



Tidewater Winds Concert Band

SPONSORSHIP PACKET 2020

**Opportunities abound for you to get involved with Tidewater Winds.
A professional, non-profit, powerful, 55-piece Concert Band!
Read below about all of the events taking place and how to support the Winds!**

Michael Kerry Williams
ExecutiveTWW@gmail.com
757-214-4649 / 757-480-0953

Tidewater Winds
Concert Band
John Brewington, Music Director

Dear Tidewater Winds Supporter,

It is with great pleasure that I address you as the Executive Director for Tidewater Winds Concert Band. Since 1985, this organization has provided free summer concerts to the communities of Hampton Roads and continues to be a hidden treasure for this region. I am excited to share the many opportunities to become involved in our mission, work and concerts.

Tidewater Winds maintains a July concert series in the Seven Cities. Each summer, hundreds of audience members lives are enriched with our free programming and quality entertainment. In addition, the Winds provide an educational opportunity to local high school and college students as they audition for intern positions with the professional ensemble. The twenty selected interns perform the same repertoire as our regular members, receive an educational master class, and are assigned a mentor for the season. This year we are opening three administrative arts-intern positions to assist with marketing, publishing, communications and office management. These interns receive school credit and stipends for their work. Our Band has several smaller ensemble offerings making quartets, quintets, and small jazz bands available for in-school education programming and community events.

Tidewater Winds serves a vital role in the region and we are asking for your support to help maintain our many community offerings. Our audience is diverse and includes seniors, veterans, military families and people from all backgrounds. While there is no expense to our audience, there is also no price you can place on the accessibility of music and the preservation of this unique American art-form.

I ask you to consider a meaningful donation, sponsorship or advertisement in our program guide to help us offset our expenses. Your partnership is valued, respected, and vital to our community success. Donated funds will not only support the costs of providing our large concert band but will also assist several local student-interns in their professional journey.

Enclosed, you'll find information on sponsorship levels, donations and advertising opportunities to celebrate the summer with the Winds. Volunteers are also needed to help support our concerts and we would love to feature your business in our materials. I look forward to talking to you personally about your choice of involvement and the long-term goals of our work. I hope to see you at our concerts!

Sincerely,



Michael Kerry Williams
Executive Director
757-214-4649

WALL EINHORN & CHERNITZER

— CPAs & ADVISORS —

To Whom It May Concern,

As a founding shareholder of Wall, Einhorn & Chernitzer, P.C., it is with great respect that I write in support of Tidewater Winds. This professional concert band was founded in 1985 with the intent of providing free, high-quality concerts to the people of Hampton Roads. Today they continue to fulfill that mission by providing over twenty summer concerts across the region absolutely free of charge. This noble endeavor makes this unique concert band accessible and affordable to our communities.

The programming of Tidewater Winds is creative and enjoyable, offering four weeks of themed programs every summer. While their audience is diverse, they tend to attract seniors, veterans, military families, music students, and several "at-risk" populations. Their audiences are loyal and enjoy every note from the 55-piece ensemble.

I offer this letter of endorsement supporting Tidewater Winds and hope you will consider helping them reach their annual musical and financial goals through a partnership or sponsorship. Their organization thrives on the same qualities as the Winds, professionalism, friendliness, and excellence. This is one of the true treasures of Hampton Roads, and they deserve our support.

So on behalf of Wall, Einhorn & Chernitzer, P.C., I thank you for your time and consideration.

Thank you!



Martin A. Einhorn, CPA/ABV, CVA
Managing Shareholder

CONFIDENCE | COLLABORATION | COMMITMENT

P: 757.625.4700 F: 757.625.0527 www.wec-cpa.com
150 West Main Street, Suite 1200 Norfolk, Virginia 23510

Independently Owned Member of CPANet International
American Institute of Certified Public Accountants
Virginia Society of Certified Public Accountants



Portsmouth Public Schools
DEPARTMENT OF CURRICULUM AND INSTRUCTION
Performing Arts
3651 Hartford Street
Portsmouth, VA 23707

January 10, 2020

Tidewater Winds Concert Band
Mr. Michael Kerry Williams, Executive Director
PO Box 62000
Virginia Beach, VA 23466
Office Telephone #: 757-480-0953; Cell Telephone #: 757-214-4649
michaelkerrywilliams@gmail.com; www.tidewaterwinds.org

Dear Michael:

On behalf of the Portsmouth Public School Division, it is my pleasure to submit this letter in support of grant requirements for the Tidewater Winds Concert Band.

