

# The People's Music School Gala: Let It Shine

Friday, May 11<sup>th</sup>, 2018  
Morgan Manufacturing

## Let It Shine: Event background

The People's Music School's annual gala and performance, *Let It Shine*, welcomes friends, supporters, artistic partners and community leaders to a celebration of over 40 years of social and musical impact in Chicago.

This year's event, held at Morgan Manufacturing in the Fulton Market district, features a cocktail reception, seated dinner, and opportunities to experience special student and guest artist performances throughout the evening. Funds raised through this event are essential to continuing our programs, which serve nearly 700 students from over across Chicago.

As The People's Music School is 100% supported by private donations, our spring gala and signature performance event remains a vital component of our fundraising efforts.

Join us on Friday, May 11<sup>th</sup> for an unforgettable evening, co-chaired by Jennifer and Ashley Keller and Katy and Jonathan Kletzel!



# Let It Shine: Sponsorship Opportunities



Join us as we celebrate FREE music education for Chicago's most deserving students at our annual gala on Friday, May 11th. Your sponsorship builds equality and access to all of music's life skills, for those who could benefit the most.

## \$50,000 producing sponsor

*Make possible a full year's worth of high-impact, high-inspiration orchestra rehearsals*

- Premier table for 12 guests
- Full-page ad on the inside front cover of the gala program book with logo placement
- Acknowledgement of your support as premier sponsor on email invitation with logo placement
- Premier signage at gala with logo placement
- Logo placement on "step & repeat" for photo opportunities
- Recognition during program event's speaking remarks

## \$25,000 presenting sponsor

*Bring in a new cohort of eager beginners for a year of transformational programming*

- Premier table for 10 guests
- Full-page ad in the gala program book with logo placement
- Acknowledgement of your support as lead sponsor on email invitation with logo placement
- Logo placement on "step & repeat" for photo opportunities
- Premier signage at gala with logo placement

## \$10,000 artist's level

*Build leadership skills through music with high school SLAM rehearsals*

- Table for 10 guests
- Half-page ad in the gala program book with logo placement
- Acknowledgement of your support on email invitation with logo placement
- Signage at gala with logo placement

## \$5,000 salon circle

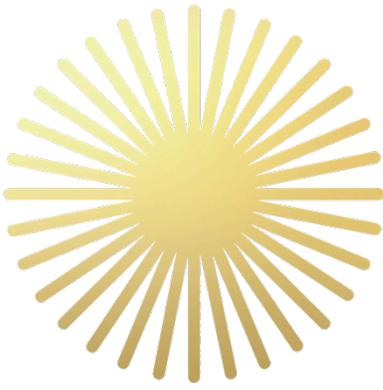
*Help our south side sectionals shine through next semester*

- Table for 10 guests
- Half-page ad in the gala program book with logo placement
- Acknowledgement of your support on email invitation with logo placement
- Signage at gala

## \$2,500 fan club

*Cover much-needed instrument repairs, supplies for southwest side program*

- Table for 8 guests
- Quarter-page ad in the gala program book with logo placement
- Acknowledgement of your support on email invitation
- Listing at gala



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## Let It Shine: Commitment Form

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I/we would like to enable social impact through music as a:

- Host Committee (helping with planning and getting the word out!)
- Premier Sponsor (\$50,000 and up)
- Presenting Sponsor (\$25,000 - \$49,999)
- Artists Circle (\$10,000 - \$24,000)
- Salon Circle (\$5,000 - \$9,999)
- Patron Level (\$2,500 - \$4,999)
- Other: \$\_\_\_\_\_

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### Contact Information:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Name(s) as you wish to be recognized in all event materials (please indicate if Anonymous):

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone (please note cell, work, home, etc.): \_\_\_\_\_

Email: \_\_\_\_\_

Signature/date: \_\_\_\_\_

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### Payment Information:

- My check to The People's Music School is enclosed
- Please invoice me
- I would like to donate through a method other than check. Please contact me.

Please return this form to Renee Davis, Director of Development:

Email: [renee.davis@peoplesmusicsschool.org](mailto:renee.davis@peoplesmusicsschool.org)

Mail: The People's Music School, 931 W. Eastwood Ave, Chicago, IL 60640

On behalf of our entire community, thank you for your support!

# Let It Shine: Organizational Context



## OUR MISSION

Our mission is to deliver access to the benefits of high-quality, tuition-free music education. Through intensive instruction and performance, our students achieve excellence in music that transfers to other areas in life. They grow musically, socially, emotionally and intellectually, and develop a foundation of responsibility, self-esteem, resilience and purpose.

