



It's All About the KIDS!

**CONTACT**  
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Dear Friends,

**This is your opportunity to GIVE BACK to kids in our communities by joining us as a sponsor!**

The Farina Foundation is thrilled to announce two exciting events coming this September!

**9/9/22:** North Allegheny Music Education Programs Fall Pep Rally (supports North Allegheny (NA) School District, The NA Foundation and The NA Athletic Department for their Music Education Programs and Athletics)

**9/10/22:** Saxonburg Festival of the Arts (36th annual). Attendance for this event has been **15,000-20,000 visitors!**

Established in 2015, The Farina Foundation honors the legacy of Frank J. Farina, Jr., former Chairman of the North Allegheny Music Department. Throughout Frank's 38-year career he believed **EVERY** child should have the opportunity to fulfill their musical potential.

The Farina Foundation believes music is more than just music. **Music is powerful...** It not only helps children develop greater social and emotional skills, stress relief and management tactics, and enhanced creativity, it also supports school attendance rates and academic advancement. Despite these benefits, 1 in 3 parents report that their children receive less than one year of music education and 1 in 6 report their children receive no music education. Most of these barriers are due to related costs for music education from instruments and music, to funds for lessons. The Farina Foundation mission is to remove these barriers for students who show musical potential and passion. **However, this is not possible without the generous support of donors and sponsors.**

**As a sponsor** your donations will support the musical entertainment for these events, along with our initiatives with the Music Therapy Department of Children's Hospital, The Children's Institute of Pittsburgh, Wesley Family Services Creative Arts Program, The Education Partnership, and the Pennsylvania Music Educators Association! In addition, we provide refurbished instruments to children and music departments who need them the most throughout all of our communities.

**PLEASE JOIN US! We need AND APPRECIATE your support!**

Throughout the weekend of September 9-10, The Farina Foundation will have the opportunity to promote the importance of music, and showcase our amazing sponsors, to nearly 20,000 people! Along with visibility (see attached sponsorship levels) through stage advertisements we are excited to offer additional benefits and promotion opportunities for your business/organization.

Please review the attached sponsorship tiers and consider joining us as a music sponsor! **TOGETHER** we can work to make music more accessible for all children.

*With gratitude,*

*Frank Farina, Chairman*

[www.farinafoundation.org](http://www.farinafoundation.org)



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## Contact

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## Saxonburg Festival of the Arts Performances

11:00am-12:00pm

Allegheny Brass Band

12:15pm-1:15pm

Cello Fury

1:30pm-2:30pm

Jessica Lee Jazz St. Fusion Project

2:45pm-3:45pm

The Jazz Conspiracy Big Band

4:30pm-6:30pm

Tres Lads

Roaming performances by 3 Rivers  
Barbershop Quartet & the NA Fiddlers

# Sponsorship Levels

Join us as a sponsor for two exciting events to promote the importance of music! During the weekend of September 9th-10th sponsors will receive visibility to nearly 20,000 individuals.

## About Us

Empowering youth in our communities to pursue their dreams and passions through opportunities which nurture a knowledge of music and providing instruments to those in need.

## Headliner

Investment: \$1,000

- Name/logo on stage banner
- Prominent name/ logo placement on all event signage
- Prominent recognition on The Farina Foundation website
- Recognition in two Farina Foundation e-blasts
- Three recognition posts on all Farina Foundation social media platforms
- Recognition in the Saxonburg Festival of the Arts promotional materials
- Preferred seating for 6 guests
- Complimentary food tickets for 6 guests

## Composer

Investment: \$500

- Name or logo placement on event signage
- Name or logo on The Farina Foundation website
- Recognition in one Farina Foundation e-blast
- Two recognition posts on all Farina Foundation social media platforms
- Recognition in the Saxonburg Festival of the Arts promotional materials
- Preferred seating for 4 guests
- Complimentary food tickets for 4 guests

## Opener

Investment: \$250

- Name on event signage
- Name on The Farina Foundation website
- Recognition in one Farina Foundation e-blast
- One recognition post on all Farina Foundation social media platforms
- Preferred seating for 2 guests



*Please submit your logo in a high-resolution .eps or .jpg format by September 1, 2022  
Custom sponsorship packages available upon request*