As the Performing Arts Supervisor for Portsmouth Public Schools and a long-time resident of Hampton Roads, I have been professionally and personally involved with the arts in the community for over 40 years. During this time, I have experienced first-hand the positive effect that arts education has on the development of children academically and socially as well as in the life of the community. As a result, I have become a passionate advocate of arts education for all.

I am impressed with the growth and development of the Tidewater Winds Concert Band as a leader in Hampton Roads in providing positive and creative arts education experiences. Through the years, the ensemble has sponsored various projects which have profoundly impacted many communities. I have observed that Tidewater Winds Concert Band leaders make it a priority to be regularly involved in the education of students and are willing to do whatever it takes to ensure student achievement.

As a result, our school division is hoping to engage in a collaborative effort that will afford Portsmouth Public School Division students the opportunity to experience Tidewater Winds Concert Band sponsored activities. The components of the project will include the following:

- Music teacher professional development training sessions
- The creation and implementation of a formal Action Plan that will address music learning needs of urban elementary, middle, and high school students
- The inclusion of music teachers and students in clinics/workshops and performances as audience attendees and/or participants

It is further hoped that collaboration with the ensemble will ultimately result in the building of positive relationships through the creation of an awareness, respect, and appreciation for all people as well as the arts. On a more personal note, my colleagues and I have thoroughly enjoyed the fine performances and professional development that has been offered in the past by the ensemble.

In conclusion, Portsmouth Public Schools is honored to partner with the Tidewater Winds Concert Band. It is without hesitation that I submit this letter of support for this worthwhile endeavor.

Respectfully yours,
Gwendolyn B. Jenkins, Performing Arts Supervisor

Tidewater Winds

Concert Band
John Brewington, Music Director

Board of Directors

President

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Matthew Weinstein

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Arthur Diamonstein

Board Liaisons

Tom Graper

Staff

Executive Director

Michael Kerry Williams

Music Director

John Brewington

Business Manager

Marty Brown

Personnel Manager

Chad McGill

Crew Chief

Raymond Rodrigues



We Need Your Help!

Tidewater Winds is one of a handful of Professional Concert Bands like it in the country, working to preserve the Sousa-style tradition of free summer concerts and Americana Music. The Winds are a 55-piece Concert Band performing creative programs with unique repertoire and contemporary commissioned works that emphasize this unique style of music. This concept ensures accessible, high-quality music for all people with special attention given to our Military Families and Veterans.

Music is one of the great joys of life. It is full of expression, emotion, and can evoke forgotten memories. Our quality of life should include opportunities to experience music. From an audience of senior citizens fondly remembering their youth, to a concert hall full of veterans coping with change... music is essential to life. With your help, we can make this joy available to so many who find comfort and peace in a the few bars of music that can last them a lifetime. Please consider a donation or sponsorship to support our free summer concerts and bring smiles to our communities! Thank you!

Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466

Calendar of Events

TW Admirals Hockey Night Feb 8

**Brews with Brewington-Smartmouth
Pilot House, VA Beach, Feb 9th, 6-9 pm**

Summer Concert Series
July 4-July 31, 2020

Pre-Concert Meet & Greets

Grandparents Day
September 8, Online Event

September, Painting with A Twist

Spring Fling Concert 2020

June 26, 2020 Annual Golf Tournament
Heron Ridge Golf Club

VIP Dinners & Guest Speakers

August 21st - Senior Citizens Day

Holiday Concert & Silent Auction
December, Sandler Center 7:30 PM



Tidewater Winds Music Director
Maestro John Brewington

2020 Free Summer Concert Season

Tidewater Winds celebrates its thirty-fifth season with an incredible line-up of programming, guest ensembles and soloists. The summer of 2020 will be a celebration of music that includes Broadway, Film, Jazz and Military Music! Our big surprise... ok, we'll spoil it. We have commissioned a new work from Composer Chris Palestrant for the anniversary of the Battle of Great Bridge! Not only are we celebrating our military, but we are promoting new, local music in the Concert Band genre.

Education

We are pleased to provide educational support to our student interns each year. We are expecting twenty students to intern with us this season. Each student receives a Band mentor, a free Master Class, and professional concert experience unlike any other in the state. These students compete for our annual scholarship, which acknowledges excellence in their achievements. The scholarship is paid directly to their college of choice to help further their education.

