

YOUTH ON RECORD



# MUSIC MATTERS MARCH

A Month Long Fundraising Campaign for Youth on Record



# MUSIC MATTERS MARCH

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4TH ANNUAL | 2022

Every \$ Makes a Difference and local artists, venues, businesses, restaurants, & coffee shops, are coming together to make a difference for the whole month of March

# HOW DO YOU GET INVOLVED?

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**Choose 1 or more from the list below**

- match a venue
- match a musician and/or artist
- match a business
- donate \$.25 - \$1.00 from ticket sales or the door
- donate a % from the month, a special drink, or food
- as an artist playing in the month of March, you can donate \$.25 - \$1.00 per tickets and become a Music Ambassador
- add YOR as a donation line on your credit card receipts
- run a raffle at a show or for the whole month
- make a direct donation
- Get creative! Let us know what your ideas are!



# BECOME A SPONSOR

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FOR A COMPLETE LIST, PLEASE VISIT OUR WEBSITE

Sponsorship Levels

## **Double Platinum Title Sponsor | \$10,000**

### Campaign Placement

- "Presented by" recognition on all marketing materials, both printed and digital
- "Presented by" mention on all advertisements
- "Presented by" event branding, website, social (including donation link)

Free tickets to an event / show (depending on availability)



# BECOME A SPONSOR

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## Sponsorship Levels

### **Platinum Level Sponsor | \$5,000**

#### Campaign Placement

- recognition on all marketing materials, both printed and digital
- Listed on event branding, website, social

Free tickets to an event / show (depending on availability)



# BECOME A SPONSOR

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Sponsorship Levels

## **Gold Level Sponsor | \$2,500**

### Campaign Placement

- Listed on website, 1 newsletter, and 2 social posts

Free tickets to an event / show (depending on availability)



# BECOME A SPONSOR

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Sponsorship Levels

## **Matching Sponsor | \$1,000**

Campaign Placement

- 1 dedicated social post when campaign ends paired with the artist and/or business

**Match a Venue, Musician, Business**

EMPOWERMENT THROUGH CREATIVE EDUCATION

# Program Pillars

## Academic Success

Academic Success is a pathway to personal freedom. YOR teaches middle and high school classes, led by local, community musicians who are trained in YOR's liberatory, engaged and anti-racist teaching pedagogy. In addition to teaching classes, YOR supports its school partners with professional development trainings, as well as district-wide Career Pathways course development and instruction.

## Economic Opportunity

Access to greater economic opportunities supports individual and community freedom. YOR offers programming that increases the opportunities for and likelihood that young people will build the skills, networks, confidence, and strategies to become economically self-sufficient, doing work that they love and are passionate about.

## Community Activation

Building strong, supportive, inclusive communities fortifies young people's individual and collective freedom and power. In an effort to support the voices and value of our young people, YOR offers programming that engages communities, both in person and virtually, with youth music, youth voices, youth identities, and youth power.

# Where is this campaign promoted?

1

## SOCIAL

Facebook  
Twitter  
Instagram  
LinkedIn

2

## PRESS & MEDIA

Press Release  
Media sponsors  
Paid Advertisements  
Street Team Posters  
Flyers and posters at each location  
Flyers and posters at Youth on Record

3

## WEBSITE

Dedicated event page  
Banner on main page

4

## NEWSLETTER

5820 SUBSCRIBERS

## OUR MISSION

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**YOUTH ON RECORD EMPOWERS  
COLORADO'S UNDERSERVED YOUTH  
TO ACHIEVE THEIR ACADEMIC,  
ARTISTIC, AND PERSONAL BEST BY  
EMPLOYING LOCAL, PROFESSIONAL  
ARTISTS AS THEIR EDUCATORS.**



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In FY20/21 students earned 2,916 credits through YOR classes

**91%**

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of students say that coming to YOR has helped them to feel they can make more of a difference

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"I like figuring out I have a voice and can use it" YOR student



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"I like feeling like a part of a community and learning about techniques I can use to better my own art."

YOR student

**91%**

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say that "I am better at taking responsibility for my actions"

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In FY20/21 we facilitated more than 3,358 hours of instruction

# I AM READY TO SIGN UP, NOW WHAT?

IT'S EASY!



## Email us

Logo  
Social Links  
Contact for the  
Campaign

## Communication

Let your team / staff  
know about the  
campaign, we find  
that it's the most  
successful when  
everyone is on the  
same page

## Marketing

We will send the  
following:  
Digital Images  
Physical posters  
Sample social posts  
Swag to give to  
your customers

## Have Fun

Let us know if there  
is a specific event or  
show that we can  
help promote  
Send us your pics!  
Tag us!  
Tweet us!  
All the things!

## A WORD FROM ONE OF OUR MUSIC AMBASSADORS

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**"We feel as musicians it is important to give back to our community, and support programs and organizations that empower the youth of tomorrow to pursue their dreams. Music is the universal language, and the fiber that connects us all. I wish there were opportunities and programs like Youth on Record around when I was a kid."**

The Trujillo Company



# GET IN TOUCH WITH US

## Mailing Address

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## Email Address

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## Phone Number

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# THANK YOU FOR SUPPORT!

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Questions? Let us know!