



THE AMATI FOUNDATION was formed in 2000 to address multiple segments of the music industry with a particular emphasis on children's education and exposure to strings music (violin, viola, cello, and bass). From orchestras and musicians to museums and patrons to instrument makers and students, every facet of the Foundation's effort is dedicated to improving children's access to music education while providing programs that strengthen the industry as a whole and provide exceptional marketing opportunities for our sponsors and partners.

Founded by entrepreneur William Townsend (Lycos, Inc., Deja.com (now ebay and Google), GeoCities (now Yahoo!), YouthStream Media Networks (now Alloy), the Amati Foundation's innovative approach to solving many of the issues facing classical music and strings instruction stem from more than 5 years of in-depth study into the root causes of these problems. At the core of The Amati Foundation's efforts are two programs: the Historical Collection and Education Programs, both designed for maximum cost efficiency with an estimated 92% of donor dollars directly reaching the programs.

Through an industry-first project called **The Amati Foundation Historical Collection**, the Foundation will support orchestras, museums, corporate partners and benefactors, violinmakers, and school-aged children via the development of a 20-year program that will generate millions of dollars of publicity for our sponsors, increase revenues at partner symphonies, support the careers of the next generation of great violin makers, and attract new patrons to the arts, while providing the means for thousands of children to gain exposure to classical music performances at many of today's leading orchestras and symphonies.



Ann-Arbor, Michigan based violinmaker Gregg T. Alf – one of 36 makers to take part in this historic endeavor.

The Amati Foundation Historical Collection is a global endeavor bringing together 36 of the world's top violinmakers (from the United States, Canada, United Kingdom, France, Germany, Italy, Czech Republic, and China) to handcraft an entire stringed orchestra of recreations of history's most famous stringed instruments by Master artisans such as Antonio Stradivari, Giuseppe Guarneri del Gesù, Nicolo Amati, and others. The instruments will appear as they did when they first left these Masters' hands; providing viewers and musicians a first hand look at what an instrument such as Itzhak Perlman's "Soil" Stradivari 1714 or Yo Yo Ma's Montagnana cello of 1733 looked like nearly 300 years ago. The Collection will be loaned to orchestras and museums to create unique events that will bring new audiences to the arts. At each orchestral event, local children and teens will have access to a live dress rehearsal; many experiencing a classical concert for the first time. The 8-year tour will conclude in 2015, and then, individual instruments will be loaned to outstanding young musicians to give them essential *tools of the trade* to help launch their careers. The Historical Collection will be named after the title sponsor and offers hundreds of opportunities to tie into local and regional orchestra and museum appearances to create customer and employee events, generate positive publicity, reach out to thousands of schools, and become known for supporting the arts while making it possible for hundreds of thousands of children and teens to experience live orchestral events. While traveling

across North America, Europe and Asia, it is estimated that 400 million people will be exposed to the Collection.

The Amati Foundation Education Programs follow on the footsteps of the Historical Collection and provides violin instruction programs in poor school districts across America. In 1960, over 80% of all public schools offered stringed instruments instruction. Today, public funding of stringed instrument education has decreased to the point that *fewer than 19%* of school districts in the United States now offer a stringed instrument program.

If you give a child the chance to learn, he or she will grab it. Whereas talent is innate, virtually anyone can learn to play a violin if given the chance. Learning an instrument develops imaginative, aesthetic and musical skills, which lead to self-confidence, accomplishment, and success. In addition to the benefits derived from exposure to music instruction, memorization, dexterity, and analytical thinking skills, especially as they apply to mathematics, will be enhanced. We know this well documented, empirical fact to be true.



Through an innovative classroom and online initiative, thousands of children will be given the opportunity to expand their horizons through music instruction.

The program utilizes a 3-to-1 approach of supplying one teacher to three schools in a geographic location spreading labor costs across multiple programs. The Amati Foundation Education Programs utilize the well-respected *Essential Elements for Strings* learning curriculum coupled with elements of the easy-to-learn Suzuki method. Several genres of music will be taught including classical, bluegrass, contemporary, and baroque, exposing young people to multiple types of music. An innovative online education component grows with each student, allowing them to advance at their own pace. These elements are designed to work together to bring children up to playing speed rapidly, thereby affirming and increasing their enjoyment of violin.

As new concepts and teaching practices are generated for use within the Education Programs, they are rapidly tested, then deployed to all schools in the program. This “franchise” model of centralizing pedagogical concepts then sharing across hundreds of locations, is a unique feature in American education, and one the Foundation believes will enable teachers across the country to submit new concepts and quickly to allow others to benefit from those skills and ideas.

