

Rosie's House 
A MUSIC ACADEMY FOR CHILDREN



2024-2025
Season Sponsorship Package

Rosie's House Supports Phoenix Youth

Rosie's House invites you to support our 2024-2025 Season, which celebrates the remarkable talents of our students through free, community-centered performances. As one of the largest 100% free after-school music programs in the nation, our mission is to eliminate barriers to high-quality music education. This year, we will provide over 650 underserved youth from pre-K to 12th grade across the Phoenix area with weekly music lessons, loaned instruments, mentorship, leadership opportunities, and healthy meals, all at no cost to their families.

By supporting Rosie's House, you invest in a brighter future for our community while building brand visibility. Your partnership is vital in making these transformative events possible.



“ Music opened so many doors, allowing me to experience different collaborative work with a range of contributors.”

— JENNY ARRIAGA,
PIANO AND CELLO
7 YEARS AT ROSIE'S HOUSE

“ I have learned to be more confident, to communicate and connect better with others.”

— THERESA ESTRADA,
VOICE
12 YEARS AT ROSIE'S HOUSE

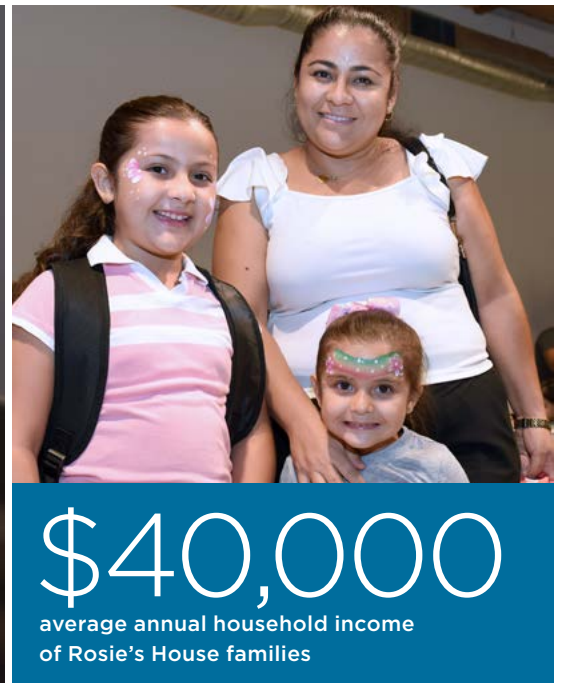
Your Impact

Your sponsorship of the 2024-2025 Season fuels the rapid growth of Rosie's House and our mission to eliminate barriers to music education. With your support, our 2024-2025 Season will be another record-setting year as we expand and deepen our impact as we work with students from throughout Maricopa County.



650
students enrolled

30,000
free lessons
67% increase in the past five years



\$40,000
average annual household income
of Rosie's House families



14
Valley cities
served



of Rosie's House parents agreed with the statement "Music helps my child cope with anxiety, stress, and/or depression."



of graduating students over the past three years have achieved their college or career goals



of students would recommend Rosie's House to a friend or sibling



Mariachi Celebration Weekend

NOVEMBER 23–24, 2024 | HERBERGER THEATER CENTER

Support an extraordinary showcase of mariachi music, featuring top professionals and emerging talent. Highlighted by a rare performance from Tucson's Mariachi Pueblo Viejo on Saturday at 7:30 p.m. and a free youth concert on Sunday at 4:00 p.m., this event celebrates Mexico's rich musical heritage.

As a sponsor, your company will receive prominent visibility throughout this high-profile weekend, reaching a diverse audience of arts and culture supporters. Enjoy exclusive VIP seating and align your brand with a celebration of mariachi excellence.



Annual Holiday Concert: Season to Shine!

DECEMBER 8, 2024 | HERBERGER THEATER CENTER

Celebrate a beloved Phoenix tradition at the Rosie's House Annual Holiday Concert! This free community event begins with a festive reception and continues with a captivating program of holiday music and classical favorites performed by our talented students. Join us at the Herberger Theater Center, where 300 guests will gather to enjoy this joyous occasion. This free community event begins at 3:00 p.m. with a festive reception and continues with a captivating program at 4:00 p.m. of holiday music and classical favorites.



Great Performers Showcase Concert

APRIL 6, 2025 | ROSIE'S HOUSE, DIVINE PERFORMANCE HALL

The Rosie's House Great Performers Showcase Concert is the highlight of the year! Featuring outstanding performances by students of all ages, the concert showcases the diverse skills of our pianists, guitarists, string players, woodwind musicians, and more. Held in the state-of-the-art Divine Performance Hall, the concert starts at 4:00 p.m. and will welcome over 200 guests.

Sponsorship Details

Enhance your brand’s visibility with our exclusive 2024–2025 Season Sponsorship Package, offering the opportunity to support three standout community events within a 12-month period. This package provides exposure across multiple high-profile events, allowing you or your company to connect with a diverse and engaged audience of arts and culture enthusiasts.

Secure your sponsorship now and enjoy prominent recognition at each event, along with exclusive VIP seating and other benefits listed below. Partner with us to celebrate and elevate arts education while making a lasting impact on the community.

Sponsor Level	Title	Bravo	Applause	Encore
Amount	\$25,000	\$10,000	\$5,000	\$2,500
*Reserved Seating for Each <i>Mariachi Celebration, Annual Holiday Concert, and Great Performers Showcase Concert</i>	10 Seats at each concert	6 seats at each concert	4 seats at each concert	2 seats at each concert
**Event-Specific Collateral Recognition	Logo/Name	Logo/Name	Logo/Name	Logo/Name
**Website Recognition	Logo/Name	Logo/Name	Logo/Name	Logo/Name
**Annual Report Recognition	Name	Name	Name	Name
Social Media Recognition	2 Posts	1 Post	Included in Post	
On-Site Presence	🎵	🎵		
Rosie’s House Student Performance <i>During the 25-26 program year at a mutually agreeable private event</i>	🎵			
Opportunity to Provide Remarks	🎵			

*Please note: We welcome gifts from all sources! However, donors who make gifts through private foundations and Donor Advised Funds (DAFs) are ineligible to receive tangible benefits, including tickets to the Mariachi Pueblo Viejo concert on November 23. Please reach out to the Development Team to discuss your giving options

**Subject to print deadlines

Sponsorship Form

Your Name / Company Name, as you wish to be listed on marketing materials:

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL

- \$25,000 - Title Sponsor \$10,000 - Bravo Sponsor
- \$2,500 - Encore Sponsor \$5,000 - Applause Sponsor
- \$_____ - specify an amount for a tax deductible donation

PAYMENT METHOD

- Check Enclosed
*Make payable to
Rosie's House: A Music Academy for Children,
c/o Development Department,
919 E Jefferson St Phoenix, AZ 85034*
- Credit Card:
- AMEX MasterCard
 Visa Discover

Credit Card # _____ Exp. Date: _____ Sec. Code: _____

Name on Card: _____

Signature: _____

- I do not wish to receive any of the tangible benefits listed, including tickets.
- I have included Rosie's House in my estate plans.
- I'd like to learn more about including Rosie's House in my estate plans.

Rosie's House is a 501(c)(3) non-profit organization (EIN 86-0650451) and donations are tax-deductible to the fullest extent of the law. Please contact Jack Schwimmer, Development Director for specialized sponsorship packages and more information at 602.252.8475, ext. 107 or jack@rosieshouse.org.