



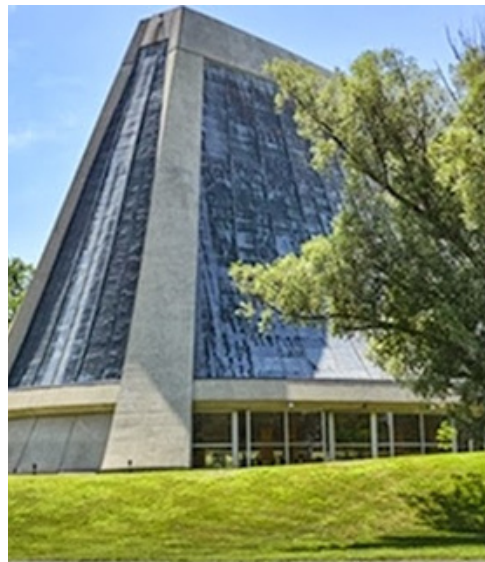
  
GREAT LAKES  
CHAMBER MUSIC FESTIVAL

Where Great Music Comes to Play



# Where Great Music Comes to Play

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 June, you 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.
- The Great Lakes Chamber Music Festival Program Book is typically seen by approximately 4,000 patrons each year. This year, the program book will be both printed and digital.





# 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.

\*Experiential Marketing Content Benchmarking Report 2016







# 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."

Artwork: Senghor Reid, Every Night Dreams 5





# 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





# 30th ANNIVERSARY | 15 DAYS | 10 VENUES | 21 CONCERTS



FESTIVAL DATES:

## June 10-24, 2023

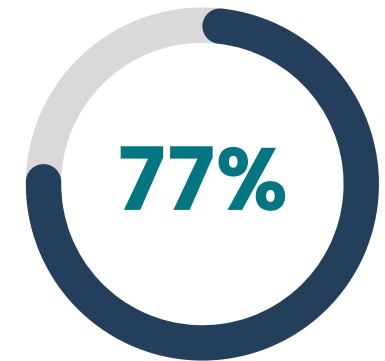
**3,000 + IN-PERSON ATTENDANCE**

**15K+ Website Users Annually**

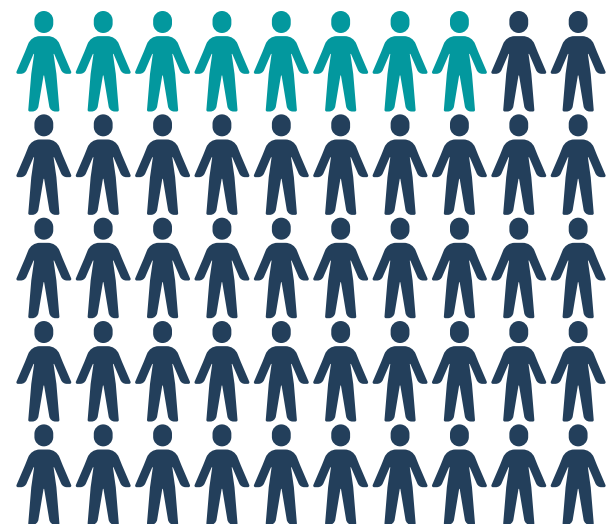
**15.8K+ YouTube Views**

**1.8K+ Facebook Followers**

**1K+ Instagram Followers**



**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+**





# Join Our Mission

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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.





# 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/)



GREAT LAKES  
CHAMBER MUSIC FESTIVAL

**JUNE 10-24, 2023**

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

|                                  |  |
|----------------------------------|--|
| Contact                          |  |
| Company                          |  |
| Address                          |  |
| City, State, Zip                 |  |
| Phone                            |  |
| Email                            |  |
| Ad Type<br>(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"/> <b>Sponsorship</b>   | Complimentary Ad with Sponsorship Package          |
| <input type="checkbox"/> <b>Check enclosed</b>  | Made payable to Great Lakes Chamber Music Festival |
| <input type="checkbox"/> <b>Please charge my Visa, MasterCard<br/>American Express, or Discover</b> | <b>Credit Card #:</b>                              |
| <b>Name on Card:</b>  |  |
| <b>Expiration Date:</b>   | <b>CVV#</b>  |

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