



**Motor City**



**Brass Band**

# **Motor City Brass Band Sponsorship Packet**



# WHO IS MOTOR CITY BRASS BAND?



## We are known as:

- ✱ “A high energy band streaked by a good-time vibe and musicianship sharp enough to cover a charmingly eclectic repertoire.” – Detroit Free Press
- ✱ Seriously entertaining and the popular choice of concert presenters and audiences alike.
- ✱ Extremely flexible, booking a wide variety of events throughout the State.
- ✱ Annually presenting a season of four shows at the Michael A. Guido Theater, Dearborn.
- ✱ A regional organization serving the communities of southeast Michigan and beyond.

As well as presenting our own events, we compete annually to ensure our standard of playing is consistently high, without compromising our reputation for innovation and performing exciting contemporary music.

## Motor City Brass Band (MCBB) is a 501 (c) 3 corporation

We invite you to partner with the MCBB as a sponsor for this season.

Choose one of the opportunities detailed in the cover letter, or work with us to design a unique sponsorship program to fit your needs. Options are many and we invite you to think big and challenge us!

## Our Story:

Founded in 1996 as a British style competition brass band of 27 volunteer adult musicians.

Today the MCBB organization supports over 100 persons in three specific areas of endeavor.

- ✱ Motor City Brass Band with 30+ adults
- ✱ Motor City Youth Brass Band with up to 40 students ranging in age from 12 to 18
- ✱ The Beginners group of 30+ involved in instrumental instruction

Augmented by a talented group of substitute musicians and guest professionals, this rounds out the organization. More details regarding the band and its origin can be found on our website, [www.mcbb.org](http://www.mcbb.org)





# SPONSORSHIP OPPORTUNITIES

## Major Events



### Motor City Festival of Bands

#### Ford Community & Performing Arts Center

- \* Five bands
- \* 300 plus musicians
- \* Guest conductor
- \* Mass band sonic finale
- \* 1,000 plus attendees



### Premier Summer Concerts

#### Grosse Pointe War Memorial

- \* US Army Field Band & Chorus
- \* Featuring Motor City Brass Band
- \* 1,000 plus attendees



### Metropark Metro Fireworks

- \* Various Locations
- \* Featuring Motor City Brass Band
- \* 10,000 plus attendees



### Summer In The City Series

- \* Featuring Motor City Brass Band & Guests
- \* Up to 400 attendees



### Past performances include:

- \* Friends of Belle Isle show
- \* Piquette Square Veterans show
- \* Mercado Center Mexican Town show
- \* Eastern Market flash-mob & show





# SPONSORSHIP OPPORTUNITIES OTHER PROJECTS



## Regional Summer Shows

Various Locations in Oakland, Macomb, and Wayne Counties and beyond

- \* Package Fee \$1,500 to \$2,000



## Education Outreach/Artist Residences

In-School Clinic/Concert package features

- \* Professional Instrumentalist Clinic/Workshop
- \* Motor City Brass Band, Students & Instrumentalist concert
- \* Package Fee \$3,000



## Motor City Youth Brass Band

Competition Travel Support

- \* Bus transportation \$2,000

Student Scholarships

- \* 40 Students @ \$250 each

Instruments

- \* Range from \$1,200 cornet to \$6,000 tuba



## Charity Fundraisers

For a charity of your choice \$1,500  
(within the Tri-County Area)

Past events:

- \* WRCJ Radio - Christ Church Cranbrook
- \* Girlstown - GFWC Dearborn
- \* MyLead - GFWC Northville



# MCBB: MISSION, OUR GOALS & SPONSORSHIP SPENDING



## Our Mission:

The Mission of the Motor City Brass Band is to deliver a highly memorable music experience to listeners, each and every time. We are committed to our local communities, bringing the music experience to a broad range of audiences, young and old, from many cultural backgrounds. Inclusion is at the heart of our mission. With every member working to their highest potential, we recognize a responsibility to the music and thus to each other.

## Our Goals:

- \* Deliver no less than 20 performances across the Metro Detroit and tri-county area each season.
- \* Attract and cultivate meaningful alliances with leaders in the business, arts, and education communities.
- \* Provide strong and meaningful educational programs partnering with multiple school districts with a goal of at least three Outreach projects annually.
- \* Partner with the Salvation Army providing instructors in support of the Beginner Band program.
- \* Attract and retain musicians, staff and volunteers who share a commitment to the art form with a focus on extending our board member pool of talent.
- \* Foster and support the creativity and continued growth of the Motor City Youth Brass Band.
- \* Uphold the high level of dedication in the pursuit of music excellence.
- \* Ensure the organization maintains a social and collegial spirit among its members, staff and volunteers.

