PLC
- [Michael Leib](#) — Retired Attorney, Madden Hauser
- [Janelle McCammon and Raymond Rosenfeld](#) — Janelle is a retired development professional. Raymond is a retired professor at Eastern Michigan University
- [Judith Greenstone Miller](#) — Partner, Jaffe Raitt Heuer & Weiss, P.C.
- [Gail and Ira Mondry](#) — Gail is a private and group yoga instructor. Ira is a Principal of MGroup
- [Bridget and Michael Morin](#) — Bridget is a retired speech therapist. Michael is President of Yaffe Direct
- [Frederick Morsches and Kareem George](#) — Frederick is Chief Community Officer, Honigman. Kareem is Founder and Principal, Culture Traveler, LLC.
- [Sandra and Claude Reitelman](#) — Sandra is an arts administrator and co-founder of Cabaret 313. Claude is a retired pediatric urologist
- [Randolph Schein](#) — Investor
- [Franziska Schoenfeld](#) — Retired dentist
- [Lauren Smith](#) — Retired Business Owner and Interior Designer
- [Jill and Steven Stone](#) — Jill is an amateur pianist Steven owns Stone Soap Company
- [Michael Turala](#) — Account Executive, DXC Technology
- [Gwen and Evan Weiner](#) — Gwen is a community volunteer. Evan is CEO of the Edw. C. Levy Co.
- [Arthur White and Everton Swearing](#) — Arthur is Director of External Affairs at Michigan Opera Theatre. Everton is Director of Sales, Vitesco Technologies
- [Benson Woo](#) — Private equity CFO and Board Director.

Paul Watkins, Artistic Director

Acclaimed for his inspirational performances and eloquent musicianship, Paul Watkins enjoys a distinguished career as a concerto soloist, chamber musician and conductor. He is the Artistic Director of the Great Lakes Chamber Music Festival (since 2015), the cellist of the Emerson String Quartet (since 2013) and Professor of Cello at Yale School of Music (since 2018).

Watkins was a member of the Nash Ensemble from 1997 to 2013 and joined Emerson String Quartet in May 2013. He is a regular guest artist at the Chamber Music Society of Lincoln Center in New York and Music@Menlo. Watkins also maintains a busy career as a conductor and, since winning the 2002 Leeds Conducting Competition, has conducted all the major British orchestras.

Watkins is an exclusive recording artist with Chandos Records and his recent releases include Britten's Cello Symphony, the Delius, Elgar, Lutoslawski and Walton cello concertos, and discs of British and American music for cello and piano with Huw Watkins. His first recording as a conductor, of the Berg and Britten violin concertos with Daniel Hope, received a Grammy Award nomination.

