

CORPORATE PARTNERSHIP



project
STEP

ABOUT PROJECT STEP

For four decades, Project STEP (String Training and Education Program) has provided our students with a creative and safe learning environment. **We believe in a future where the classical music profession will reflect the racial and ethnic diversities of our community.**

Project STEP is a highly successful, nationally awarded intensive string instrument (violin, viola, bass, and cello) training program for youth in Boston and surrounding areas. Recognizing that certain minorities are underrepresented in the field of classical music, Project STEP was established 40 years ago to address this problem. Since its founding in 1982, Project STEP has provided musically-talented Black and LatinX youth with a comprehensive, long-term music education that opens doors, and creates lifelong opportunities. By maintaining high expectations coupled with sustained engagement and mentorship, STEP students have the tools they need to be successful in their future careers and as leaders of our communities. Project STEP's mission is built on the belief that social justice and the arts contribute significantly to personal growth by strengthening human potential, generating community ties, building self-esteem, and developing skills in young people that allow them to lead productive, fulfilling lives.



Did you know?

project
STEP

African American and Black musicians account for only 1.2% of our nation's orchestras and Latinx musicians make up only 1.6%. *

Project STEP has been advocating for equity and inclusion in the arts and classical music field for 40 years.

100 % of Project STEP graduates have gone on to college or conservatory.

Approximately 60% of Project STEP students go into the music profession.

* League of American Orchestras, 2016

PROJECTSTEP.ORG

Institutional Partners: Boston Symphony Orchestra, Boston University School of Music, and New England Conservatory.

Annual Students Served: 55-60 core program students and their families. Each core student remains with the program for up to twelve years. We also serve over 100 kindergarten students each year through FOCUS, our early music introductory program.

Programming Partners: Boston Public Schools, Castle of Our Skins, Celebrity Series of Boston, A Far Cry, Boston Symphony Orchestra, New England Conservatory, One Night in Boston, BEAM, Rivers Conservatory, several senior facilities, and many more!

Leading Institutional Support: The Campbell Family Foundation, Harman Family Foundation, Klarman Family Foundation, Massachusetts Cultural Council, Andrew W. Mellon Foundation, Liberty Mutual Charitable Foundation, Mabel Louise Riley Foundation, and The Willow Tree Fund.

National Reach: Project STEP is nationally recognized for our work through supporters and friends including the Andrew W. Mellon Foundation and The National Endowment for the Arts. In 2014 Project STEP was awarded a National Arts and Humanities Youth Program Award, the highest level of achievement in the arts for an out of school program. In 2016 Project STEP played at the White House for President Obama's State Dinner with Singapore.

Local Immediate Reach - Our students come from all over to be in Project STEP: Acton, Andover, Attleboro, Auburndale, Boston, Belmont, Berlin, Brockton, Cambridge, Canton, Concord, Dedham, Dorchester, East Boston, Everett Holden, Hyde Park, Jamaica Plain, Leominster, Medford, Milton, Norfolk, Quincy, Randolph, Revere, Roslindale, Roxbury, Shrewsbury, Somerville, Wakefield, Watertown, and Wells, Maine.

