



Beethoven[®]
CONCERT SERIES

Business Sponsorship





Mission: to create enriching musical experiences through down-to-earth means.

Beerthoven is entering its 10th year serving Austin with one-of-a-kind classical chamber music experiences. Our programs are known for their intimate feel, approachable vibe, and high level of artistry and curation. We produce approximately 15 public performances annually as well as educational programming.
(click image above to open video link of a sample performance)



“One of my favorite Austin events! So glad to be back. You're my classical music gateway drug :)”

-Linda

Over the course of nine seasons, we have cultivated a loyal and diverse following; connoisseurs value the level of artistry and creativity in our programs while others find our programs both culturally and financially accessible. In addition, the vast majority of our performers are local, allowing our audience to connect with and support artists in our community.

Our programs have resulted in 3 nominations from the [Austin Critic's Table Awards](#) and 1 [Winner](#), as well as many positive reviews and appearances in local media such as the [Austin Chronicle](#) and national attention from [Food and Wine Magazine](#).



Being a Business Sponsor of Beerthoven makes you a critical component of Beerthoven's continued ability to serve the City of Austin:

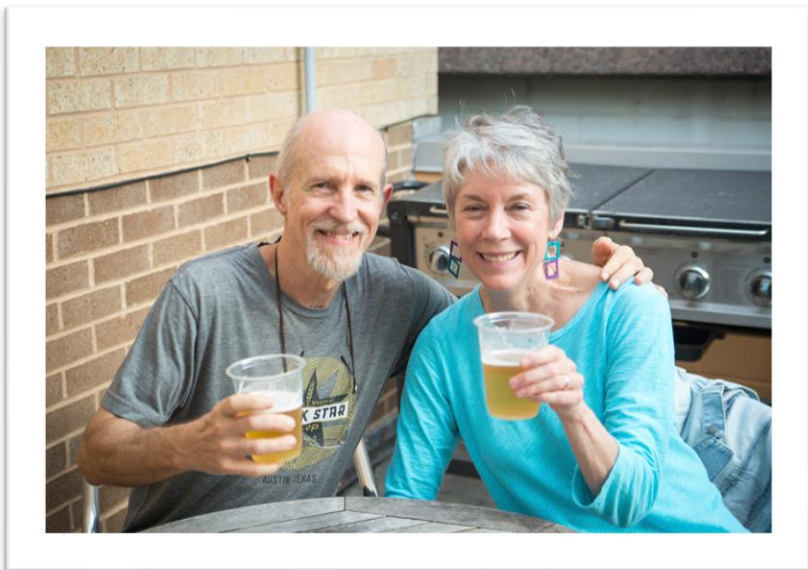
- Your help allows us to keep our ticket prices low and to reach the underserved.
- Since our artists are primarily local, your support allows us to continue to offer fair pay to local artists and to maintain Austin's cultural prowess as the Live Music Capital of the World.
- Sponsorship shows the community that *you* support the cultural enrichment that we offer to Austin, thereby promoting the reputation of your business in the eyes of the community.





It also allows you to reach our diverse audience through logo and ad placement in our email newsletter, printed concert programs, and website.

- Our current email list includes over 1,100 subscribers with a high open rate of approximately 45%.
- Logos in printed programs are viewed by nearly 1,000 live audience members annually.
- 4,200 visits were made to our website last year.



According to our surveys, 30% of our audience has not attended a classical concert in the past year. Supporting Beerthoven allows you to reach concert-goers that are unreached by other classical arts organizations.

Ages of Attendees:

