



FIVE FRIDAYS 2017-18: A Benefit Concert Series *Request for Sponsorship*

Summary

FIVE FRIDAYS at St. Paul's Church, Chestnut Hill, is a benefit concert series that was successfully launched in the fall of 2011. This unique series, now approaching its seventh season, is designed to serve dual purposes.

- 1) The series augments the parish's existing mission of service to neighbors in need. To this end, two local organizations serving the homeless and hungry are the beneficiaries of this enterprise.
- 2) The series also provides music of exceptional quality to the residents of Chestnut Hill and the surrounding areas. St. Paul's Church is an ideal venue for musical events, and its music programs for children and adults enjoy a long-standing tradition of excellence in the Philadelphia region.

Five Fridays concerts take place at 7:30 pm in the sanctuary of St. Paul's Church and are followed by a simple wine and dessert reception. Tickets are reasonably priced at \$25 for adults and \$5 for students; a 20% discount is offered for the purchase of the entire season. As the attendance has increased, the reach of the series to patrons beyond Chestnut Hill has expanded.

Sponsorship for Five Fridays is sought from local and regional businesses and individuals to help offset the cost of artists fees, advertising, and other expenses, so that net proceeds from ticket sales may be passed on to the beneficiary organizations. Since the series inception, proceeds have totaled over \$20,000 for the beneficiary organizations.

Community Benefits

The lives of many individuals in our own neighborhood of northwest Philadelphia have been deeply affected by economic difficulties. The net proceeds of Five Fridays are directed to support the efforts of two local organizations as they address the many acute and immediate needs of our neighbors.

- **Interfaith Hospitality Network of Northwest Philadelphia** ("NPIHN") connects volunteers from faith communities with families in need of shelter. St. Paul's Church has

a long-time relationship with NPIHN and provides accommodations several weeks each year for families in transition. Since its founding in 1991, NPIHN has moved 275 families—745 individuals— from homelessness to stability. The NPIHN program provides assessment and referrals, emergency housing, supportive service and transitional housing. Equipped with new skills and relationships, 92% of assisted families do not return to shelter programs after their NPIHN experience. Each donation of \$250 from Five Fridays to NPIHN can cover the costs of moving a sheltered family to new housing.

- **Face to Face Germantown** provides free meals, nurse-managed health care, legal and social services, computer training, creative arts studios, and children’s after school and summer programming. Face to Face serves more than 2,500 people annually and has been a stable presence in Germantown for over 20 years. Five Fridays donations go a long way in purchasing the supplies and services to help keep children focused and on a positive course, to sustain people in need, and provide them with the tools to get them back on their feet and moving forward with their lives.

In addition to providing monetary assistance, Five Fridays’ commitment helps to raise general awareness of these organizations and encourages the participation of other groups and individuals in this important work.

While Five Fridays’ donations help to meet the critical life needs of many of our neighbors, the series also contributes to the aesthetic, social, and economic well-being of Chestnut Hill and surrounding region. Five Fridays concert series builds support for local businesses, as patrons shop and dine in Chestnut Hill prior to the concerts. Residents of Chestnut Hill appreciate these excellent music events “in their backyard” and the chance to participate in the series’ mission to assist those in need.

Five Fridays brings world class professional artists to Chestnut Hill to perform in the beautiful, yet intimate, setting of St. Paul’s Church. In addition to presenting well-seasoned artists, the series affords performance opportunities for outstanding young emerging artists. Patrons are grateful for the opportunity to see music-making up close and enjoy dialog with the artists about the music they perform. Receptions following the concerts provide informal time for patrons, guests from out of town, and the artists to socialize – learning and sharing more about the music and making new acquaintances. Reviews of the concerts have been exceptionally glowing.

Management and Costs

St. Paul’s Church has a 12-person Music Guild that meets monthly to plan and oversee the music programs of the church, including Five Fridays. The tasks to mount Five Fridays are numerous: identifying and securing artists, seeking sponsors, advertising and PR, ticketing, taking care of artists requirements, ushering, preparing the venue, and arranging receptions. These tasks are carried out by members of the Music Guild and other volunteers and staff members of St. Paul’s Church. Only professional services, such as piano tuning and advertising, are budgeted. Because of their hard work and generosity, operating expenses for the series are kept at a minimum, thereby maximizing the donations that can be made to the beneficiary organizations.

Sponsorship for Season VI, 2017-18

Sponsorship for Five Fridays is sought from local and regional businesses and individuals to help offset the costs of artists fees, advertising and other expenses, so that net proceeds from ticket sales may be passed along to the two beneficiary organizations. This partnership of businesses, concerned individuals, church community, and service organizations is a fruitful and effective way for the Chestnut Hill community to reach out and change lives, “neighbor by neighbor”. Artists fees for the 2017-2018 season will be approximately \$8,500; advertising and other expenses about \$2,500.

Businesses are invited to participate at one of the Sponsorship Levels described below. All sponsors will be recognized at all concerts, as follows:

- Promotion by name in all advertising and press stories throughout the season
- Advertising space in the series program booklet for all concerts, size dependent on level of funding (*see levels below*)
- Complimentary tickets provided (*see levels below*)
- Web site hyperlink
- Interior sign at St. Paul’s Church on concert nights

Sponsorship Levels:

\$2,500 +	full page inside or back cover in color in series program booklet (5.5” x 8.5”), and special highlights in press releases; 10 complimentary tickets
\$1,200 +	full page, black and white, in series program booklet (5” x 8”); 8 complimentary tickets
\$600 +	one-half page, black and white, in series program booklet (5” x 4”); 6 complimentary tickets
\$300 +	one-quarter page, black and white, in series program booklet (5” x 1.75”); 4 complimentary tickets
\$150 +	one-eighth page, black and white, in series program booklet (2 3/8” x 1.75”); 2 complimentary tickets
All Other	Listing in series program booklet (without advertisement).

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