



2022 FESTIVAL OVERVIEW

OUTREACH, SPONSORSHIP & SUPPORT

ABSTRACT

I invite you to join me on a journey to bring to life, a unique music and arts festival experience serving the local, year-round residents in East Hampton and the surrounding hamlets and villages.

Michael Palmer

Artistic Director, Anacrusis Productions Ltd.

WELCOME NOTE

We are writing to ask you to share an idea: the idea that classical music is not only essential to the cultural life of our community, but we need more of it.

Anacrusis Productions Ltd. (“Anacrusis”) believes this. We formed in 2009 to inspire and educate people from all walks of life -- about the value, excitement and relevance of classical music in our lives. Our mission also extends to finding audiences beyond the concert hall. By going out to meet people in relaxed, friendly – and sometimes unexpected – places, we seek to build new relationships with the Hampton’s culturally rich and diverse communities, hamlets and villages.

We also announce our commitment to developing and building a legacy of future annual late-summer music projects in the Hamptons, which will serve as a gateway to artistic experiences for the growing number of year-round residents in the Hamptons, and bring together performers and lovers of great music during the ‘off-season’.

Beginning late Summer 2022, we plan to bring outstanding symphonic music to the residents of the Hamptons in a variety of ways. Our first project will be centered around the theme of the Hero’s Journey and the Song of Life – defining symbolism in recognition of Beethoven’s 250th birth year. We have selected East Hampton and our partner, LTV Studios, to host our inaugural “The Hamptons Festival of Music” – or “TH.FM” for short!

We ask you to join our partnership today. Information on how you can partner with our team on this journey is attached, and can also be found on our new festival website: thehamptonsfestivalofmusic.com, where you will also find more details about TH.FM. If you have any questions regarding this project, please don’t hesitate to contact us directly.

On behalf of Anacrusis Productions, we sincerely thank you for your consideration of joining us on this special – Heroic Journey and the Song of Life.

Michael Palmer, Artistic Director & Co-Founder
Anacrusis Productions Ltd.

Michael Yip, President & Co-Founder
Anacrusis Productions Ltd.



Michael Palmer
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Case for Support

“Building, sustaining & passing on legacies in the arts from generation to generation...”

Project Overview:

Anacrusis Productions Ltd. (“Anacrusis”) is pleased to present details of our newest classical music festival project: The Hamptons Festival of Music (the “Festival”), which is scheduled to launch in September 2022. The Festival is the brainchild of Maestro Michael Palmer (maestropalmer.com), who has established, maintained and sustained the Bellingham Festival of Music (www.bellinghamfestival.org), the premier orchestral music festival in the Pacific Northwest, for over 29 years. In addition, he has helped create other long-standing classical music festivals including: Lake City Arts, Quartz Mountain Music Festival and Wintergreen Summer Music Festival. Maestro Palmer recognized the artistic gravitational pull of the East End, which is deeply rooted in the works of many legendary artists, and he bought a home in Springs in 2017. Building on his legacy as one of the leading American orchestral conductors with a career spanning across half a century, he set plans in motion to create a similar, yet uniquely different music festival experience serving specifically the local, year-round residents in East Hampton and the surrounding hamlets and villages.

Over the span of one weekend, concertgoers will have the unique opportunity to experience three genres of concert performance: 1) concerto/virtuosic concertos for small ensembles, 2) chamber music, and 3) full concert for symphony orchestra. The inaugural Festival program will include:

- The complete Bach Brandenburg Concertos in one concert.
- An evening of chamber music, featuring **Pepe Romero, classical guitar**, as solo guest artist; and,
- A full-length orchestra concert featuring **Pepe Romero, classical guitar** and Beethoven’s 7th Symphony, to celebrate his 250th birth year.

The Festival Key Dates: *Tuesday, 6 September to Sunday, 11 September 2022*

- Opening Concert – The Complete Bach Brandenburg Concertos – Friday, 9 September 2022
- An Evening of Chamber Music – Saturday, 10 September 2022
- Orchestral Concert Finale – Sunday, 11 September 2022

All Festival events will take place at LTV Studios (Local TV Inc.) in Wainscott, NY.

Artistic Vision:

“There is nothing higher than to approach the Godhead more nearly than other mortals and by means of that contact to spread the rays of the Godhead through(out) the human race.”

