

Education Through Music
Pro bono PR for 2018 Children's Benefit Gala

Request for Proposals

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Table of Contents

Project Summary

Company Information

 About Education Through Music

 Competitors

Goals

Target Audiences

Available Resources

Outcomes

Proposed Timeline

Contact Information

Project Summary

Education Through Music will hold its signature Children's Benefit Gala on June 25, 2018 at Cipriani 42nd Street in New York City. This event has had extraordinary success in growth over the past five years, going from raising \$300,000 with 300 people in attendance, to raising almost \$1 million last year, with 500 supporters in attendance.

The 2018 Education Through Music Children's Benefit will honor Joe Galante, a high-profile and well-respected country music executive who has been a tireless advocate for music education. In his current role as the President of the CMA Foundation, he has advanced tremendous support for music education programs across the country. The CMA Foundation is a major supporter of Education Through Music.

ETM is seeking a public relations firm to take this project on pro bono.

Organizational Information:

About Education Through Music

Education Through Music was founded to promote the integration of music into the curricula of disadvantaged schools in order to enhance students' academic performance and general development. ETM-NYC currently serves 30,000 students in 57 NYC schools.

At ETM, we believe that every child deserves a well-rounded education: one that includes music. Unfortunately, many schools, especially those serving children in low-income communities, provide no music instruction or rely solely on short-term programs that do not serve every student. ETM created a comprehensive program that incorporates music into the education of every child, including those with special needs.

ETM forms long-term partnerships with inner-city elementary and middle schools that lack the resources to develop school-wide music programs. We ensure high-quality instruction by hiring qualified music teachers, providing ongoing training, and performing regular program assessments. We encourage classroom teachers and music teachers to collaborate so that music can reinforce learning and development in all areas. And we help schools embrace music as a core subject by involving all members of the school community.

Our program has succeeded from the start: ETM's first partner school won a Blue Ribbon School of Excellence Award from the U.S. Department of Education. ETM has since gone on to receive numerous awards and recognitions.

A further measure of our success is our growing national presence. In addition to maintaining partnerships with New York City schools, ETM provides advisory services to organizations and schools around the United States and has licensed one affiliate organization to replicate our model in Los Angeles.

Competitors

While Education Through Music has a unique, comprehensive model, there are a number of music organizations we compete with for funding and exposure. Some of our competitors include:

- VH1's Save The Music (<http://www.vh1savethemusic.org/>)
- Little Kids Rock (<http://www.littlekidsrock.org/>)
- Midori & Friends (<http://www.midoriandfriends.org/>)
- Sing for Hope (<http://www.singforhope.org/>)
- Harmony Program (<http://harmonyprogram.org/>)

Goals

ETM has the following goals for PR for the 2018 Children's Benefit Gala:

- Leverage the event to help raise ETM's profile and the importance of music education
- Creatively promote the event to help support donations and ticket sales
- Utilize high-profile participants, including honoree Joe Galante, ETM Board Member Joshua Bell, country music musicians, and high-profile ETM supporters from the business community

Target Audiences

ETM is targeting the following for this event:

- Potential donors (individuals and institutional)
- Supporters and advocates of quality music education

Available Resources

ETM has some resources to support this project, including:

- Social media (Facebook (almost 30,000 organic supporters), Instagram and Twitter)
- ETM's website (ETMonline.org) which has over 150,000 visitors per year
- Access to Google Nonprofit Ads program
- An e-mail list of approximately 5,000 people
- Two full-time marketing and communications staff

Outcomes

We would like to achieve the following from this project:

- Secure media placements at all levels, including print, TV, radio, Internet
- Creatively promote ETM's Gala to help it stand out from the hundreds of NYC galas throughout the year
- Leverage the Step & Repeat to garner celebrity and social press coverage
- Create buzz in NYC about ETM and the Gala

Proposed Timeline

We would like to begin this project in April 2018 continuing through June, 2018.

Contact Information

Please direct all responses to this RFP, questions or requests to:

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