

Why Be A Concert Series Sponsor?

LARK has been presenting the Portland Concert Series for 30 years. This series is one of the cornerstones of Portland's arts and music scene. LARK's board and the members of the PSQ have continued to improve upon the series through the years by creating and implementing new policies that enhance the learning and listening enjoyment of participants.

In 1998 LARK implemented a policy of inviting those 21 and younger to attend concerts and programs free of charge. Since that time this policy has been adopted by many other local arts organizations including the Portland Chamber Music Festival.

LARK has always provided a free post-concert reception for participants to meet and interact with other participants and the artists.

For more than a decade LARK has provided free or subsidized tickets to those on restricted budgets, from the elderly to older students. In these difficult economic times the need for this kind of accessibility to the arts becomes even more important. Even before 2009, we saw the demand for these tickets increase by 26%. Once again, other organizations are following our lead.

Through innovative audience building strategies, our audience has been on a steady increase for more than 5 years.

- * We keep excellent records and we know our audience. We know where they're from, how old they are and which newspapers they read. We know that 35% of our audience has been attending our concerts for more than 10 years - that's loyalty!
- * LARK has even received a grant from the Maine Office of Tourism because 4% of the audience regularly is from out-of-state.
- * In addition, our audience building strategies are supported by outreach activities to area retirement communities and by our high school residency and chamber music course programs.
- * Approximately 10 % of the audience at each concert are 1st time attendees.
- * The PSQ has a willingness to explore and perform new and less-familiar music that challenges the listener.

Finally, and most importantly, the members of the Portland String Quartet are international caliber musicians. They bring their warmth, humor and extensive talent to each performance, and are often joined by renowned guest artists that they call friends. We are fortunate to have these gifted musicians call Maine "home".

We've included information about the many successes, both recent and past, of the PSQ, both here in Maine and abroad. We hope you will take a few minutes to get acquainted with them and what they do.

Your support in the form of a sponsorship will help LARK continue to present innovative, high quality chamber music programming for the people of Maine.

Portland String Quartet Concert Series

Sponsorship Levels

\$4,000 Season Sponsor (4 concerts)

Benefits:

- * Full-page ad in concert program book
- * Listed as season sponsor on program page for each of the 4 concerts
- * 20 Advertisements in the Portland Press Herald Go Section/Maine Sunday Telegram; 4 editions of The Forecaster; Brunswick Times Record
- * 32 days of advertising on WBACH radio
8 days of advertising on MPBN radio
- * Listed in Season Brochure mailed to 600 members.
- * Listed on posters displayed from Brunswick to Kennebunk
- * Inclusion in pre-season and pre-concert press releases and listings.
- * Inclusion in 6 on-line community calendar listings.
- * Listed in LARK's Annual Report.
- * Announced prior to each concert.
- * Free Concert tickets.

\$1,500 Concert Full Sponsor (single concert)

Benefits:

- * Half-page ad in concert program book
- * Listing as concert sponsor on specific concert program page
- * 5 Advertisements in the Portland Press Herald Go Section/Maine Sunday Telegram; 4 editions of The Forecaster; Brunswick Times Record
- * 8 days of advertising on WBACH radio
2 days of advertising on MPBN radio
- * Listed in Season Brochure mailed to 600 members.
- * Listed on posters displayed from Brunswick to Kennebunk
- * Inclusion in pre-season and pre-concert press releases and listings.
- * Inclusion in 6 on-line community calendar listings.
- * Listed in LARK's Annual Report.
- * Announced prior to each concert.
- * Free Concert tickets.

\$750 Concert Co-Sponsor single concert

Benefits:

- * Quarter-page ad in concert program book
- * Listing as concert co-sponsor on specific concert program page
- * 5 Advertisements in the Portland Press Herald Go Section/Maine Sunday Telegram; 4 editions of The Forecaster; Brunswick Times Record
- * 8 days of advertising on WBACH radio
- * 2 days of advertising on MPBN radio
- * Listed in Season Brochure mailed to 600 members.
- * Listed on posters displayed from Brunswick to Kennebunk
- * Inclusion in pre-season and pre-concert press releases and listings.
- * Inclusion in 6 on-line community calendar listings.
- * Listed in LARK's Annual Report.
- * Announced prior to each concert.
- * Free Concert tickets

\$1,000 Guest Artist Sponsor

Benefits:

- * Half-page ad in concert program book
- * 5 Advertisements in the Portland Press Herald Go Section/Maine Sunday Telegram; 4 editions of The Forecaster; Brunswick Times Record
- * 8 days of advertising on WBACH radio
- * 2 days of advertising on MPBN radio
- * Listed in Season Brochure mailed to 600 members.
- * Listed on posters displayed from Brunswick to Kennebunk
- * Inclusion in pre-season and pre-concert press releases and listings.
- * Inclusion in 6 on-line community calendar listings.
- * Listed in LARK's Annual Report.
- * Announced prior to each concert.
- * Free Concert tickets