In addition, we have developed small ensembles that will perform and train public school band students throughout the region! We are excited to begin with our relationship with Portsmouth Public Schools!

Why the Winds?

Tidewater Winds draws audiences from the farthest regions of Hampton Roads and as far away as Richmond, Washington DC and North Carolina. While many of our attendees are regular supporters, we also make a strong impact in the community by reaching out to the home-bound and their caregivers, at-risk students, Community Centers, Retirement Facilities, Veterans, Military Families and City Parks and Recreation Facilities. It is important to us to make these programs available to those who are most in need. We perform to give mindfulness, quality of life, emotional connections, socialization, and simply for the joy of music. With your help, we can continue to bring our many diverse audience members together, under one roof, to experience a powerful sound, and a musical heritage not found in most parts of the world. Thank you for your support and for helping us preserve this unique American Musical Heritage!

CORPORATE SPONSOR AND ADVERTISER FORM

SUPPORT OUR PROFESSIONAL CONCERT BAND BY PURCHASING A PROGRAM ADVERTISEMENT Please complete the questions below:

Company Name

Contact Name

Title

Street Address

City/State/Zip

Telephone email

Website

____/____/____
Date

\$ _____
Amount of Summer Concert Sponsorship

\$ _____
Other

Advertisers please check one:

SUMMER PROGRAM ADS DUE BY April 15, 2020

- \$600 Full page AD 4.3/4"W x7.3/4"H
- \$300 Half page AD
- \$150 quarter page AD

Ads must be in a pdf. file and sent to:

Michael Kerry Williams, ExecutiveTWW@gmail.com

Make checks payable to:

Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466

To use a credit card, please contact: Marty Brown at 757-480-0953

**Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466**



Adopt-an-Intern Program Summer 2020

As part of our mission, Tidewater Winds provides hands-on experiences to high school and college student musicians. **This is only possible with your support!**

Please consider “adopting” an intern to help pave the way for these students to practice and improve their skills as a part of the Tidewater Winds ensemble during the summer concert series. This rare opportunity to play in front of a live audience with professional musicians, helps young performers gain confidence in their performance capabilities. As a result of this experience, interns have the opportunity to grow into professional musicians through mentorship, Master Classes and performance opportunities.

In order to make this program possible, we are asking patrons to “adopt” our student musicians. A \$250 contribution will allow Tidewater Winds to support our developing artists during their season with the ensemble and cover the costs associated with performances.

Each donor will receive a short bio and photograph of your “adopted” musician. When attending our summer concerts, you will be able to recognize your student and see your generosity at work. You will also receive a personal note from your intern, as well as a formal thank you from the Tidewater Winds to use as a tax deduction.

If you are able to adopt-an-intern and have questions, please contact us today! We would love to speak with you.



Adopt-an-Intern Program
Summer 2020

Donor's Name

Donor's Address

Street

City

State

Zip

Phone

Email

Intern to be Sponsored:

Sponsorship Amount: \$250

Additional Amount: \$ _____



Adopt-an-Intern Program
Summer 2020

Donor's Name

Donor's Address

Street

City

State

Zip

Phone

Email

Intern to be Sponsored:

Sponsorship Amount: \$250

Additional Amount: \$ _____

Annual \$10,000 Challenge

Why Support the Winds?

Question: Mr. Einhorn, you are known as a business leader that supports a variety of community causes, why support the Winds?

Answer: I support the Tidewater Winds for several reasons. First, I am a musician and am passionate about live performances. They inspire me to be the best human being I can be. Second, I was raised by parents who instilled in me the desire to give back to my community in every way that I can. With that inspiration in mind, I love being able to bring free concerts to audiences all over Hampton Roads and introduce them to the masterful artistry of the Tidewater Winds. I believe the Winds' concerts create an environment of inclusiveness and belonging which greatly enhances the overall experience of living here.

Question: Mr. Weinstein, you spent years working in and for the medical field as a leader directing a huge organization of employees and partners. What draws you to impact the work of the Winds and why do you challenge others to follow suit?

Answer: Tidewater Winds is not just an organization, it's an opportunity for our region. For years I witnessed the ailing, the aging, the suffering and I know well, that healing means working on the physical body, but also on the mind, the spirit and the emotions of the patient. Music is uplifting, thoughtful, reflective and it allows for the listener to develop a personal connection to the art-form. When music speaks to you, you listen. Supporting the Winds is an opportunity to heal yourself and your community with one of the great joys of life. It's an opportunity to help others experience that joy too.

