

KEYS FOR THE CITY

A Music For Everyone Project in partnership with Society of Design, M.O.O.S.E. (Mayor's Office of Special Events), and the City of Lancaster

We're takin' it to the streets of Lancaster City

This summer, city hot spots and sidewalks will come to life with a once-in-a-lifetime, interactive exhibit featuring up to twenty custom-designed pianos.

Your \$3,000 sponsorship will help to fund music education initiatives throughout Lancaster County and design education and community service efforts throughout Central PA.

- Company name/logo incorporated in piano design
- Company web site URL incorporated in piano design
- Company name/logo on sign at Opening Concert
- Inclusion in all press releases to media outlets
- Inclusion in Sponsors section of exhibit web site
- Inclusion in exhibit brochure/piano map (qty. 10,000); distributed to galleries, restaurants, and retailers

24/7 STREET-LEVEL BRAND EXPOSURE

An advertising opportunity that puts your brand in front of thousands during the busiest months of outdoor activities in Lancaster City.

The High Notes:

5 Music Fridays

05/21/10

06/18/10

07/16/10

08/20/10

09/17/10

4 First Fridays

06/04/10

07/02/10

08/06/10

09/03/10

FOR ADDITIONAL INFORMATION:

John Gerdy, Music For Everyone
JohnGerdy@aol.com
717-871-1710
www.musicforeveryone.net

Craig Welsh, Society of Design
goodthings@societyofdesign.org
717-898-9000
www.societyofdesign.org

Music Friday, 05/21/10
Opening Concert in Lancaster Square



WHY SPONSOR KEYS FOR THE CITY?

24/7 STREET-LEVEL BRAND EXPOSURE

- Demonstrate good corporate citizenship in the community by supporting positive arts education initiatives.
- Enhance your company's brand equity by supporting a project that is highly visible to and engages local government, the business community, the creative community, educators, students, and the general public.
- Foster creativity and a sense of community among the general public as well as with your internal staff.
- Help raise awareness for local music and visual arts education initiatives.
- Promote your support of the project through your own public relations and marketing initiatives.
- Have street-level brand exposure for four months during the busiest outdoor activities in Lancaster City.

A Music For Everyone Project in partnership with Society of Design, M.O.O.S.E. (Mayor's Office of Special Events), and the City of Lancaster



Music Friday, 05/21/10
Opening Concert in Lancaster Square