



The Racine Concert Band is the *official band* of the City of Racine. It was founded in 1923 as the Racine Park Board Band. The band was renamed as the Racine Municipal Band in 1960, and became the Racine Concert Band in 1996. In 95 years of continuous service, the band has performed 1,473 free concerts. The band maintains a year-round schedule: a summer series of seven free concerts at the Racine Zoo, concerts in the RUSD high schools, and the Fourth Fest Parade.

The band enjoys a reputation for excellence, and has been recognized at the national level. The Association of Concert Bands has invited the band to perform at three national conventions and the Sousa Foundation has honored the band with the prestigious “Sudler Scroll”, awarded to community music organizations for outstanding artistic standards.

The band has a successful public-private partnership with the City of Racine. While the city subsidizes the band budget, 48 advertisers and 240 patrons contribute about 45% of the total operating budget. In addition, the city provides office, library, and storage space for the band.

Racine Concert Band performances are very well-attended and appeal to families. It’s not unusual to see three generations of a family at an RCB event.

The band makes a very positive contribution to the quality of life in Racine, and attracts listeners from across the nation, and beyond. The band is an efficient operation that capitalizes on our location to attract outstanding guest artists at minimal cost.

THE NEED FOR CORPORATE SPONSORSHIP

The City of Racine budget is under immense pressure. In an environment in which police, firefighter, and administrative positions are being eliminated, funding for non-essential city services is being slashed. The City of Racine subsidy to the band has fallen by 48% over the last twelve years. In 2015, the subsidy was cut again, by almost 15%. Private gifts to the band have increased steadily, but they are not keeping up with the cost maintaining a full concert schedule. The band now seeks to partner with corporate sponsors to continue the summer concerts.



BENEFITS OF CORPORATE SPONSORSHIP

Corporate sponsorships, in the amount of \$2,000, will enable the band to continue these popular concerts.

We invite you to be a partner with an organization that is local, community-based, and family friendly. The band has a long-standing tradition of providing high-quality entertainment, promotion of family values, and introduces our youth to good music, in an attractive, welcoming, and comfortable setting.

Your sponsorship includes:

Four signs, in high traffic locations, will advertise Principal Financial Group sponsorship of the concert for a full week, prior to the concert.

A sign with your corporate logo will greet every person that enters the Zoo grounds, on the evening of the concert. Another sign will remain on-stage throughout the concert.

An advertisement for your company will appear in the printed program, on the same page as the program for the sponsored concert.

Information that you provide will be included in the script, read by our professional Master of Ceremonies, between selections in the concert. Up to seven in-concert announcements, may include details of the sponsor's

- Products and services
- Location and hours
- History
- Community service
- Additional information important to you.

In addition, food and drink service can be arranged for sponsors who want to make the concert an event for employees and/or clients. A nearby pavilion or tent can be rented for catered food service.

The 2017 concerts begin July 2nd, and continue every Sunday evening through August 13th. You are welcome to choose any date, while available.