



1626 Balltown Road  
District Music Office  
Niskayuna, NY, 12309  
www.niskyfom.org

## Niskayuna Friends of Music

October , 2020

Dear Friend of Niskayuna Music;

I would like to sincerely thank you for your continued support of music education and performance for Niskayuna students. Because of sponsors like you, we have been able to continue a nationally recognized program which promotes excellence in music instruction and the performing arts. Each year, your gift supports:

- Concerts, featuring students at the elementary, middle and high school levels.
- District-wide orchestra, band and choir festivals at Proctor's Theater
- Faculty grants for program enrichment.
- Student scholarships for summer music instruction and college study.
- Support for students with financial need.

The pandemic has forced us all to think “outside the box” and this certainly applies to the Music Department. Faculty are re-thinking instruction and performance methods, using technology and other accommodations to ensure students are safe while they continue to learn and perform. At a time when our children are adapting to so much change, music continues to provide a creative and therapeutic outlet in their daily lives.

I anticipate that the next several years will be difficult for our school district, as the financial impact of COVID-19 results in reductions to State and local funding. Typically arts and music are vulnerable when there is a budget shortfall, and supplemental funding through the Friends of Music will be even more critical to our programming.

I hope that your business will continue to sponsor the Friends of Music this year if you are able. We are creating new strategies to promote our sponsors through website and email advertising, including recognition during online streaming concerts and performances. If your business is struggling because of pandemic closures, please know that we are sincerely grateful for your continued support of our programs, even if it can't be monetary this year.

**Our sponsorship levels are listed below:**

**Concertmaster ( \$75 or \$100 and above)**

- Full- year advertising on our website
- Business card -size ads in our *NOTES* newsletters
- Business listing in all concert programs.

**Music Director : (\$250 and above)**

- Business listing in all concert programs.
- Half -page ad in our *NOTES* newsletters.
- Prominent-placement advertising on our website.
- Thank you ads and announcements during all streaming concerts and performances.

**Composer: (\$500 and above)**

- Top business listing in all concert programs.
- Full-page ad in *NOTES* newsletters..
- Top-placement advertising on our website .
- Thank you ads and announcements at all streaming concerts and performances.
- Permanent “**Name-a-Chair**” plate in the Niskayuna High School Auditorium.

To continue your sponsorship, **please notify us as soon as possible**- so we can include your ad on our website and all publications. Donations to Niskayuna Friends of Music are tax-deductible to your business.

**Sponsorship Instructions:**

- (1) Visit our website, [www.niskyfom.org](http://www.niskyfom.org) and complete and submit the sponsorship form. You can submit your logo or business card ad through the website or you can send online via email to Julie McDonnell (see below) **or**
- (2) **Email Julie McDonnell at [niskyfomcorpsponsor@gmail.com](mailto:niskyfomcorpsponsor@gmail.com)** with your sponsorship level, including your electronic or scanned business card / ad. This year we will be prioritizing our website advertising so feel free to send a full color ad if you prefer.

**Payment:**

PAYPAL payments are accepted on our website ([www.niskyfom.com](http://www.niskyfom.com)) or you can mail a check to:  
**Niskayuna Friends of Music; Attn Community Sponsorships**  
District Music Office: 1626 Balltown Road  
Niskayuna, NY 12309

The students, teachers, parents, and grandparents of the Niskayuna community are grateful for your support!

With appreciation,

*Julie*

Julie McDonnell,  
Chair, Community Sponsorships

*Jodi*

Jodi Rossman,  
President, Niskayuna FOM