## WHO WE ARE

600+ students, ages 5-18

60 paid teaching artists

7,000+ hours of volunteer work

95% of color (80% Hispanic/Latino, African-American)

Hundreds on our capped waiting list

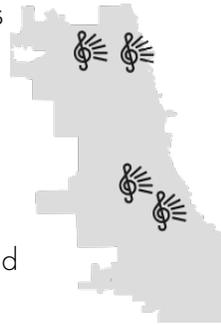
10,000 students served since 1976

40+ zip codes across Chicago

## WHERE WE ARE

4 program sites

- Albany Park
- Uptown
- Back of the Yards
- Greater Grand Crossing



## WHAT WE DO

Up to 12 Hours of instruction per student per week

25 ensembles across music genres

98% advance rate to next music level

100% committed to realizing a child's potential through music

14 different instruments

165,000 learning hours delivered

100% high school graduation rate

100% tuition free

## CREATING MORE ACCESS AND OPPORTUNITY EACH YEAR

Thanks to the generosity of our community we served more students this past year than ever before.

Students Served

325

600

FY15

FY17

Annual Revenue \$1.4M

\$898K

FY15

FY17

## BEYOND THE MUSIC

We measure our students' musical, social and emotional learning. Through their studies, students gain skills like discipline, focus, team-work, responsibility and listening. Early results from an independent evaluation show our students are making significant gains in these life skills, and in growth mindset - which is proven to lead to success later in life.

## RISING STARS

100% of TPMS high school seniors graduate and go on to attend college. Our alums are across the country, from Harvard to Grinnell, Stanford to Loyola, Northwestern to the U of I. They are studying biomedical engineering, psychology, communications, computer science, political science, and yes... music! We're so proud!

## ARTISTIC EXCELLENCE

We develop high-impact artistic partnerships and residencies for our students. Last year, our students performed with Yo-Yo Ma, Jimmy Chamberlin (Smashing Pumpkins), Third Coast Percussion, International Contemporary Ensemble (ICE), Emanuel Ax, Civic Orchestra, Chicago Symphony Orchestra, and many other renowned artists.

## CPS ADVOCACY

"[TPMS] is a catalyst for improved academic achievement and self-esteem. They're getting into top high schools. It's cool. Their peers look up to them." - Scott Ahlman, Chicago Public School principal

## FAITHFUL FUNDERS

"[TPMS is] a unique, innovative and highly effective gem in Chicago, well-deserving of distinguished recognition" - Fry Foundation

## INVESTED PARTNERS

"From the students, to the teachers, to the staff, everything you all do is so engaging, well planned, and creative... it's such an inspiring organization to be around." - Third Coast Percussion

## STUDENTS WHO ACHIEVE

As a percussionist, 14-year old Josue is a critical part of his orchestra and jazz band - his steady beat provides the foundation for all other players. Josue is from the Albany Park neighborhood, where he lives with his mother and two younger brothers. His mother found The People's Music School as she searched for a safe place for her children to go after school, while she worked multiple jobs to support the family. She wanted her boys to avoid the fate of so many young men in our city - of getting into trouble, or getting hurt by trouble.

In the seven years since then, music has opened up new worlds for Josue. Josue exemplifies our values of excellence, hard work, opportunity, creativity and community. His musicality has impressed professional artists, his leadership has made him a favorite mentor to our younger students and his character shines bright for all our community to be proud of.

"As the years pass, I am beginning to become aware of the situation my mom is going through,

**so I decided on my own to do something big for my family.**

I dreamed about being a young musician looking for this one goal in life: to bring my family to a position that no one can do any harm to us. I dedicate myself to things I think are going to

**do good in my life."**

Josue,  
Age 14



**billboard**

[Chance the Rapper, Common, Lin-Manuel Miranda and The People's Music School at Obama Summit \(Nov, 2017\)](#)

**billboard**

[Billboard Magazine interviews TPMS about performing for the Obamas](#)

**CRAIN'S**  
CHICAGO BUSINESS.

[Can Yo-Yo Ma Save Chicago? He's Certainly Trying – with People's Music School \(Jun, 2017\)](#)

**[dna] info** | CHICAGO

[Kids Facing Racism, Trauma Find Safe Haven At People's Music School \(Apr, 2017\)](#)

**CBS Chicago**  
.com

[The People's Music School Selected to Launch OneChicago Campaign, Affirming Chicago as Sanctuary City for Immigrants \(May, 2017\)](#)

**wttw11** | 98.7wfmt

[Yo-Yo Ma Talks About The People's Music School \(Dec, 2016\)](#)

**CHICAGO SUNTIMES**

[Matsuzawa Leads Turnaround at The People's Music School \(Jul, 2016\)](#)

**[dna] info** | CHICAGO

[The People's Music School is Back \(May, 2016\)](#)

**built in chicago**

[This Music Hackathon Brings Chicago's Best Technologists + Musicians Together \(Mar, 2016\)](#)

**Chicagoinno**

[What Music Ed is Learning from Tech Start-ups at The People's Music School \(Feb, 2016\)](#)

**CRAIN'S**  
CHICAGO BUSINESS.

[New leadership at The People's Music School \(Mar, 2015\)](#)

**CBS Chicago**  
.com

[The People's Music School is "Someone You Should Know" \(Dec, 2014\)](#)

**The New York Times**

[The Cost of The People's Music School: A Week Waiting on the Sidewalk \(Feb, 2011\)](#)

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