



# make music seattle story

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Make Music is a free world wide celebration of music always held on June 21st, Summer Solstice. Launched in 1982 as the Fête de la Musique in France, it is now held on the same day in more than 700 cities in 103 countries. Participating North American cities include Austin, Boston, New York City, Madison, Los Angeles, Vancouver, BC, Philadelphia, Nashville and Madison, WI. Completely different from a typical music festival, Make Music is open to anyone who wants to take part. Every kind of musician — young and old, amateur and professional, of every musical persuasion — pours onto streets, parks, plazas, and porches to share their music with friends, neighbors, and strangers.

In Seattle, all **Make Music Day** events are:

- Free & participatory for everyone
  - All ages and genre
  - At multiple venues and public spaces All live performances
  - Simultaneously scheduled for June 21 from 9am to 10pm
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- **Make Music Seattle** is a grand collaboration of musicians, music professionals, business owners, community centers, event producers and more. Everyone, yes, *everyone* is invited! New and innovative programming concepts are encouraged. This is music on an extremely broad scale created by people with open minds and big hearts with a common goal to bring communities together through a very simple thing: Listening and creating art together. Music is for everyone, not just the perfect pitched elite.
  - **Make Music Seattle** will have an impact as simple as an over-the-back-fence chat, but as deep as the Big Bertha tunnel. When communities come together and share the experience of live performance, resentments and misunderstandings melt. They, after all, have created something together! Individuals of all ages and ethnicities will be musically engaged; doors will be opened to new experiences and ideas. When one person is inspired and educated, it enriches the culture of the whole community.
  - This one-day event has had such world-wide success, we are confident that Seattle's first year will enjoy the same acclaim. It has the capacity to unravel the polarized knot of Seattle's music community; from the Seattle Symphony to Pike Place buskers, from Café Racer to the Paramount Theatre, from hip-hop to Bach and from aspiring musicians to seasoned professionals. **Make Music Seattle** is a never-been-built-before stage that's open and welcome to everyone.

**Make Music Seattle** is a member of Make Music Alliance, an organization based in New York, NY, the original US Make Music city.

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**seattle@makemusicday.org • makemusicseattle.com • june 21, 2015**

# 2015. seattle's first. what'll it be like? what's in it for you?



**the story.** Seattle is excited to take part in the very first local Make Music event. Completely different from a typical music festival, Make Music is all inclusive. There are no tickets, no hand stamps, no lines. It's simple—it's all for the love of the music. For ONE day a year, all regular music business conventions disappear. Musicians play only for the original reason they became musicians, the love of it. Presenters present for the joy of seeing and sharing that musician's art. Audiences attend just because they want to. No one worries about how many tickets are sold. No one worries about break even, or how many beers and t-shirts are sold.

## times & locations

**Event time:** 9am - 9pm

### Locations

- Seattle Center's Next 50 Pavilion (adjacent to EMP)
- Seattle Parks: Alki Beach Park, Bell Street Park, Gasworks Park, Greenlake Park, Hing Hay Park, Kerry Park, Marvin's Garden, McGraw Square, Occidental Square, Oxbow Park, Victor Steinbrueck Park, Volunteer Park, Waterfront Park, Westlake Park and possible others as they confirm.
- Other Venues: The options are endless. They can include everything from your own front porch to regular music clubs, from community centers to concert halls or YOUR place of business. If it can be dreamed, it can be done.

## programming highlights

### At Seattle Center's Next 50 Pavilion

- Mass Appeal Guitars, sponsored by Guitar World. Many guitars, many players. Many people learn a song (or songs) and play. Taught by 3 local guitar gods.
- HonkFest West. A brass band speed date--25 bands play two songs each...

### Drive By Karaoke

Celebrating Frank Sinatra's 100th Birthday.

A Yamaha keyboard will be placed in the back of a flatbed truck and drive to designated spots throughout Seattle.

