



Since 1994
COLORADO SPRINGS
CONSERVATORY
CULTIVATING YOUNG PERFORMING ARTISTS

16th NOTE SOCIETY

**Join the 16th Note Society:
A Unique Marketing Tool in Partnership
with the Colorado Springs Conservatory**

The 16th Note Society marketing model affords participating businesses to reach a diverse audience that is specific to the Colorado Springs Conservatory circle of influence across the state, region and city. Join this outstanding group of Pikes Peak Region and front range businesses that understand the impact of this 'industry exclusive' roster.

The Colorado Springs Conservatory's leadership teams recognize the power of intentional marketing efforts, especially during these times of COVID-19. Economic impact for every dollar spent must have return. Imagine though that the return also includes impact on a social landscape; supporting students and programs at the Colorado Springs Conservatory. As much as we need support at the Conservatory, we recognize that so do our business partners... so we have pivoted!

For the school year of 2020/ 2021 the 16th Note Society sponsorship cost is \$12,000 annually, a \$4,000 savings to our business partners. We recognize that relationships are most important and ongoing, mutual support for each other will reap benefits far beyond what we might imagine.

coloradospringsconservatory.org



DID YOU KNOW?

- 9,000 subscribers receive weekly email blasts noting performances, student highlights, mentor and alumni features and community news.
- The Conservatory hosts 300+ outreach activities/performances annually.
- The Conservatory hosts 30+ in house performances each year.
- 1,000+ families and students come to Colorado Springs Conservatory each school year.
- Numerous virtual classes and performances weekly.

TOUCH POINTS UNIMAGINED:

During the 2019/2020 school year...

- There were over 28,000 visitors to the Colorado Springs Conservatory website.
- The vast majority (over 90%) were from Southern Colorado, as indicated by the heavy blue area on the map (blue dots represent visitor locations)
- We generated almost 90,000 total page views from our 28,000+ visitors, indicating great engagement from our website visitors.
- Through our 2019 Facebook campaigns, Colorado Springs Conservatory was seen over 632,000 times.
- Colorado Springs Conservatory is on a significant growth trajectory, with website visitors up 44% this year when comparing Jan. 2019–Sept. 2019 vs. Jan. 2020–Sept. 2020.



DURING THESE EXTRAORDINARY TIMES:

Colorado Springs Conservatory's access and enrollment to students and families has tripled, and programming is now on platforms that include virtual, live-stream, on-site and television. A mobile programming unit is in the process of being produced, as well.

WHAT DOES VISIBILITY OF OUR 16th Note Society Partners LOOK LIKE?

We guarantee your business will be represented well and with gratitude in the following ways:

- Logo placement on signs and banners at all outreach performances.
- Logo placement on digital signage at the entrance of the Colorado Springs Conservatory.
- Logo placement on all printed collateral specific to programming.
- Recognition from stage at all performances/productions.
- Logo placement on 'waiting room' frame for all virtual classes.
- Logo placement on all weekly e-blasts.
- Logo placement on Home, Our Donors, and The 16th Note Society pages at coloradospringsconservatory.org.
- Quarterly sponsorship feature via e-blast.
- Customized and intentional presence of partners at specific on-site, virtual and live stream events and performances.
- VIP invitations and reserved seating to specific events for our 16th Note Society sponsors.
- 20% advertising discount with the CSBJ for new clients.



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OUR PARTNERS:

SECTORS REPRESENTED as of Fall 2020
Join these 16th Note Society Members:



OPEN SECTORS as of Fall 2020:

Bank and/or Credit Union, Restaurant, Real Estate, Tech Company, Engineering, Retail, Television and many more!

BECOME A 16TH NOTE SOCIETY SPONSOR TODAY:

It would be an honor to work alongside you in
this unique platform.

Please email Linda Weise at lweise@csconservatory.org with
any questions or for additional information.

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2019-2020

COMMUNITY PARTNERS

CIVIC, GOVERNMENTAL & EDUCATIONAL PARTNERS

AARP

American Heart Association

Big Brothers/Big Sisters

Boys & Girls Club

Citizen Soldier Connection

Cheyenne Village

Colorado College

City of Colorado Springs

Colorado Springs Airport

Colorado Springs Business Journal

Colorado Springs Convention and Visitors Bureau

Colorado Springs Diversity Forum

Colorado Springs Executive Club

Colorado Springs Leadership Institute

Colorado Springs Pioneers Museum

Colorado Springs Regional Business Alliance

Colorado Springs Utilities

CPCD/Head Start

Cordera

Cultural Office of the Pikes Peak Region

Cumulus Radio Group

Delta Sigma Theta Sorority, Inc

El Paso County

El Pomar Foundation

Fort Carson

FOX 21 TV

Friends of Fountain

Gay & Lesbian Fund for Colorado

Garden of the Gods Visitors Center

Girl Scouts of Colorado

Goodwill

Harrison School District 2



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2019-2020
COMMUNITY PARTNERS

CIVIC, GOVERNMENTAL & EDUCATIONAL PARTNERS

Humane Society
Inside/Out Youth Services
Junior Achievement
KCME Classical 88.7 fm
Kid Power
Kiwanis Club
Koats 4 Kids
KRCC
Leadership Pikes Peak
Lutheran Family Services
Mt. Carmel Health, Wellness, & Community Center
Peak Vista Community Centers
Pikes Peak Community College
Pikes Peak Hospice
Pikes Peak Library District
Rotary Club
School Districts within a 60-mile radius
Sertoma Club
Special Families/Special Needs
TESSA
The Arc
The Gazette
The Resource Exchange
Tri Lakes YMCA
University of Colorado at Colorado Springs
Urban League
Urban Peak
Western Mining Museum
Western Street Breakfast
Women's Literacy Club
Women's Resource Agency
YMCA