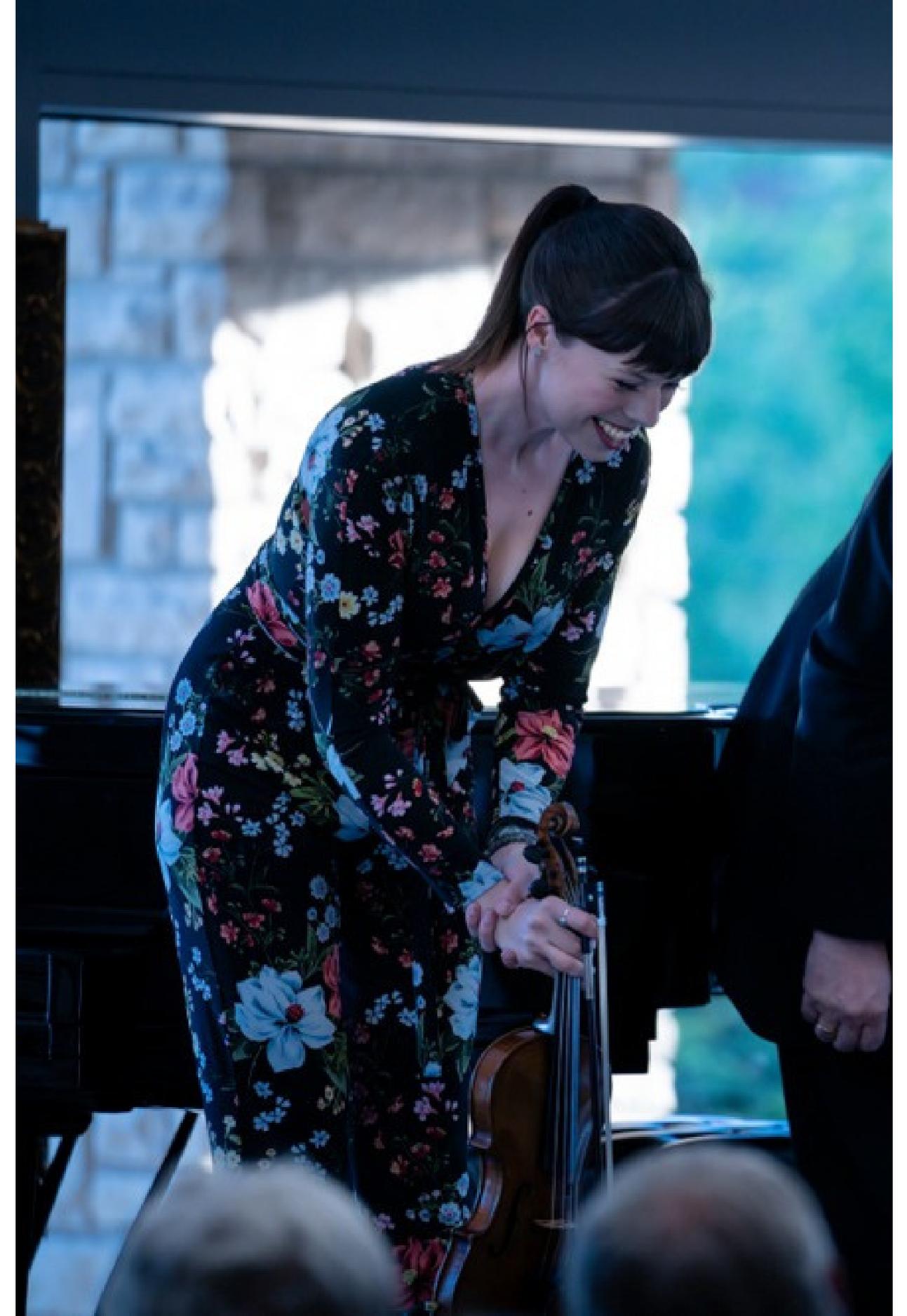


Take a Bow.

You've Found your Next Audience

- We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community.
- Sponsorships range from \$2,500 - \$30,000 and can be tailored to fit the needs of supporting organizations.
- Your business can partner with the Festival to reach a wide audience while supporting the arts in our community.
- For more information on sponsorship opportunities, please contact Maury Okun at okun@art-ops.org.

<https://greatlakeschambermusic.org/corporate-giving/>



Associate Sponsor

We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community. Your Associate Sponsorship includes:

Tickets:

- Two (2) complimentary tickets to any Festival Benefactor event
- Two (2) complimentary tickets to the Opening Night Dinner
- Ten (10) complimentary tickets to sponsored concert
- Invitations for your guests to a post-concert event with Festival artists

Recognition

- Sponsorship of a mid-week Festival performance
- Signage indicating your company's participation at your sponsored concert
- Quarter-page advertisement in the Festival program book
- Recognition on all donor lists
- Verbal recognition from the stage at your sponsored concert
- Your company's name and a link to your website on the Festival's website

Your Investment: \$2,500



Principal Sponsor

We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community. Your Principal Sponsorship includes:

Tickets:

- Two (2) complimentary tickets to any Festival Benefactor event
- Four (4) complimentary tickets to the Opening Night Dinner
- Ten (10) complimentary tickets to be used through the Festival season
- Invitations for your guests to a post-concert event with Festival artists

Recognition

- Sponsorship of an individual Festival artist or ensemble
- Signage indicating your company's participation on each concert where the sponsored artist performs
- Quarter-page advertisement in the Festival program book
- Recognition on all donor lists
- Your company's name and a link to your website on the Festival's website

Your Investment: \$5,000



Major Sponsor

We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community. Your Major Sponsorship includes:

