

# Become an ETM Partner



## ABOUT EDUCATION THROUGH MUSIC

Education Through Music (ETM) is the largest nonprofit provider of direct and comprehensive music education as a core subject in New York City schools. Since 1991, ETM has been closing the gap in access to music education for NYC's most underserved students while building a pipeline of high quality music teachers. By providing year-long, in-school music education programs with a dedicated staff of teachers and support management, thousands of children who would otherwise have limited or no access to music instruction at school are receiving the life-changing benefits of a music education. ETM currently partners with 55 under-resourced schools across all five boroughs of New York City to reach approximately 20,000 underserved students weekly.



ETM students performing at YouTube's Annual Winter Concert

**Hundreds of thousands of New York City students do not have access to high-quality music education. Partnering with ETM gives your organization the opportunity to change that.**

**As a corporate partner with ETM, you can help ensure underserved students in under-resourced NYC schools have the opportunity to thrive—academically, socially, and in life—while aligning your brand with music education, equity, and social impact.**

### IMPACT

While government support funds some of our work, our comprehensive weekly music education and professional development programming is only made possible through the generous contributions of corporate and private philanthropy.

Our partnerships with companies like yours help provide our public school partners with best-in-class professional development, ongoing mentorship, instructional supervision, and certification assistance. Through corporate sponsorships, ETM is able to provide instruments, books, technology, and resources for all students at an ETM partner school.

### ENGAGEMENT

Our corporate partnerships know that making music changes lives! Our students can perform at your company or community events, and you are welcome to attend our performances. Students can visit your offices for "career days" and employees can volunteer at concerts and/or in our offices for seasonal occasions such as Music in Our Schools Month, Teacher Appreciation Week, and/or Giving Tuesday.

There are year-round leadership opportunities on our volunteer and governance boards. ETM always creates compelling and creative engagement opportunities for our corporate partners!

### BRAND VISIBILITY

Your company will receive name and logo recognition on ETM's website, social media channels, annual report, and newsletter that reach industry leaders, supporters, and education advocates. Program and Gala sponsors are featured in dedicated press releases, digital communications, and blog posts.

We work hard to create customized cross-branding opportunities that celebrate our shared commitment to the transformative power of music education.

## EDUCATION THROUGH MUSIC

# Corporate Partnership Opportunities

**Education Through Music (ETM) is eager to partner with your organization to bring music education to under-resourced NYC schools and their students. Through sponsorship, volunteering, communications, and advocacy, companies like yours can collaborate with ETM and make a lasting impact.**

### Sponsor a School: \$50,000

*Fully integrates music education into a school's culture by ensuring all students in the school receive comprehensive weekly music instruction taught by a qualified music teacher and the opportunity to perform at school-wide concerts.*

- 12-month brand visibility on ETM's main website
- Logo and acknowledgment on Annual Report
- Acknowledgement across all our social media platforms
- Gala full-page e-journal ad
- One complimentary gala table for 10 guests
- Guided school visit for 2 company representatives
- 12-month use of ETM's logo on the company's website
- One exclusive volunteer event for up to 10 employees
- Student performance at company headquarters (limited to NYC)
- 45-second thank you video from students

### Sponsor a Classroom: \$30,000

*Provides access to a full suite of instruments, books, technology, and teaching resources to serve all students at an ETM partner school.*

- 12-month brand visibility on ETM's main website
- Logo and acknowledgment on Annual Report
- Acknowledgement across all our social media platforms
- Gala full-page e-journal ad
- 5 complimentary annual gala tickets
- Guided school visit for 2 company representatives to visit a music classroom
- 12-month use of ETM's logo on the company's website
- Volunteer opportunities available to employees

### Sponsor a Music Teacher: \$20,000

*Provides an early career music educator with best-in-class professional development, ongoing mentorship, instructional supervision, certification assistance, and access to a network of music educators throughout the year.*

- 12-month brand visibility on ETM's main website
- Logo and acknowledgment on Annual Report
- Acknowledgement across all our social media platforms
- Gala full-page e-journal ad
- 2 complimentary annual gala tickets
- Guided school visit for 2 company representatives to visit a music classroom
- 12-month use of ETM's logo on the company's website

### Sponsor an Ensemble: \$10,000

*Provides a partner school with the instruments and resources needed to build and sustain an after-school choir or band ensemble program.*

- 12-month brand visibility on ETM's main website
- Logo and acknowledgment on Annual Report
- Acknowledgement across all our social media platforms
- Gala full-page e-journal ad
- 2 complimentary annual gala tickets
- 12-month use of ETM's logo on the company's website



*ETM students performing during "Career Day" at Warner Music Group*

**Let's work together! Contact us at [development@ETMonline.org](mailto:development@ETMonline.org) to learn more about how your company can get involved.**