

SPONSORSHIP OPPORTUNITIES FOR A Virtual Jazz Evening with the WestPalmCAT

On May 1st, the West Palm Beach Center for Arts and Technology (WestPalmCAT) will host a virtual evening of jazz – an exciting mix of prerecorded music by some of the great talent in South Florida with some favorite recordings from the vast archives of MCG Jazz out of Pittsburgh. Also woven into the mix will be inspiring remarks by Bill Strickland, founder of the Manchester Bidwell Center in Pittsburgh, the model for the WestPalmCAT, as well as a video clip featuring the transformative work of the WestPalmCAT. Altogether it is sure to be an unforgettable evening, as we celebrate the promise of this new center in the heart of the Northwest District of West Palm Beach.



WHY SUPPORT THE WESTPALMCAT

Established in 2018, the West Palm Beach Center for Arts and Technology offers arts education to historically underserved high school youth and targeted job training, support and employment services to prepare unemployed and underemployed adults to obtain and retain living-wage local jobs. The WestPalmCAT is modeled after Pittsburgh's Manchester Bidwell Center, founded by entrepreneur and McArthur Genius Award winner Bill Strickland. Since 1968, the Center has developed successful strategies to address low educational achievement among youth and high unemployment rates among adults.

SPONSORSHIP BENEFITS

The chart on the reverse shows the benefits offered for sponsoring the virtual concert. All sponsors will be recognized in the virtual concert and higher-level sponsors will be invited to a reception at a later date.*

The WestPalmCAT is working with the City of West Palm Beach and the CRA to ensure that the Jazz Evening will receive coverage on both of their websites, social media and newsletters, reaching thousands of people. Additional partnerships with jazz stations and jazz societies to further promote the Jazz Evening are also ongoing.

**For information on becoming a sponsor,
contact PJ Layng, Interim Executive Director
at pj@pjassociates.com or 561.632.8122.**

*Note: Media sponsors will be given in-kind credit.
Please contact PJ Layng for more information.*

* The in-person VIP event is contingent on COVID regulations.



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SPONSORSHIP BENEFITS	\$7,500 Presenting Sponsor (2)	\$5,000 Supporting Sponsor (3)	\$2,500 Contributing Sponsor (2)	\$1,000 Manchester Sponsor (4)	\$500 General Sponsor (4)	\$250 Friend (4)
Speaking opportunity at Virtual Concert and VIP event	30 seconds remarks during Virtual Concert and VIP event*	15 seconds remarks during Virtual Concert and VIP event*	No	No	No	No
Verbal recognition at Virtual Concert and VIP event as "Presenting Sponsor"	Yes	Yes	Yes	No	No	No
Scrolling banner at virtual concert and signage at VIP event	Yes	Yes	Yes	Yes	Yes	No
Recognition on Website	Link and logo placement	Link and logo placement	Listing and link	Listing and link	Listing and link	Listing only
Recognition in Social Media	Recognition and logo before and after event	Recognition and logo before and after event	Yes	Yes	No	No
Press Release (PR)	Priority Listing in all event PR	Priority Listing in all event PR	Listed in all event PR	Listed in all event PR	No	No
Invitation to preview the building site followed by a private VIP reception	2 tickets	2 tickets	No	No	No	No
Special CD from MCG Jazz Archives	Yes	Yes	Yes	Yes	No	No
Autographed book by Bill Strickland	Yes	Yes	Yes	Yes	Yes	Yes

* Does not include in-kind.

JAZZ, BILL STRICKLAND. THE MANCHESTER BIDWELL CENTER. West Palm Center for Arts and Technology

For Bill Strickland, jazz is a metaphor for living an extraordinary life. Since he first started listening to it in high school, the exhilaration he felt has helped him understand how life should feel – as he put it, “it’s a gateway to authentic experience”. As the WestPalmCAT moves forward in building a Center for Arts and Technology based on Bill Strickland’s Manchester Bidwell model, we are excited to share Bill’s vision by making jazz a core part of our offerings, starting with a virtual jazz concert on May 1st.



Here are some takeaways from Bill’s many references to jazz, through his books and videos:

- He first heard it when stopping by Frank Ross’s art room, and it has been a constant through his life
- The feeling he gets through jazz (and also gets from working on his pots or tending his garden or meeting someone whose life touches his) helps him understand better who he is and what matters to him. Different experts have called these moments “peak experiences”, “rapture” “follow your bliss” (Joseph Campbell), and “flow”. Bill calls it “swing” – it is a term used by jazz musicians to describe transcendent moments when rhythm, harmony and melody converge.
- He wants this for his students (and for everyone) – it doesn’t have to be jazz – it can be whatever gives you that transcendent experience – “the power of passion as a motivational tool.”
- When he was building Manchester Bidwell Center, he had the art studios, the training rooms, the light, but something was missing – he wanted jazz to be core to the Center. So built an auditorium and created Manchester Craftsman Guild (MCG) Jazz.
- Today, MBC Jazz has hosted virtually all the “greats” in jazz in their 350-seat auditorium for performances and recording. They also have their own label – their albums have received 7 Grammy nominations and 4 Grammys. MCG Jazz Archives contain over 300 CDs worth of jazz history.
- Currently, MBC Jazz is offering monthly virtual performances that are streamed live to subscribers, and performance recordings from their archives

As the West Palm Beach Center for Arts and Technology builds its center, jazz will certainly be part of the students’ experience – it may be great music playing in the background as they do their art or participate in training sessions, or through a collaboration with the nearby Sunset Lounge.

Here are two videos that show Bill talking about his love of jazz:



About Frank Ross -
“The music was light...”



Bill talking about
Dizzy Gillespie.


West Palm Beach
Center for Arts & Technology

SPONSORSHIP CONFIRMATION

A Virtual Jazz Evening with the WestPalmCAT



SATURDAY, MAY 1, 2021
7:00 pm

Deadline to be included in speaking portion of video: March 15
Deadline to be included in electronic invitation: March 30
Deadline to be included in video recognition: April 15

Please select:

- Presenting Sponsor: \$7,500
- Supporting Sponsor: \$5,000
- Contributing Sponsor: \$2,500
- Manchester Sponsor: \$1,000
- General Sponsor: \$500
- Friend: \$250

DONOR INFORMATION

Name (as you wish to be listed) _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Enclosed is a check made payable to West Palm Beach Center for Arts & Technology (WestPalmCAT)

in the amount of \$ _____

Please charge my credit card \$ _____ Visa Mastercard American Express

Name on card _____

Card Number Exp Date _____ Sec Code _____

Signature _____

Alternatively, you may pay via the website at WPBCAT.org.
Please notify us that you have done so by emailing us at info@wpbcats.org

DONATION AGREEMENT

This donation agreement is made by and between the WestPalmCAT, a charitable institution (Federal Tax ID # 84-2128291) and the donor for the payment of a contribution in the amount of \$ _____ to be paid by donor.

PLEASE RETURN TO:

WestPalmCAT c/o West Palm Beach CRA
P.O. Box 3952, West Palm Beach, FL 33401
or scan and email to: info@wpbcats.org

Thank you for supporting the WestPalmCAT. Your contribution, less \$100 per person, for sponsors of \$7,500 and \$5,000, is a tax-deductible contribution and will be acknowledged with a receipt when payment is made.

**For more information, please contact Sheriann Namer
at Sheriann@pjassociates.com or 754.214.7044.**