



FROM THE TOP GALA • MAY 2017
SPONSORSHIP OPPORTUNITIES

From the Top Gala Co-Chairs

Beth & Seth Klarman

Hillary & Jeffrey Rayport

From the Top

From the Top is America's largest national platform dedicated to celebrating the stories, talents, and character of classically-trained young musicians. Founded in Boston in 1995 by Gerald Slavet and Jennifer Hurley-Wales, From the Top originated as a variety-style radio show. More than 20 years later, From the Top has grown into a multi-media and arts education powerhouse, **transforming** the lives of hundreds of young musicians each year, **inspiring** millions of fans, and **pioneering** new ways to **unite** communities around the promise of outstanding young talent. Every year, more than **3 million fans** around the globe enjoy From the Top's radio broadcasts, videos, and live performances.

Event Overview

The From the Top Gala will take place on May 23, 2017, at the MIT Media Lab in Cambridge, Massachusetts.

"The annual From the Top Gala is the most inspiring and entertaining event of the year! You really feel the magic of these young performers and come to appreciate the great opportunities that From the Top brings to their lives."

Eran Egozy, Founder, Chief Technical Officer and VP of Engineering, Harmonix Music Systems

From the Top's annual gala is the organization's most anticipated—and fun—event of the year, raising vital funds to support and develop America's next generation of artists, arts leaders, and classical music audiences. From the Top brings the creativity and excellence of its radio show to this signature fundraising event, making it more like a show than an endless array of speeches. This year's event—"Looking Forward/Looking Back"—will pay tribute to FTT's departing Founders—Jennifer Hurley-Wales and Gerald Slavet—and celebrate the bright future ahead.

Sponsoring the From the Top Gala is an exciting opportunity to see the soloists of tomorrow as well as support programs that make classical music accessible to underserved audiences. Join us for an inspiring evening featuring a convivial **cocktail reception**, a delicious **seated dinner** by one of Boston's best caterers, and extraordinary **live musical performances** by the country's finest classically-trained young musicians and Christopher O'Riley, renowned classical pianist and host of From the Top's radio and television programs.

The From the Top Gala is an uplifting client cultivation opportunity as well as a great networking opportunity for company executives. Approximately 250–300 high-profile philanthropists, arts lovers, youth program supports, corporate leaders, and institutional partners attend the event. Guests have the opportunity to meet and mingle with each other and the performers during the evening. They will leave exhilarated by the stories and performances of the young people we serve and impressed with your company's support of the talented young musicians who are the future of music. Plus, your brand will benefit from prominent acknowledgement in front of our audience of influencers.

Current and past sponsors include The Baupost Group, L.L.C; Bernstein Global Wealth Management; Blue Cross Blue Shield of Massachusetts; Fish & Richardson P.C.; Liberty Mutual; The Parthenon Group; U.S. Trust, Bank of America Private Wealth Management; and The Bostonian Group; among others.

Visit www.fromthetop.org/gala to learn more.



Photo credit: Caitlin Cunningham Photography





Photo credit: Caitlin Cunningham Photography

From the Top Gala Sponsorship Opportunities

Presenter

\$50,000 (\$46,225 is tax deductible)

- Two tables of 10 gala tickets each with VIP seating, parking, and a special gift
- Top billing of name and logo on event website, event invitation (by 2/28), select event social media shout-outs, event multimedia, and full page color ad in event program
- Recognition from the stage as a lead gala sponsor at event
- A private performance with a From the Top musician at a gathering of your choice
- 25 tickets to an upcoming *From the Top* show in Boston, Massachusetts, to share with friends, family, colleagues, or another charity you support

Producer

\$25,000 (\$22,070 is tax deductible)

- Two tables of 10 gala tickets each with VIP seating and a special gift
- Prominent display of name and logo on event website, event invitation (by 2/28), select event social media shout-outs, event multimedia, and full page color ad in event program
- A private performance with a From the Top musician at a gathering of your choice
- 10 tickets to an upcoming *From the Top* show in Boston, Massachusetts, to share with friends, family, colleagues, or another charity you support

Host

\$10,000 (\$8,750 is tax deductible)

- One table of 10 gala tickets with preferred seating and a special gift
- Name and logo on event website, multimedia at event, and full page, black and white ad in event program

Announcer

\$5,000 (\$4,250 is tax deductible)

- One half table of 6 gala tickets with preferred seating and a special gift
- Name and logo on event website, multimedia at event, and half-page, black and white ad in event program

From the Top Gala Individual Tickets

\$1,000 (\$875 is tax deductible)

- Single gala ticket with preferred seating and a special gift

\$500 (\$375 is tax deductible)

About From the Top

Boston-based From the Top is America's largest national platform dedicated to celebrating the stories, talents, and character of classically-trained young musicians. Through live events, NPR and YouTube broadcasts, scholarships, and leadership programs, From the Top empowers these extraordinary young people to engage and inspire music lovers of all ages. From the Top reaches more than one million people per year, through its radio show, YouTube videos, live concerts and events, and arts leadership programs.

From the Top's musicians, ages 8–18, astonish audiences with their skill and talent. Their hard work, dedication, and passion make them role models for their peers. Yet, when they tell us about their lives outside of music, we are reminded that they are typical kids and teenagers, with normal worries and big dreams. In this winning combination we see a bright future, filled with the joy and hope that music offers to the world.

From the Top's Media Programs

From the Top's signature media program, **NPR's *From the Top with Host Christopher O'Riley***, is the most popular weekly one-hour classical music program on public radio, heard by more than 500,000 listeners in over 200 markets. Recorded before live audiences across the country, each one-hour broadcast features five performances along with interviews and profiles revealing the heart and soul behind the talent of these extraordinary young musicians.

See the Music, our new online music video program, brings together young classically-trained musicians with collaborators from multiple artistic genres and disciplines. Distributed on YouTube and social media, *See the Music* videos are an innovative way to reach millions of new fans.

Center for the Development of Arts Leaders

Every musician who appears on *From the Top with Host Christopher O'Riley* receives intensive **leadership training**, exploring the communication and collaborative skills needed to bring music to new audiences. They then apply this training by creating and performing customized outreach activities in every community we visit.

As a Boston-based organization, From the Top provides more in-depth, long-term programming with schools and community-based organizations in the Greater Boston area. Each year, the **Center for Development of Arts Leaders, Boston**, recruits 50-60 local musicians, ranging in age from high-school to college sophomores, to receive intensive arts leadership training and provide programming to eight community partners. From helping to achieve music students' learning and curriculum goals through afterschool residency programs to creating an environment of healing and joy through community performances, FTT's young musicians develop leadership skills and use their musical talents to engage and serve diverse audiences who will profoundly benefit from the power of music.

Scholarships

Since 2005, From the Top and the Jack Kent Cooke Foundation have awarded more than \$2.2 million in scholarships to exceptional young musicians with financial need. In addition to performing on *From the Top*, recipients are awarded up to \$10,000 to advance their musical studies.



Photo credit: Caitlin Cunningham Photography