### In Parks

Busker Heaven

## make music seattle board & staff

Ed Beeson, president; Ramona Lisa Grotte, secretary; Devon Manier, Treasurer; Adrienne Caver-Hall, Vice President; Julia Cummings, Board Member; Cynthia Polly Payne, project manager; Margaret Mocho, finance

## audience

**Attendance.** We expect the Seattle Center events to be the most heavily attended. Estimate 1000 people. Other events are subject to our ability to get the word out, but we hope to have at least 200 people at each planned venue. (Seattle Parks, Drive By Karaoke)

**Demographic.** We expect to see all ages, all ethnicities and all talent levels. MMS encourages the recreational musician, the student, it speaks to peaks to people who want to play. It's a family friendly event with the goal of inspiring a life long passion for making music.

## marketing, pr & merchandise

Press releases, email blasts, print advertising, radio advertising, posters, word of mouth, t-shirts, buttons, etc.

## fundraising

Grants, corporate sponsorship, and a very special crowd funding project which will begin mid-May 2015.

## for sponsors

Sponsor packages can be completely custom designed, depending on individual goals. Options, among others and available at this time, are logo placement on posters, website links and logos, social media mentions, onsite banners at all major performance sites, email blasts and more. Some sponsors may consider in-kind donations (instrument giveaways, complimentary rental gear) Other opportunities? How about doing a matching fund day or week with the Crowd Funding project? Again, if it can be dreamed, it can be done.

## supporters, partners & sponsors

Seattle Center, Seafair, Seattle City of Music, Seattle Parks & Recreation, Guitar World, Sweetwater, Yamaha.

Make Music Seattle is a 501c3 non profit organization  
& a member of Make Music Alliance, an organization based in NYC, the original US Make Music city.  
[seattle@makemusicday.org](mailto:seattle@makemusicday.org) • [makemusicseattle.com](http://makemusicseattle.com) • june 21, 2015



# 2015 sponsorship levels

## Grand Piano - \$10,000 & up (1)

- Exclusive event naming rights  
(Your business presents Make Music Seattle)
- Logo on print advertising
- Logo on all banners,
- Social media logo/link
- Logo on poster
- Logo/link on website
- Logo on program

## Upright Bass - \$5,000 & up - (3)

- Naming rights on major Make Music Seattle sites.
- Logo on print advertising
- Logo on all banners
- Social media logo/link
- Logo on poster, logo/link on website
- Logo on program

## Tuba - \$2,500

- Logo on print advertising
- Logo on all banners
- Social media logo/link
- Logo on poster
- Logo/link on website
- Logo on program

## Bass Drum - \$1,000 & up

- Logo on poster
- Logo/link on website
- Listing on program
- Social media acknowledgement

## Turntable - \$500 & up

- Logo/link on website
- Listing on program
- Listing on poster
- Social media acknowledgment

## Harmonica - \$250 & up

- Listing on poster
- Listing on program
- Listing/link on website
- Social media acknowledgement

## Ukelele - \$100 & up

- Listing on program
- Listing/link on website
- Social media acknowledgment

## Kazoo - \$50 & up

- Listing on website
- Social media acknowledgment

**Make Music Seattle** can also create a custom sponsorship package designed to fit your needs.  
Contact us at 206.324.3372 or [seattle@makemusicday.org](mailto:seattle@makemusicday.org)

**Individual Donations** can be made at [www.makemusicseattle.com](http://www.makemusicseattle.com)

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# 2015 sponsorship form

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

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

\_\_\_\_\_

We would like to sponsor at the level indicated below:

\_\_\_\_\_ Grand Piano - \$5000 and up

\_\_\_\_\_ Upright Bass - \$5000 and up

\_\_\_\_\_ Tuba - \$2500 and up

\_\_\_\_\_ Bass Drum - \$1000 and up

\_\_\_\_\_ Turntable - \$500 and up

\_\_\_\_\_ Harmonica - \$250 and up

\_\_\_\_\_ Ukelele - \$100 and up

\_\_\_\_\_ Kazoo- \$50 and up

Please make checks payable to:

**Make Music Seattle**

and mail to:

Make Music Seattle

8601 1/2 8th Avenue S, Suite 9

Seattle, WA 98108

**Save a stamp!** Sponsor online at **[www.makemusicseattle.com](http://www.makemusicseattle.com)**

Thanks so much for your generous support!

From Make Music Seattle Executive Board

The Make Music Seattle EIN is 47-2925523.