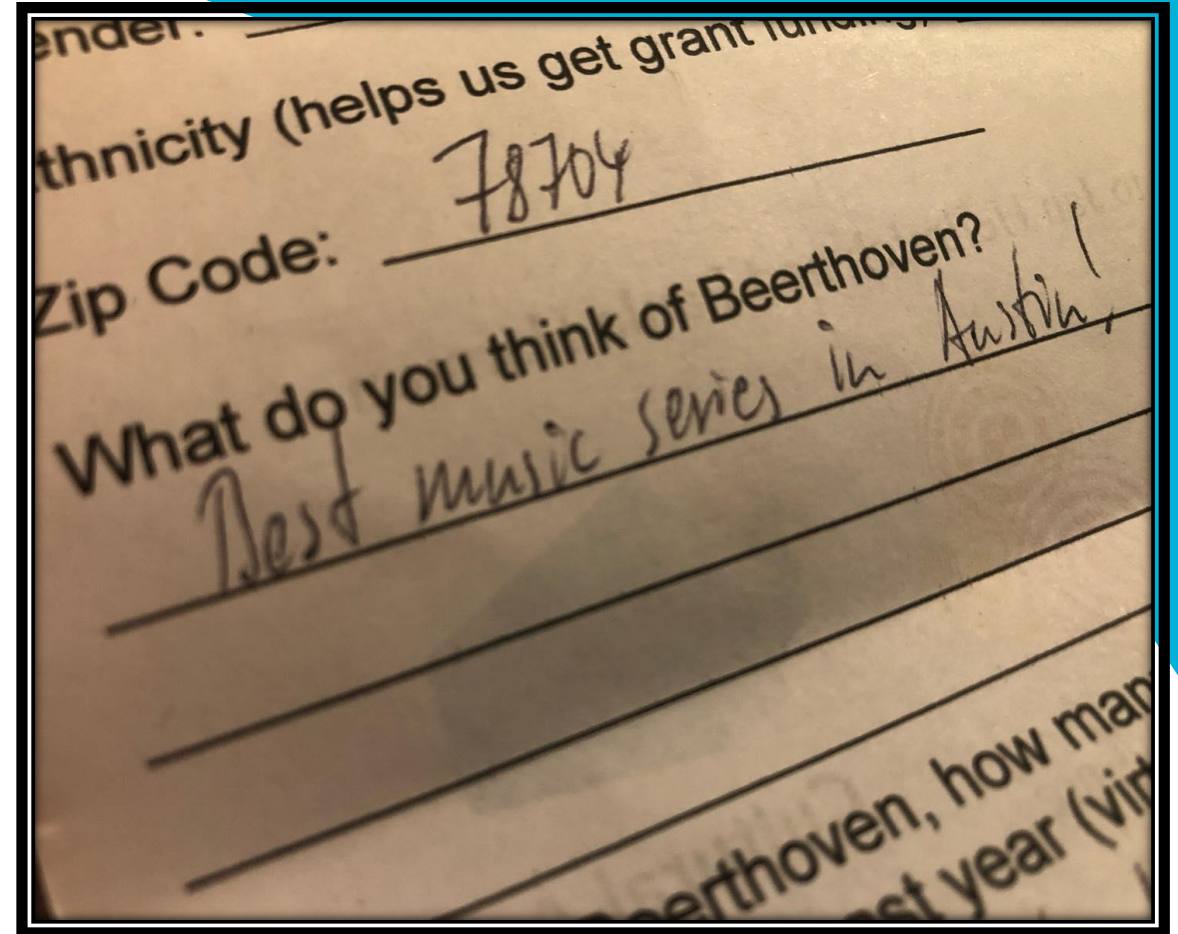
18-24: 6%
25-34: 8%
35-44: 10%
45-54: 11%
55-64: 19%
65-74: 23%
75-84: 17%
85+: 6%

Gender:

Male: 42%
Female: 57%
Nonbinary: >1%

Ethnicities:

Asian/Korean/Hawaiian: 6%
Hispanic/Latinx: 7%
Black: >1%
Mixed Race/Other: 4%
White/European/Anglo-Saxon: 83%



Beerthoven has a loyal and devoted audience: surveys show over 99% positive responses

Beerthoven Sponsorship Opportunities

Beerthoven depends on cash sponsorships as well as in-kind donations such as refreshments, ad placements, and discounted or free venue space in order to produce its programs. The levels listed below include both cash and the value of in-kind donations:

\$2,000+

Media/Print Package (logo placement on website, printed programs, emails)
Social Media Feature

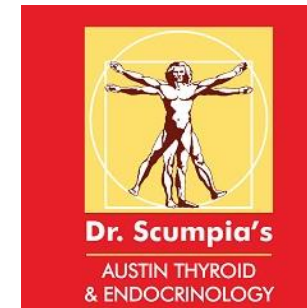
\$3,000+

Media/Print Package (logo placement on website, printed programs, emails)
Social Media Feature
Half-page ad in our printed programs

\$5,000 +

Media/Print Package (logo placement on website, printed programs, emails)
Social Media Feature
Full-page ad in our printed programs

Current Sponsors:



Beerthoven is part of the Benevity platform, used by hundreds of businesses such as Apple and Google to match charitable donations made by their employees.

Contact

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www.Beerthoven.com
Facebook.com/beerthoven
Twitter.com/beerthoven
Instagram @beerthoven

The Beerthoven Board:

Kiki Corry - Board Chair
Rachel A. Rynders - Secretary
Kyle Barkett - Treasurer
Austin Howes – Member at Large
Eileen Keller – Member at Large

Beerthoven Inc is a 501(c)(3) Non-Profit Organization
EIN: 85-3377124