**Annual
Media
Impact**



16,000+
reach



2700+
reach



35,000+
impressions



7,000
new



PARTNERSHIP OPPORTUNITIES

40th Anniversary Project STEP Corporate Sponsorship

\$20,000	\$10,000	\$5,000
<p>Events: Headlining sponsor recognition:</p> <ul style="list-style-type: none"> - 40th Anniversary Event - MLK Community Event - Spring Recital & Benefit* - All Masterclasses - All Saturday Recitals - All Virtual Events - #GivingTuesday Match <p>Event recognition includes listing, logo, and dedicated ad in event program books; tickets to all major events; listing and logo on Project STEP website pages associated with the event; listing and logo in e-correspondence affiliated with events; speaking opportunities at events; verbal recognition at events; dedicated inclusion in press releases; social platform inclusion surrounding all events; and ad opportunities.</p>	<p>Events Recognition as corporate sponsor:</p> <ul style="list-style-type: none"> - 40th Anniversary Event - MLK Community Event - Spring Recital & Benefit - All Masterclasses <p>Event recognition includes listing logo, and dedicated ad in event program books; tickets to all major events; listing on Project STEP website pages associated with the event; listing and logo in e-correspondence affiliated with events; verbal recognition at events; dedicated inclusion in two press releases, and social platform inclusion.</p>	<p>Events Recognition as corporate sponsor:</p> <ul style="list-style-type: none"> - 40th Anniversary Event - MLK Community Event - One Saturday Recital - One Masterclass <p>Event recognition includes listing and logo in event program books; tickets to all major events; listing on Project STEP website pages associated with the event; listing and logo in e-correspondence affiliated with events; dedicated inclusion in one press release, and social platform inclusion.</p>
<p>Programs: Headlining sponsor of our student mentor program.</p>		
<p>Other:</p> <ul style="list-style-type: none"> - Headlining listing in the Project STEP annual report - Listing and logo on our website supporters' page for one year. - Spotlight section in our monthly enews for one year. - Custom student thank you video to share with your team and for marketing purposes. 	<p>Other:</p> <ul style="list-style-type: none"> - Listing in the Project STEP annual report. - Listing and logo on our website supporters page for one year. - Spotlight section in our monthly enews for one month or sponsored music section of a program for one event. 	

*The Spring recital may be a combined event with the 40th Anniversary Gala in Spring 2023.

EVENT SPONSORSHIP

40th Anniversary Project STEP Event Sponsorship

These sponsorship levels cover up to three of Project STEP's highlighted events: 40th Anniversary Gala Event, Dr. Martin Luther King, Jr. Community Event, and the Spring Recital & Parent Benefit.

Please note smaller sponsorships between \$250 and \$5,000 will be available specifically for the 40th Anniversary Event.

\$8,000	\$5,000	\$3,000
<p>Recognition as corporate sponsor for all three events and opportunity to sponsor a reception prior to or after one event.</p> <p>Event recognition includes listing, logo, and dedicated ad in event program books; tickets to all major events; listing and logo on Project STEP website pages associated with the event; listing and logo in e-correspondence affiliated with events; verbal recognition at events; dedicated inclusion in press releases for events; social platform inclusion surrounding all three events; and ad opportunities for events.</p> <p>Other: Listing in Annual Report</p>	<p>Recognition as corporate sponsor for two events of your choosing.</p> <p>Event recognition includes listing, logo, and dedicated ad in event program books; tickets to the two events; listing on Project STEP website pages associated with the event; listing in e-correspondence affiliated with events; inclusion in press releases for events; and social platform inclusion surrounding two events.</p> <p>Other: Listing in Annual Report</p>	<p>Recognition as corporate sponsor for one event of your choosing.</p> <p>Event recognition includes listing, logo, and dedicated ad in event program book; tickets to event; listing on Project STEP website page associated with the event; listing in e-correspondence affiliated with event; inclusion in press releases for event; and social platform inclusion surrounding the event.</p> <p>Other: Listing in Annual Report</p>

Custom Sponsorships (Beginning at \$500)

These sponsorships revolve around one program or event. Learn more by contacting Jodie McMenamin, Director of Donor Engagement at jodiemcmenamin@projectstep.org or by calling 617-694-6401.

- Masterclass (\$500)
- Virtual Donor Event (\$500)
- Sponsor a Saturday (\$2,500)
- Giving Tuesday Matching Program (\$3,500)
- Spring Recital Auction (\$1,000)
- Holiday Donor Card Mailing (\$1,000)
- Sponsor In-part Summer Camp Tuition (\$5,000)
- Sponsor a Senior Student (\$5,000)
- Sponsor a music section at a concert in honor or memory of an individual or company (\$500)