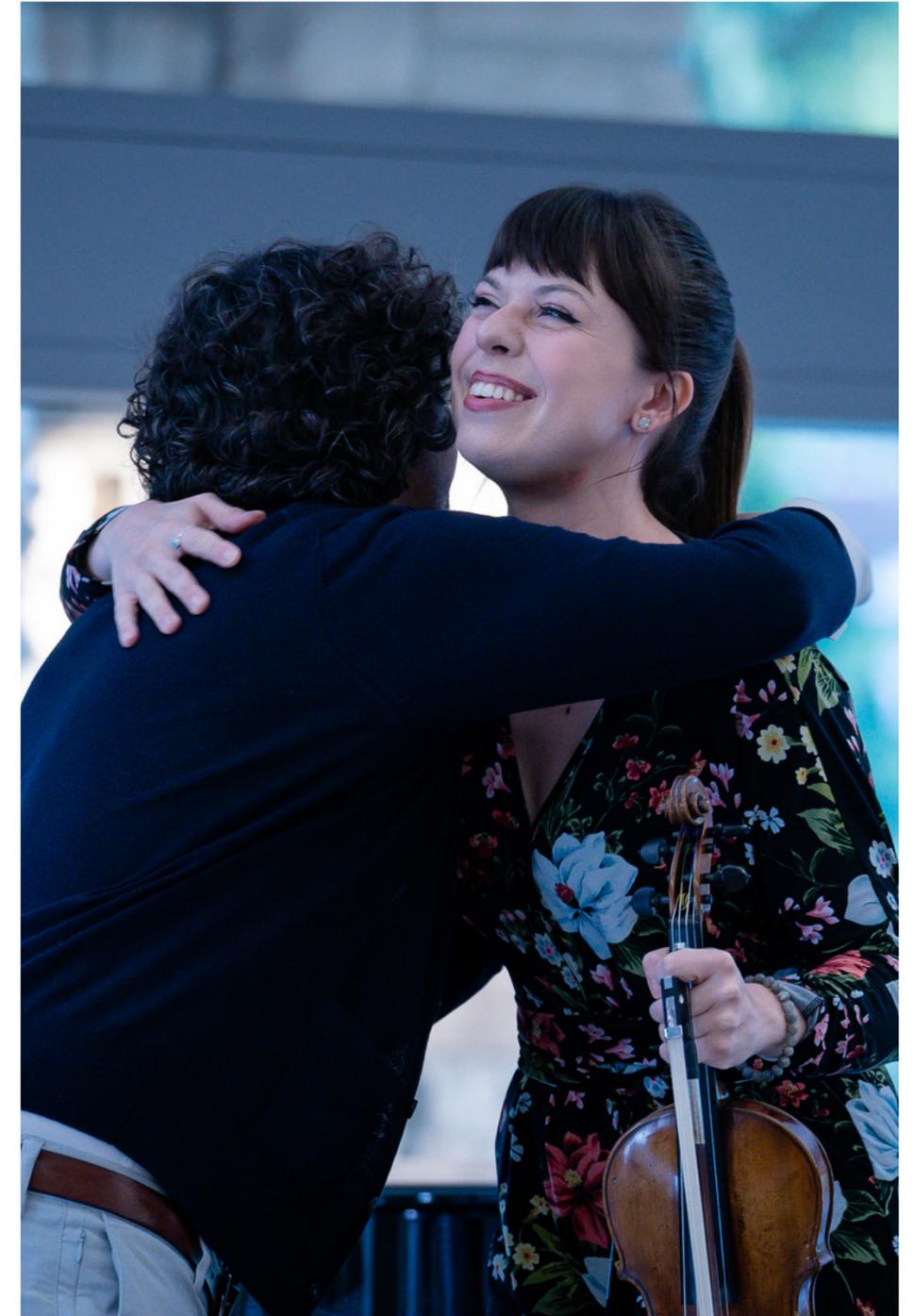
Tickets:

- Two (2) complimentary tickets to any Festival Benefactor event
- Six (6) complimentary tickets to the Opening Night Dinner
- Twenty (20) complimentary tickets to be used through the Festival season
- Invitations for your guests to a post-concert event with Festival artists
- A complimentary table (eight guests) at any public Festival fundraising event
- A private performance by an artist associated with the Festival

Recognition

- Company Logo placed on cover of the Festival program book
- Half-page advertisement in the Festival program book
- Recognition on all donor lists
- Recognition from the stage at each in-person performance
- Your company's logo and a link to your website on the Festival's website
- Signage indicating your company's participation at all Festival events
- Company name and logo on printed advertising material

Your Investment: \$10,000



Lead Sponsor

We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community. Your Lead Sponsorship includes:

Tickets:

- Four (4) complimentary tickets to any Festival Benefactor event
- Eight (8) complimentary tickets to the Opening Night Dinner
- Twenty-four (24) complimentary tickets to be used through the Festival season
- Invitations for your guests to a post-concert event with Festival artists
- A complimentary table (eight guests) at any public Festival fundraising event
- A private performance by an artist associated with the Festival

Recognition

- Company Logo placed on cover of the Festival program book
- Full page advertisement in the Festival program book
- Recognition on all donor lists
- Recognition from the stage at each in-person performance
- Your company's logo and a link to your website on the Festival's website
- Signage indicating your company's participation at all Festival events
- Company name and logo on printed advertising material
- Social Media Spotlight on Facebook, Instagram and Twitter

Your Investment: \$20,000



Presenting Sponsor

We invite you to partner with the Festival to reach a loyal audience while supporting the arts in our community. Your Presenting Sponsorship includes:

Tickets:

- Six (6) complimentary tickets to any Festival Benefactor event
- Ten (10) complimentary tickets to the Opening Night Dinner
- Twenty-eight (28) complimentary tickets to be used through the Festival season
- Invitations for your guests to a post-concert event with Festival artists
- A complimentary table (eight guests) at any public Festival fundraising event
- A private performance by members of the Emerson Quartet

Recognition

- Company Logo placed on cover of the Festival program book
- Advertisement in the Festival program book on cover
- Recognition on all donor lists
- Recognition from the stage at each in-person performance
- Your company's logo and a link to your website on the Festival's website
- Signage indicating your company's participation at all Festival events
- Company name and logo on printed advertising material
- Social Media Spotlight on Facebook, Instagram and Twitter
- Custom benefits package tailored to your company's need

Your Investment: \$30,000





Associate Sponsor
\$2,500

Principal Sponsor
\$5,000

Major Sponsor
\$10,000

Lead Sponsor
\$20,000

Presenting Sponsor
\$30,000

	Associate Sponsor \$2,500	Principal Sponsor \$5,000	Major Sponsor \$10,000	Lead Sponsor \$20,000	Presenting Sponsor \$30,000
Advertisement in the Festival program book distributed at each performance	1/4 page	1/4 page	1/2 page	Full page	Full page color
Complimentary tickets to any Festival Benefactor event	2	2	2	4	6
Recognition in all donor lists	◆	◆	◆	◆	◆
Complimentary tickets to the Opening Night Dinner	2	4	6	8	10
Sponsorship of a mid-week Festival performance	◆				
Complimentary tickets to the sponsored concert	10				
Signage indicating your company's participation displayed prominently at the entrance to the sponsored concert	◆				
Verbal recognition from the stage at the sponsored concert	◆				
Sponsorship of an individual Festival artist or ensemble		◆			
Signage indicating your company's participation at each concert where the sponsored artist performs		◆			
Complimentary tickets to be used through Festival season		10	20	24	28
Recognition from the stage at each in-person performance		◆	◆	◆	◆
A link to your company's website via company's logo on the Festival website		◆	◆	◆	◆
Company name and logo inside subscription brochures		◆	◆	◆	◆
Invitations for your guests to a post-concert event with Festival artists		◆	◆	◆	◆
Signage indicating your company's participation at all Festival events			◆	◆	◆
Company name and logo on printed advertising material			◆	◆	◆
Mention of company's sponsorship in a press release sent annually by the Festival to a mailing list of 120 media targets			◆	◆	◆
A complimentary table (eight guests) at any public Festival fundraising event			◆	◆	◆
Mention of company's sponsorship on print advertisements purchased by the Festival			◆	◆	◆
Company name and logo on cover of Festival program books			◆	◆	◆
A private performance by an artist associated with the Festival			◆	◆	◆
Social Media Spotlight on Facebook, Instagram and Twitter				◆	◆
Mention of company's sponsorship on any print advertisements purchased by the festival					◆
Company name listed as title sponsor of the Festival					◆
Custom benefits package tailored to your company's needs					◆

2023 Program Book Ads

The Great Lakes Chamber Music Festival Program Book is typically seen by approximately 5,000 unique patrons each year. This year, the program book will be both printed and digital.

[Click to see the 2022 Electronic Program Book at https://greatlakeschambermusic.org/2022-glcmf-program-book/](https://greatlakeschambermusic.org/2022-glcmf-program-book/)



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JUNE 10-25, 2023

[Click to see the 2023 Season Schedule at greatlakeschambermusic.org](https://greatlakeschambermusic.org)

Contact	
Company	
Address	
City, State, Zip	
Phone	
Email	
Ad Type (listed to the right)	
Total Cost	

FULL PAGE
11" x 8.5" (horizontal only)
 Color: \$1,500
 B&W: \$1,200

HALF PAGE
5.5" x 8.5" (vertical only)
 Color: \$1,000
 B&W: \$750

QUARTER PAGE
5.5" x 4.5" (horizontal only)
 B&W: \$475

BUSINESS CARD
3.5" x 2" (horizontal only)
 B&W: \$300

Payment Information

<input type="checkbox"/> Sponsorship	Complimentary Ad with Sponsorship Package
<input type="checkbox"/> Check enclosed	Made payable to Great Lakes Chamber Music Festival
<input type="checkbox"/> Please charge my Visa, MasterCard American Express, or Discover	Credit Card #:
Name on Card:	
Expiration Date:	CVV#

Please return signed contract by April 15 | Please send artwork as a .PDF to mohan@art-ops.org by April 15.
 Mail: Great Lakes Chamber Music Festival, 24901 Northwestern Highway, Suite 312, Southfield, MI 48075