



LAWRENCE ACADEMY OF MUSIC

CORPORATE SPONSORSHIPS

2019-20 SEASON

The 2011 Leading Indicators for Excellence (LIFE) Study for the Fox Cities states that arts involvement for youth benefits the community as a whole and specifically mentions the Lawrence Academy of Music as a key provider of arts youth development opportunities, noting its success in serving youth from families with lower income.



ACADEMY OF MUSIC
LAWRENCE UNIVERSITY



Dear Community Business Leader,

Founded in 1874, the Lawrence Academy of Music is one of the largest nonprofit community schools of music in Wisconsin, providing high-quality music education to more than 1,500 community members each year from Wisconsin and upper Michigan. Devoted teachers, a diverse curriculum, a rich history, strong community relationships, extensive performance opportunities, a musical community—these are the distinguishing characteristics of the Lawrence Academy of Music. Academy teachers have extensive training in pedagogy as well as performance experience. Approximately three-quarters of our teachers hold masters or doctoral degrees; two-thirds of our teachers have taught in the Academy for more than 10 years.

Our mission is to provide outstanding musical opportunities for all individuals regardless of age, experience, or economic circumstances. Each year, students at the Lawrence Academy of Music are able to sing, play, and perform because of donors, sponsors, and community partners. Whether a toddler-caregiver pair in Early Childhood Music, an elementary school singer in Girl Choir, a middle school student in gamelan, or a high school student in private lessons, each student deserves access to musical instruction that helps them express and explore their musicality.

In addition, playing music has been scientifically proven to benefit people of all ages. School-aged children who play music do better in school, and teens see music as a bridge for building understanding between people of different ages and cultural backgrounds. Graduates from music programs report that creativity, teamwork, communication, and critical thinking – skills they honed through music – are necessary in their work, regardless of whether they are working in music or other fields.

I invite you to partner with us in the 2019-20 program year. The Academy of Music's Tutti Scholarship and Endowment Funds, so named because *tutti* means "everyone together," is our way of pooling community resources to ensure every student with a love of music and desire to learn is able to participate in Academy programs. Your sponsorship ensures access to Academy programs for every student, regardless of family income level. Please look over the range of benefits and levels of support in this sponsorship package and consider the impact of your investment. Together, we can ensure that every student has access to music-making – for students today and for generations to come.

Sincerely,

Karen Bruno, director

MAKING A DIFFERENCE

Academy teachers believe music education is fundamental to the development of all individuals and should be available regardless of economic circumstances. National research shows that music instruction creates strong and measurable gains for everyone – not just those who display a talent for music – in foundational skills such as pattern recognition, reasoning, and confidence.

The Lawrence Academy of Music is committed to providing music instruction to every student regardless of family income level. In 2003, the **Tutti Scholarship Fund** was born to support this goal. This is the fund that currently provides our annual tuition assistance awards. We also recognize the importance of looking to the future, and in 2019 the Academy launched the most ambitious fundraising initiative in its history, with a goal of \$1 million to endow the **Tutti Scholarship Endowment Fund**.

“Without financial support, participating in the Academy of Music would not have been possible for me. Music has given me a sense of purpose – my wish is that future generations are given the same opportunity I have had!”

– CARLA, AGE 17
TUTTI SCHOLARSHIP FUND RECIPIENT

“The Academy doesn't just provide music education, it provides opportunities for kids to learn accountability, respect, and other skills that would benefit both them and their communities for the rest of their lives. It provides students with a healthy outlet for their energy and creativity.”

– SARAH, PARENT OF TWO TUTTI SCHOLARSHIP FUND RECIPIENTS

With your help, the Tutti Funds will provide...

- Access to music instruction for 1 in 10 Academy students annually who would otherwise be unable to afford music instruction
- The preparation required for these students to join a musical community after high school
- A legacy of music-making in our community



WHY PARTNER WITH US

We are proud to say that 100% of sponsorship dollars go directly to tuition assistance. With your sponsorship, you may choose to support the **Tutti Scholarship Fund**, which provides annual tuition assistance awards, or the **Tutti Scholarship Endowment Fund**, which looks toward the future and will provide access to music education in years to come.

We thank each sponsor with recognition in each of six printed concert programs. Concerts take place in the Lawrence Memorial Chapel; concert attendance is approximately 5,000 Fox Valley residents annually.

<u>SPONSORSHIP LEVEL</u>	<u>BENEFIT</u>
\$500	Full Page Acknowledgement (8.25" W x 10.5" H), Social Media Recognition
\$275	Half Page Acknowledgement (8.25" W x 5.25" H), Social Media Recognition
\$150	Quarter Page Acknowledgement (4.125" W x 5.25" H)
\$80	Eighth Page Acknowledgement (4.125" W x 2" H)

If you wish to support specific programs of the Lawrence Academy of Music instead of providing tuition assistance, please contact us. Targeted sponsorship opportunities are available. For more information, email acad_music@lawrence.edu.

To begin the sponsorship process and receive more information, call our office at 920-993-6278 or fill out a sponsorship interest form on our website: go.lawrence.edu/academy-giving.

According to a study published by the *American Psychological Association*, students in grades 10, 11, and 12 “who participated in music, who had higher achievements in music, and who were highly engaged in music had higher exam scores across all subjects [...] On average, the children who learned to play a musical instrument for many years, and were now playing in high school band and orchestra, were the equivalent of about one academic year ahead of their peers with regard to their English, mathematics and science skills, as measured by their exam grades.”

“A Population-Level Analysis of Associations Between School Music Participation and Academic Achievement,” by Martin Guhn, PhD, Scott D. Emerson, MSc, and Peter Gouzouasis, PhD, The University of British Columbia. *Journal of Educational Psychology*. Published online June 20, 2019.

The benefits of music education are good for children and good for society – but they are expensive. On average, over 10 years, cello lessons for one child costs a family \$16,395. The median annual income of Academy scholarship recipient families in 2017-18 was \$30,100.



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