## Sponsorship Spending:

All sponsorship funds received will be used together with individual donations, grants and bookings revenue to maintain the operations of MCBB. These funds will be used for the following:

- \* Fund our subscription series at the Ford Community & Performing Arts Center in Dearborn, MI.
- \* Fund a summer concert series with performances throughout southeast Michigan and beyond.
- \* Fund our annual outreach program with Metro Detroit Public Schools, our youth programs, and programs with the Salvation Army.
- \* Purchase and maintain instruments used for both MCBB and MCBB's Youth Band.
- \* Present pro bono concerts for charitable and needy causes focusing on under-served youth and senior citizens.
- \* Hire high caliber performing artists for joint performances and clinics.
- \* Grow our organization's capacity to serve more members, add more performance opportunities and expand our music library.



# OUR CONCERT SERIES



## Dearborn Subscription Series

Since December 2003 Motor City Brass Band presents four shows each year at the Ford Community and Performing Arts Center, Michael A. Guido Theater, in Dearborn, MI. Shows are crafted with a focus on entertainment and appeal to wide public tastes. Audience range at the 500 to 800 level.

Extensive media promotion by both MCBB and the theater draw concert-goers from far and wide. The Subscription Series marks a notable accomplishment to attract and sustain a broad base of supporters.

The first show of the series is held around Halloween and the program is centered on a theme fitting for this time of year. The second show is a holiday concert featuring seasonal favorites and a renowned choral group. The third show in March or April is the very popular Motor City Festival of Bands including five regional bands totaling 300 musicians and a named guest conductor. To mention a few, past guest conductors include Leonard Slatkin – Detroit Symphony Orchestra, Bill Himes – Chicago Staff Band and James Gourlay – River City Brass Band, Pittsburgh. The final show in May is themed on a particular genre with supporting guest artists. Themes run the gamut of jazz, swing, big band, to the classics, folk music and Motown.



Guest artist James Gourlay, internationally renowned British conductor, tuba soloist, and General Director of Music of the River City Brass Band performing with MCBB.

## Summer Concert Series

Summertime brings many opportunities for Motor City Brass Band to perform and reach new and appreciative audiences. Each year several performances are booked in metro Detroit communities and a growing number are funded through corporate sponsorship. Examples include:

### Lake St. Clair Metropark Fireworks

Attendance over 10,000

Sponsor Salesforce

### Royal Oak “Burgers & Brass”

Attendance over 200

Sponsors were eighteen local businesses

### Birmingham in the Park Concert

Attendance over 2,500

Sponsor Bank of Birmingham



Motor City Brass Band performing on the Village Green at Greenfield Village.

Under the leadership of Music Director & Conductor Craig Strain, MCBB draws its talent from throughout southeast Michigan. The 30+ musicians involved embody not only the pool of talent of local artists, but also a philosophy of making the ensemble available to everyone. The roster of players includes current and former music educators, attorneys, business executives, engineers, sales and marketing representatives, a music therapist, and many others.

Craig Strain has been at the helm of MCBB's success for much of the band's existence, providing the leadership to sustain a high level of artistry. He plans and conducts rehearsals as well as providing artistic direction for the band. A prolific arranger, he has created a substantial portion of the band's library, representing approximately five to eight new works each year. Strain works as a composer, leader, and performer with many professional ensembles.





**“Music is a more potent instrument than any other form of education” - Plato**

Motor City Brass Band offers several programs for the youth of metro Detroit. Here is a summary of several offerings for which sponsorship is needed.

## Motor City Youth Brass Band (MCYBB)

Motor City Youth Brass Band is a British-style brass band designed especially for brass and percussion students from grades 8 through 12 and college. Founded in 2006, it is the only ensemble of its kind in Southeast Michigan. With the unique brass band instruments and tuition provided by MCBB, band members experience regular rehearsals, sectionals and small group or individual instruction. They perform concerts and participate in a travel opportunity to competition annually. Many of the individuals from MCYBB are from area schools that have had their music programs downsized or eliminated. The youth band is a great extracurricular program that consistently provides students with a positive music experience and a creative outlook.

Operating Budget: \$6,800



In 2014 Motor City Youth Brass Band competed for the first time in the North American Brass Band Championships, a nationwide competition and they won their section. Students that participate in NABBA are exposed to amazing experiences, hearing the greatest bands in the country, and learning from the world's best performers and music educators. An opportunity like this, for these students, is priceless.

Competition Budget: \$6,000

## Brass Band Day

At the beginning of each school year, Motor City Brass Band hosts Brass Band Day. This is open to all brass and percussion students from orchestras and wind bands in the metro Detroit area. On this day, students get to work in small workshops with musicians from MCBB. They learn about brass bands, their instruments, and prepare a selection of music. The day ends with the students and MCBB performing a joint concert for their friends and family. Students get the opportunity to ask any questions of their mentors, and it also gives the youth band an opportunity to recruit for the upcoming year.