INNOVATION. VISION. COMMITMENT. RESULTS.

The Amati Foundation programs are multifaceted and far-reaching, yet highly structured for maximum efficiency. It is projected that 92% of donor and sponsor funds directly reach program support: an unheard of level of efficiency setting a new standard for cost effectiveness in the nonprofit sector. Our programs reach across multiple core constituencies; all served by one dynamic organization:

School Aged Youth

Thousands of children the world over gain access to live performances which most have never before seen. Brought into orchestral halls for the first time, they’ll learn about the parts of the orchestra, the instruments, the music, participate in Question and Answer sessions with orchestra members, and leave

with an informative booklet, “*So You Want To Learn To Play A Musical Instrument*” about the best path to learn a musical instrument. .

Orchestras

The Amati Foundation Historical Collection provides a unique opportunity to offer an event that will generate tremendous public interest, grow audiences, increase ticket sales, and attract new patrons and donors. The Foundation’s marketing support and local school outreach will develop enhanced local goodwill for orchestras with schools, local government, media, and the general public. Our sponsors can tie into these events as a means to reward employees, entertain clients, connect with public officials, and reach out to communities. Signage, advertising, publicity, in-program advertisements, a book and DVD/video, and other promotional events support the title sponsorship.

Museums

Research suggests that most people have heard of Antonio Stradivari -- but how many people have had the chance to see what a Stradivari violin looked like in 1716? Now they can. Just as *The Art of the Motorcycle* was the Guggenheim’s all time highest attended exhibit, the Amati Foundation’s Historical Collection will draw diverse crowds from the hard to reach highly educated CEO and VP-level audience to children, their teachers and parents.

Talented Young Performers and Professional Musicians

Upon the conclusion of the world tour, the instruments of the Historical Collection are individually loaned to outstanding young performers, giving them the necessary “tools of the trade” to excel in their career choice. Meanwhile, the Foundation’s instrument collection makes outstanding violins, violas, cellos and basses available to professional musicians in need of an instrument loan. Sponsors can even have their name attached to individual instruments so as the performer tours recognition is given that they are playing *The Amati Foundation’s “Sponsor Name” Stradivari*.

Acoustic Researchers and Historians

The Amati Foundation Historical Collection will be the most comprehensive research source on historical and contemporary violin making techniques and offer unparalleled acoustic research possibilities. Never before has a suite of instruments of this size been assembled and maintained as a single collection to learn the effects of wear on an instrument’s construction, varnish, sound, and stability. Research in chemistry, engineering, wood treatments, and other areas will benefit greatly from the collection’s ability to be studied over many years. In addition, the Collection will be thoroughly documented from the first wood shaving on and acoustic measurements will be recorded of each instrument and made available to researchers, historians, and anyone interested in stringed arts.

Luthiers

By recognizing the world’s most talented violin, viola, cello and bass makers working today, The Amati Foundation promotes their abilities to thousands of professional and amateur musicians, providing the most effective maker-to-player outreach program ever devised. Our sponsors may have an opportunity to host maker’s workshops for promotional events, have private meetings with makers, and join in

creating a major unveiling event in which the Historical Collection is presented to the public for the first time.

Musicians, Collectors, and Instrument Owners

Those seeking to donate a treasured instrument to a worthwhile cause now have a place within The Amati Foundation. The Foundation's preservation and loan program is a unique vehicle committed to preserving instruments that may otherwise fall prey to estate settlements, or worse yet, be sold via an online auction without regard to how the instrument can impact a worthy musician. The Foundation understands the attachment owners have to their instruments and takes great care in ensuring they are cared for properly. Sponsors will receive recognition via the Foundation's website and other materials.

Children and Young Adults

Most importantly, The Amati Foundation provides multiple programs to help young people experience the joy of listening to and learning to play a musical instrument. From funding and operating in-class instruction in America's poorest school districts to deploying what promises to be the most dynamic and interactive online learning experience to any student or parent across the country and around the world, to exposing thousands of children to live musical performances, The Amati Foundation programs are designed to provide measurable results of which donors and participants can be proud.

BECOME A PATRON

The Amati Foundation Historical Collection title sponsorship is available to corporations, foundations, or individuals interested in reaching a diverse global audience over a multi-year program. The title sponsorship includes naming rights of the Collection, advertising and publicity opportunities, promotional tie-ins, and the benefits previously described. As a means to help rescue the arts and support children's educational programs, sponsor support provides a profound impact among policy makers, employees, the public, arts patrons, customers, shareholders, but most importantly, children.

For additional information, please contact Bill Townsend, Chairman, at 512-261-0761.



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