~ Ludwig van Beethoven ~

Maestro Michael Palmer has chosen the overarching theme of the Festival to be “The Heroic Journey and the Song of Life”. Through the exploration of unique performances, multidisciplinary programs and educational outreach, and community engagement, the Festival will seek to highlight the context of music and meaning through the personal lens of the life of Ludwig van Beethoven, as seen in its archetypal form: ‘The Hero’s Journey,’ as also illuminated by Joseph Campbell. The heroic journey is a representation of the creative process. The Festival programs represent the heroic effort put forth by composers and artists. All of these pieces reflect that effort of humanity to seek knowledge, equality, compassion, love, respect and all the many aspects that bring meaning to our lives.

It is our proposition that putting paint to canvas, taking pen to paper, and creating sound from notes on music paper are heroic acts that, in the hands of inspired creative geniuses, have produced and continue to produce great artistic creations for our growth and enlightenment.

The Hero's Journey Overview

The study and symbolism of hero myth and the Hero's Journey narrative dates back to the mid-1800s. One can easily relate the core stages of the Hero's Journey, made famous by the likes of Carl Jung and in Joseph Campbell's 1949 work, *The Hero with a Thousand Faces*. In modern times, this theme has also influenced other works of art and culture such as: *2001: A Space Odyssey* and *Star Wars*. As the foundation and legacy of the Festival, we invite you to explore with us, elements of the Hero's Journey as seen through the lens of the composers of great classical music masterworks, the likes of Beethoven and Bach. Simply put, consider the following:

The Call: Setbacks occur, sometimes causing the composer (the 'hero') to try a new approach or adopt new ideas. **The Initiation:** The hero experiences a major hurdle or obstacle, such as a life or death crisis, in Beethoven's case, impending deafness. **The Transformation:** After surviving personal adversity, the hero earns his reward and accomplishes his goal – the completion and performance of his artistic creation in what has become, works by one of the world's greatest classical music composers. **The Hero's Return:** The hero brings the knowledge and growth he has attained to the service of the world.



Case for Support - Overview

While the core support and sponsorship of the Festival will be centered around the concert series scheduled to be performed at LTV Studios in Wainscott, NY, Anacrusis realizes that long term success and sustainability of the Festival for 2022 and in future years is largely contingent on active engagement with the local community. Therefore, it is imperative that we develop focused community and educational outreach opportunities in partnership with key East Hampton cultural organizations and arts associations. Education outreach and interdisciplinary program ideas have been specifically designed with the mission of Anacrusis in mind and we look forward to further exploration of these ideas. We would be happy to share details of these programs upon request.

We have established a series of Festival sponsorship levels to help drive and support our projects within the local community and we invite you to be a part of the Hero's Journey. Other exclusive, curated sponsorship benefits will be added and provided at a later date, as our support grows for the Festival.

Below are the highlights of the different levels of support, in how you can be a part of the evolution of the Festival and help bring this unique classical music and art experience to residents and visitors of East Hampton.

	Hero's Level \$10,000 +	<ul style="list-style-type: none"> ▪ Lead underwriting recognition in publicly visible areas during the concerts ▪ Featured as lead sponsor in all media ▪ Invitation to exclusive reception with Maestro Palmer & Principal Orchestra Players ▪ Invitation to a private house concert (outside of the Festival period) ▪ Plus all benefits below
	Transformer's Level \$5000 - \$9999	<ul style="list-style-type: none"> ▪ Secondary sponsor listing in all media ▪ Festival Season's Pass: <ul style="list-style-type: none"> ▪ Includes exclusive access to the Opening Party & Lounge ▪ Dinner with Maestro Palmer (outside of the Festival period) ▪ Sponsorship of musician's chair ▪ Plus all benefits below
	Initiator's Level \$1000 - \$4999	<ul style="list-style-type: none"> ▪ Invitation to The Festival Community <ul style="list-style-type: none"> ▪ Exclusive access to community arts program & outreach events ▪ Premium seating ▪ Plus all benefits below
	Founder's Level \$999 - \$500	<ul style="list-style-type: none"> ▪ Special recognition, by name, in the Festival program book ▪ Invitation to pre & post concert events ▪ A % of your donation will be a gift to a local community arts non-profit

Advertising opportunities are available to corporations, business and individual supporters, based on the above levels of support. The primary advertising opportunities are through the Festival program book and other forms of media, including print and social. Advertising and promotional opportunities include the following:

- HERO'S LEVEL – Full page, full color feature ad in the Festival program book
- TRANSFORMER'S LEVEL – 1/2-page, full color feature ad in the Festival program book
- INITIAOR'S LEVEL – 1/4-page feature, 2-color ad in the Festival program book
- FOUNDER'S LEVEL – General recognition, by name, in the Festival program book

Corporations, businesses and individual supporters can also take advantage of the following additional benefits:

- Be a Festival Sustainer through a multi-year commitment of your financial support
- Be a Festival Underwriter through dedicated support of a concert or post-concert party
- Be a Festival Friend, by offering general support and hands-on, donation of your expertise/service

Case for Support - Financial Overview:

All sponsors will be eligible for a tax deduction through an affiliated 501(c)(3) Not-For-Profit entity.

