



Marlow Guitar International: Sponsorship Policy

Overview

Marlow Guitar International (MGI) brings people together to experience guitar music from around the world through performances, educational events and outreach. In the past 40 years, MGI has presented hundreds of events in collaboration with universities, embassies, Federal Government agencies, public and private schools, and other community and cultural organizations.

Mission: To create community through music, by drawing people together for entertainment, education and inspiration.

Vision: To foster community through music by presenting guitar events of outstanding artistic merit that entertain, educate and inspire.

MGI Values

Everything we do at MGI is infused by the following four values:

Artistic Mastery: MGI prides itself in fostering outstanding artistic merit and presenting productions of the highest quality.

Diversity, Equity and Inclusion: Aware of the social challenges in our community, MGI aims to embrace the diversity of its constituency and to eliminate the barriers that prevent the participation of specific social groups by adopting inclusive practices.

Accessibility: MGI is committed to providing equal access for people who might otherwise be excluded or marginalized.

- *Physical Accessibility:* Venues hosting John E. Marlow Series concerts are ADA-compliant, are located on metro or bus routes, and have wheelchair-accessible seats. MGI also reserves companion seats.
- *Financial Accessibility:* MGI offers programming to reach audiences with varying financial resources and to make events accessible to youth and students. Many MGI programs are offered free of charge to the public and to its participants and beneficiaries.
- *Content Accessibility:* Original MGI content is available through different platforms on the Web and broadcasted on mainstream media, and some programs are designed to bring live performances to selected audiences, such as retirement communities.

Collaboration: MGI collaborates with like minded organizations to further the appreciation and growth of guitar music in the region it serves.

MGI Strategic Priorities

MGI pursues three main overarching strategic priorities:

1. Sustain and improve MGI's John E. Marlow Guitar Series and increase the audience through continued programming excellence and pursuing opportunities to expand our audience's diversity and regional representation.
2. Sustain and enhance the opportunities of youth participating in the MGI-Myrna Sislen Youth Guitar Competition.
3. Offer new programs and experiences to introduce and share the richness of inspirational guitar music with diverse and underserved communities.

MGI Properties

MGI offering encompasses four properties:

John E. Marlow Guitar Series

This series is the organization's flagship property and has been around for more than 28 years. The series features an international roster of artists who represent great artistic achievement with the guitar. Six concerts are presented per season.

MGI-Myrna Sislen Youth Guitar Competition

Now in its 14th year, MGI Youth Guitar Competition provides positive and rewarding educational experiences to some 35 young individuals between the ages of 5 and 18. MGI commissions three new guitar compositions each year for contestants to perform in the competition. Contestants get the opportunity to meet individually with each judge to receive feedback and suggestions for improvement. Cash prizes for scholarship are awarded to every finalist, while the grand prize winner is invited to perform a piece at a Marlow Guitar Series concert.

MGI-Regis Ferruzza Guitar for Veterans

Presented in partnership with the United Service Organizations (USO) and the Stephen A. Cohen Military Family Clinic at Easterseals, this program provides free guitars and instruction to veterans dealing with PTSD and other conditions related to their military service. The program welcomes 6 participants per year that each receive 15 private lessons per season.

Marlow Interactive Programs

Offered free-of-charge and aimed at expanding MGI's reach and diversifying its audiences, the Interactive Programs serve patrons and individuals who are not currently guitar enthusiasts, as well as those who may have financial or physical barriers preventing them from attending concerts. The Interactive Programs also educate through guitar performances, question & answer sessions and lecture presentations.

The interactive programs may include serenade house concerts, where patrons can be involved as hosts, gathering friends and family for meaningful musical experiences; masterclasses where participants learn from world-class artists; and outreach to high schools, libraries and retirement communities.

Role of Sponsorship

MGI seeks support from accomplice sponsors to help underwrite delivery of services to its constituency and carry out its mission, with a view to mutual benefit. In particular, MGI aims to:

- Increase its brand recognition and value.
- Expand its reach to underserved and underrepresented communities.
- Increase its capacity to develop and administer programs through general organizational support or program-specific support. MGI may consider naming rights.
- Engage more diversity in its audience.
- Affirm and extend its commitment to accessibility.

Although delighted to receive several forms of sponsorship support, MGI is keen to establish partnerships interested in working with MGI to promote its programs.

General Sponsorship Considerations

The acceptance of sponsorships by MGI is based on four general considerations:

1. MGI is open to a range of experiences and collaboration and looks forward to actively engaging in sponsor partnerships.
2. The integrity of the name, logo, brand, properties and all other intangible intellectual assets of MGI must be protected at all times.
3. MGI seeks sponsorship partners that share its organizational values.
4. Although MGI welcomes all forms of sponsorship agreements including short-term ones, the organization is looking for long-term partners that can help us build our programs and reach more diverse audiences.

Visibility Opportunities

Through its organizational channels and properties, MGI offers several opportunities for visibility to its sponsors.

Marlow Guitar International

- The organization's website
- The YouTube channel
- The program videos
- The organizational brochures

John E. Marlow Guitar Series

- The concerts
- The concerts' open remarks
- The educational talks
- The meet-the-artist receptions
- The Gold membership perks
- The intermission catering
- The concert programmes

MGI-Myrna Sislen Youth Guitar Competition

- The competition
- The contestants' prizes presentation
- The composer' prize presentation

MGI-Regis Ferruzza Guitar for Veterans

- The program

Marlow Interactive Programs

- The program
- The house concerts
- The concerts' open remarks
- The lectures
- The pre-recording of concerts
- The pre- and post-concert receptions