



Youth making music at Rosie's House



Medina Sister Mariachi Band with Michael Flores, Mariachi Faculty

**Rosie's House**  
A MUSIC ACADEMY FOR CHILDREN

Sponsorship Opportunities

# Make Music

## PHOENIX

### June 21



Jonah Littlesunday at the Heard Museum



Youth at Children's Museum of Phoenix

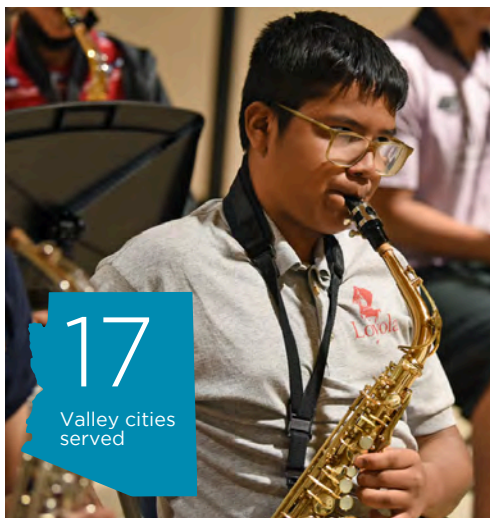
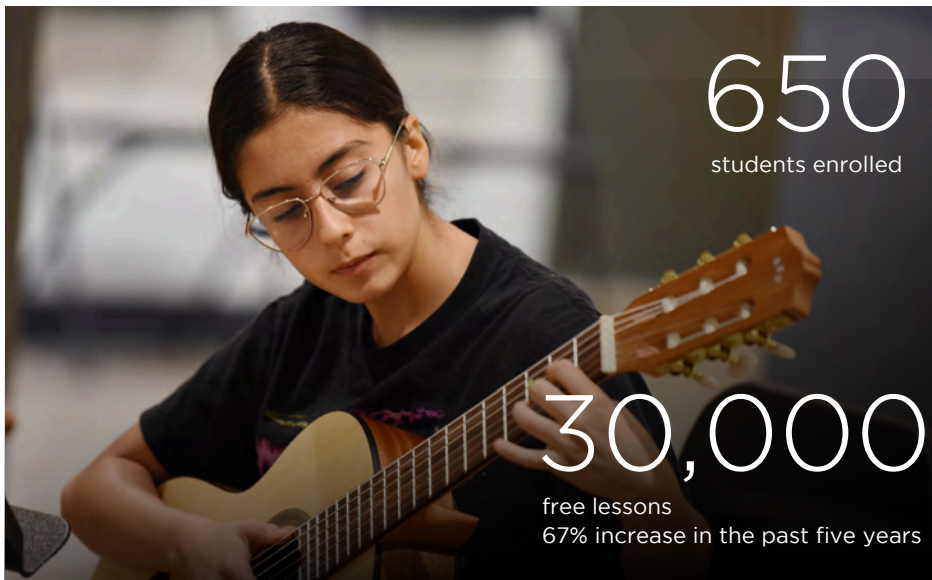


LuMar at Xico



## ROSIE'S HOUSE SUPPORTS PHOENIX YOUTH

As one of the largest 100% free afterschool programs in the nation, the mission of Rosie's House is to eliminate barriers to high quality music education. Through music, we support youth as they develop their full creative and personal potential. This year, Rosie's House will provide over 650 underserved youth grades pre-K to 12th grade from across the Phoenix area with weekly music lessons, loaned instruments, mentorship and leadership opportunities, and through a partnership with St. Mary's Food Bank and BHHS Legacy Foundation healthy meals for students and their siblings, all at no cost to their families. With an average retention rate of five years, students develop musically and creatively while gaining academic and life-skills like collaboration and self-confidence.



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



# Make Music

PHOENIX



## AN INTERNATIONAL CELEBRATION OF MUSIC

**Make Music Phoenix** is a vibrant, free community event held annually on June 21 as part of the global **Make Music Day**, which takes place in over 1,000 cities across 120 countries. This day-long celebration brings together musicians of all ages and skill levels to perform, create, and share their love of music in public spaces throughout Phoenix.

Rosie's House hosts Make Music Phoenix as it aligns with our mission to provide accessible, high-quality music education to underserved youth. By participating in this global event, we inspire creativity, encourage community engagement, and offer opportunities for people to experience the transformative power of music. Through Make Music Phoenix, we continue our commitment to enriching lives and fostering a vibrant, inclusive arts culture in the Valley.



We were thrilled to perform at Make Music Phoenix”

- Josiel Perez,  
Cuban Connections



Thank you for including us in Make Music Phoenix, it was a fun day!”

- Elieen Morgan,  
Fushicho Taiko Dojo

## MAKE MUSIC PHOENIX PARTNERS

PhoenixPublicLibrary



Sweetwater

VIC FIRTH



Bashas'



LET'S ROAM



Rosie's House  
A MUSIC ACADEMY FOR CHILDREN



music | Phoenix Conservatory of Music

ARTLINK



School of Music, Dance and Theatre  
ASU Herberger Institute for Design and the Arts  
Arizona State University

Popular Music

LOCAL FIRST ARIZONA

PhxArt  
Phoenix Art Museum



The Nash  
JAZZ HAPPENS HERE

PHOENIX COMMUNITY ALLIANCE  
40 YEARS OF IMPACT

# Make Music

## PHOENIX



1,000+

Attendees at Make Music Phoenix 2024

Youth making music at Rosie's House



40

Professional and student performers shared their talents

4

### 2024 News Features

- AZ Family, Channel 3
- Fox 10 Arizona
- Arizona Midday 12 News
- La Onda 1190 AM

27

Partner organizations in our first year including Sweetwater, Hohner and more!



Rosie's House CEO Becky Bell Ballard, with Arko2 (Michael DiBarry and Ramon Soberano) and AZ Family reporter Gibby Parra

8

Venues in Phoenix



### YOUR BENEFITS

Sponsor Level	Title	Bravo	Applause	Encore
Amount	\$25,000	\$10,000	\$5,000	\$2,500
On-Site Presence	2 Vendor Tables	1 Vendor Table	Flyers/Handouts	Flyers/Handouts
Collateral Recognition*	Logo & Name	Logo & Name	Logo & Name	Name
Website Recognition	Logo & Name	Logo & Name	Logo & Name	Name
Annual Report Recognition*	Logo & Name	Logo & Name	Name	Name
Social Media Recognition	2 Posts	1 Post	Tagged in Post	Tagged in Post
Digital Program Ad*	Full Page	Half Page	Quarter Page	
Private Tour of Rosie's House				
Opportunity to Provide Remarks				

\*Subject to print deadlines

# MAKE MUSIC PHOENIX

## Sponsorship Form



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

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Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### SPONSORSHIP LEVEL

☐ \$25,000 – Title Sponsor

☐ \$10,000 – Bravo Sponsor

☐ \$5,000 – Applause Sponsor

☐ \$2,500 – Encore Sponsor

☐ \$ \_\_\_\_\_ - I'd like to make a donation

Specify amount for this 100% tax deductible gift

### PAYMENT METHOD

☐ Check Enclosed

Make payable to Rosie's House,  
c/o Development Department,  
919 E Jefferson St  
Phoenix, AZ 85034

Credit Card

☐ AMEX

☐ MasterCard

☐ Visa

☐ Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

☐ 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.

Please return to Joanna Burrell at [joanna@rosieshouse.org](mailto:joanna@rosieshouse.org) or return to:  
Rosie's House, c/o Development Department, 919 E Jefferson St Phoenix, AZ 85034