Operating Budget: \$1,500





## Instructors for Beginner Band Programs

One of the most exciting and recent collaborations has been with the Salvation Army. Motor City Brass Band has taken an active role with The Salvation Army Eastern Michigan Division in providing instructors for several beginning bands at Salvation Army locations. The Beginner Band Program is a secular outreach project designed by the Salvation Army to teach school age children to play a brass instrument, foster their artistic development and musical appreciation and teach collaboration with their peers. Their education includes basic music reading, music theory, instrument technique, and ensemble technique. Having achieved the basics of musicianship the children join together for joint instruction and band performance on several weekends and a week long summer music camp. The natural progression from this program includes MCYBB and SA Corps youth band programs.

They also work to develop interpersonal skills that are essential to their growth. The program is provided at no cost to the participants often from disadvantaged communities. MCBB members are responsible for leading these programs. Currently, this program is offered in Southfield Music School, Warren, Wayne-Westland, Monroe, and Royal Oak.

Budget: Pro bono value \$2,000 per instructor.



## Education Outreach/ Artistic Residencies

Motor City Brass Band is proud to present an artistic residency program for metro Detroit that brings professional brass musicians to the students. We have partnered with the Detroit Symphony Orchestra's principal tuba player, Dennis J. Nulty, principal trombone player Kenneth Thompkins and many other brass artists from the Michigan Opera Theater and Michigan universities.



This program brings professional brass musicians to a school district in each of Macomb, Oakland, and Wayne Counties. Each district receives an artist residency workshop and a concert with the Motor City Brass Band. The concert features the guest clinician and participating students. This gives students an opportunity to interact with a professional musician. Students get the chance to play and be critiqued, ask questions, and listen to someone who has mastered their instrument. An experience like this is invaluable and influential to a young musician.

Budget: \$3,000 per residency



**"The youth band opened my eyes to a different aspect of performing. The youth band introduced me to the world of brass bands, and before the youth band, I hadn't heard of a brass band."**

**~ Rachel Stevens, Motor City Youth Brass Band Alumni - Cornet**

# MCBB REFERENCES



"A high energy band streaked by a good-time vibe and musicianship sharp enough to cover a charmingly eclectic repertoire."

Detroit Free Press

**Detroit Free Press**

"I feel very enriched having experienced the music that Craig Strain and his fellow musicians make available to us."

I urge you to support MCBB today so that we can continue to benefit from such outstanding music now and into the future."

Marilyn Kornmesser, MCBB Supporter



## DCAC Mayors Arts Awards

MCBB was awarded "The Organization Award for outstanding contributions to the advancement and support of the arts in the greater Dearborn community"



## 2012-15 Arts & Humanities Touring Directory

<http://www.michiganhumanities.org/programs/touring>



Motor City Brass Band is a 501 (c) 3 organization

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[www.mccb.org](http://www.mccb.org)

248.298.9902

THE  
KRESGE  
FOUNDATION



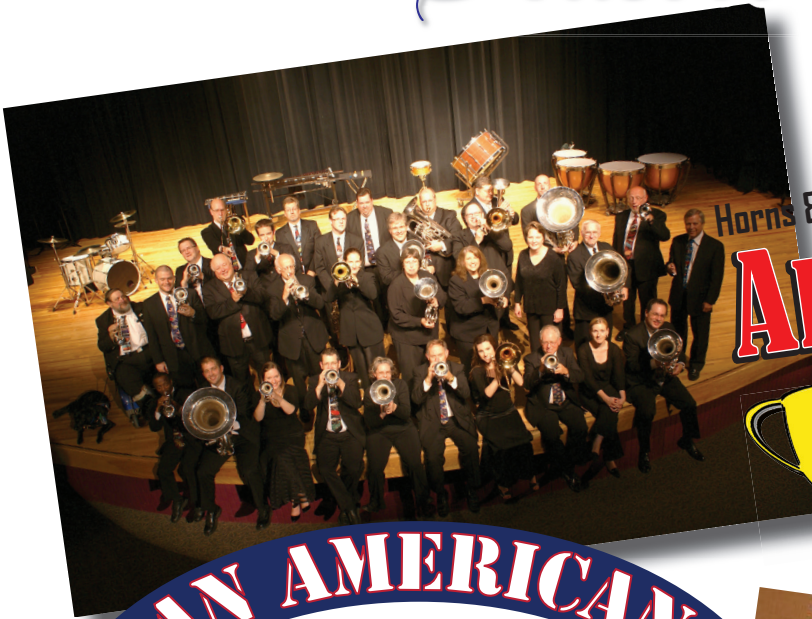






# Motor City Festival of Bands

*Sounds  
of the  
Season*



**And The Award  
Goes To...**