Anacrusis Productions Ltd.

“Building, sustaining & passing on legacies in the arts from generation to generation...”

Mission

The mission of Anacrusis is to preserve and advance the tradition and legacy of classical music and related arts for future generations.

Through intimate, classical music performances, strategic artist management services and focused educational outreach, Anacrusis strives to capture the essence of the classical music art form.

History

Anacrusis was founded in 2009 when conductor, Michael Palmer, strategist Michael Yip, and pianist David Palmer identified a need to capture and share the important legacies of those in the music world, before that history and knowledge was lost. Through several means and opportunities, such as performance, education and professional assistance, Anacrusis seeks to assist in building, propelling forward and gathering these legacies to share with future generations.

What is a Legacy?

Though a legacy is most commonly defined as money or property bequeathed to another by will or something handed down from an ancestor or a predecessor or someone from the past, it is the latter part of this definition that Anacrusis is focused on. The legacy in the form of the classical music experience, as if it was shared directly by the composer through today's artists.

Why a Legacy?

Why is a legacy so important? It is important because the knowledge of the musical greats are passed from generation to generation, which enables today's musician the opportunity to perform the music of these great composers and past musicians with a sense of truth and knowledge. This in turn provides a musical tapestry for today's audience that excites and exalts the human spirit.

Goals and Objectives

Anacrusis has four overarching goals:

- I. Help qualified artists define, build and pass on their legacy;
- II. Support such artists in this goal through strategic guidance and fiscal management and support;
- III. Provide opportunities for professional musicians and student musicians to work together in an effort to share legacies and showcase their product to the world audiences; and
- IV. Offer educational workshops and lectures to artists of all ages, throughout the world

The tactical goals and objectives of Anacrusis include:

- Promoting the development of emerging artists through marketing, management services and performances;
- Establishing a framework from which musicians have a role to play in the creation, production, and success of Anacrusis initiatives;
- Creating a revolutionary collaboration between the for profit-business model and the not-for-profit artistic model by integrating business strategy with artistic development;
- Developing meaningful experiences for audiences based on several considerations, including location, size of performing ensemble, kind of music performed, history of the music and comparisons of the composer and artist's lives to the lives of the audience members.

Facilities and Service Delivery

Utilizing facilities and locations throughout the world, Anacrusis supports its goals and initiatives by using the concept of the mission statement in any location deemed appropriate. Anacrusis also uses advanced multimedia technology and social media to deliver its product.

Gifts and Benefits

Anacrusis receives support from individual contributions, corporate donations, sponsorships, grants, memberships, and in-kind gifts. For performances, concert sponsorships cover about eighty percent of the expenses, while ticket sales cover approximately twenty percent. For educational opportunities, all sources of income provide 100% support for those artists receiving the education from Anacrusis. Charitable donations are also used for general operating expenses in order to achieve the following:

- Develop and share the many legacies of those artists who participate in the Anacrusis goals and initiatives;
- Enhance the quality of community cultural life by supporting the experience of live performances of the world's greatest music played by regional, national and international artists;
- Contribute to the visibility and availability of quality classical music art in the world

Planning and Evaluation

Anacrusis' Board of Directors meets quarterly to monitor the programs and service effectiveness for its target market and audience and to ensure the organization is fulfilling its overall mission. A strategic plan has been created and is utilized by the board to assist them in meeting the needs of the organization through four focus areas: governance, programs and services, human resources, and finance and fundraising.

Governance

A volunteer board provides on-going leadership, experience and guidance, demonstrating their commitment to the fulfillment of Anacrusis' Mission. Members are expected to have a love of music and a passion for sharing great music which is accessible to all. The entire board demonstrates their individual support and commitment to the organization by sharing their "treasures, time and talents."

Staffing

Initially, staffing will be handled by the Board of Directors, volunteers and hired experts for specific projects. Eventually, staffing positions will be comprised of professionals who will support the long term goals of the organization.

Conclusion

Anacrusis believes that art legacies are and must remain a vital part of the human condition as experienced throughout the world. As the arts and the legacies that define the arts provide a vital expression of who we are as a people, Anacrusis plays an important role in the preservation of our culture.