

History in the Making



The Amati Foundation Historical Collection

A multi-year promotional program centered around a global tour of 33 recreations of history's most important violins, violas, cellos, and basses. The tour visits over 100 venues, reaching millions of consumers and exposing hundreds of thousands of young adults to the music created by these instruments.



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Making an Impression

The Amati Foundation Historical Collection (AFHC) offers marketers an exceptional opportunity to combine national marketing with local events. AFHC was designed to develop brand equity via increased exposure, heightened awareness, and stronger, more positive associations.

Audiences include hard to reach C-level executives and high net worth individuals; community leaders; and parents, children and teens. AFHC's 8 year global tour will take the Collection to 100 venues where over 200,000 children and young adults will directly participate in AFHC programming. An estimated 8,000,000 young adults will be exposed to AFHC and your brand during the first 10 years. During the 20 year program, an estimated 200 million consumers of all ages will be reached through advertising, media, and promotional events.

A typical city tour includes 5 concert events (with an average attendance of 11,000); one dress rehearsal attended by approximately 2,300 children and teens; and 10 days of museum display, reaching thousands more. Visiting cities such as New York, San Francisco, Los Angeles, London, Hong Kong, and Tokyo, the tour offers unprecedented opportunities for local promotional tie-ins coupled with mass media public relations and branding.

Upon completion of the tour, and for a minimum of 10 additional years, the instruments will be loaned to outstanding up-and-coming musicians who will refer to the sponsor when discussing their instrument or performing publicly.

Title Sponsorship Benefits

- Corporate naming rights, e.g., "The Amati Foundation **Your Name Here** Historical Collection."
- Opportunity to host the unveiling at corporate headquarters or a museum/concert hall in your U.S. city of choice.
- Opportunities for local venue hospitality and promotional events to recognize customers, suppliers, and employees.
- Branding in advertising promoting the venues and events.
- Full page program venue advertisements reaching millions of consumers.

- In-venue signage and branding on tickets.
- Inclusion in media kits and community outreach activities.
- Inclusion in public relations efforts and mention during television, radio, and print interviews.
- Recognition on videos and DVDs to be sold at venues and online.
- Sponsor listing in a possible television program and/or documentary.
- Recognition in the commemorative book, including a full page "President's Message", to be sold at venues and online.
- Six copies of the limited edition hard bound commemorative book, signed by each of the luthiers.
- Opportunities to host maker and musician events at corporate gatherings.
- Branding on The Amati Foundation web site and AFHC materials.
- Full page advertisement in the book, "So You Want To Learn To Play A Musical Instrument," provided free to 200,000 students, parents, and teachers attending dress rehearsals.

Instrument Sponsorship Benefits

Individual sponsors are associated with one of 30 instruments in The Amati Foundation Historical Collection.

- Sponsor's name is attached to instrument, providing years of positive association.
- Invitation to local orchestra event where Collection is featured.
- Recognition on videos and DVDs.
- Recognition in the AFHC commemorative book, sold at venues and online.
- One copy of the limited edition AFHC hard bound commemorative book, individually numbered.
- Recognition on The Amati Foundation web site.
- Recognition in the book, "So You Want To Learn To Play A Musical Instrument," provided free to students, parents, and teachers attending dress rehearsals.

Making Your Mark

One Title Sponsorship is available, payable over 3 years and 30 instrument sponsorships are available.

Title Sponsorship \$ 4,000,000
Instrument Sponsorship \$ 150,000

Title sponsorship is agency commissionable at 7.5%.