Tidewater Winds Board Challenge Annual \$10,000 Match



Marty Einhorn, Board President Matthew Weinstein, Board Secretary

Help support these two pillars of our communities raise funds for Tidewater Winds Concert Band. Every dollar donated now through August 1st goes directly to impact the Student Musician Intern Education Program and our Free Summer Concert Series. Support the Winds now and Marty Einhorn and Matthew Weinstein will match your gift up to \$10,000.

Here are a few reasons to support Tidewater Winds...

- 1. It's one of the few Professional, Sousa-style, non-profit Concert Bands in the country preserving an American art form.**
- 2. They provide up to twenty free concerts each summer.**
- 3. Seventeen, music student-interns, are accepted each year to perform with the professional members.**
- 4. The US Military has cut back funding for their Military bands and Tidewater Winds helps fill the void for free concerts.**
- 5. Performances across Hampton Roads... they travel their concerts to venues in the region making them accessible.**
- 6. Excellence! The most professional Concert Band and most powerful sound in Hampton Roads, there's just nothing bigger than this 55-piece ensemble.**

Join Marty and Matthew in supporting quality concert music!

Tidewater Winds

PO Box 62000

Virginia Beach, VA 23466

757-480-0953 / www.tidewaterwinds.org

ANNUAL SPONSORSHIP LEVELS

MARCHERS - \$10,000

Digital advertising, images updated regularly.

Full sized banner displayed at all concerts throughout the season.

Large logo with prominent placement on TW website with hyperlink to your website

Showcase on Social Media pages--to include weekly sponsorship recognition posts

VIP Member at Special Event, prominent program placement

TRUMPETERS - \$5,000

Full sized banner displayed at debut of all concerts

Digital advertising, images updated regularly.

Large logo with prominent placement on TW website with hyperlink to your website

Showcase on Social Media pages--to include weekly sponsorship recognition posts

DRUMMERS - \$2,500

Digital advertising, images updated regularly.

Large logo with prominent placement on TW website with hyperlink to your website

Showcase on Social Media pages--to include weekly sponsorship recognition posts, e-newsletter

CONDUCTORS - \$1,500

Digital advertising, images updated regularly.

Large logo with prominent placement on TW website and monthly e-newsletter with hyperlink to your website

COMPOSERS (Corporate) - \$1,000

Digital advertising, images updated regularly.

Program acknowledgment

Large logo on TW website with hyperlink to your website

SOLOISTS (Individual)- \$750

Acknowledgement in program and on TW website

Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466

TIDEWATER WINDS AUCTION DONATION

PO Box 62000

Virginia Beach, VA 23466

Office: (757) 480-0953

www.tidewaterwinds.org

We gratefully acknowledge receipt of your generous contribution to our auction. Proceeds from the auction go to support our Free Summer Concert Series and our Education Program. Since Tidewater Winds is a non-profit organization, your donation is deductible for Federal and State income tax purposes.

Please keep a copy of this form as your tax receipt. Thank you for your consideration!

Please complete this form carefully and completely to ensure accuracy in the Auction Catalog.

This donation is Personal Company

Business or Family Name _____

Contact Person _____

Street _____

City _____ **State** _____ **Zip** _____

Phone Number _____ **Fax Number** _____ **email** _____

Description of donation (please include listing of all items and/or special instructions):

Any restrictions and/or expiration dates: _____

Gift Certificate attached: YES NO **To be printed by SMS -** YES NO

Value \$ _____

(Circle One) Appraised Valued Estimate Pick Up Date _____ **Item Picked Up** YES NO

Donor Signature _____ **Date** _____

Leave Your Legacy with Tidewater Winds



...And the Band Played On! Thank You Stewart!

Stewart Cake was a loyal fan of Tidewater Winds, a Board Member, a volunteer and supporter. Stewart passed in 2018 but continues to support the Winds through his Legacy Gift. Consider leaving your mark for future generations to enjoy our quality music and entertainment! Call us for more information and we work with you and your estate planners to fulfill your wishes.

Your legacy will never be forgotten through Tidewater Winds.

Please contact our Director Michael K. Williams at

**Executivetww@gmail.com
or call 757-480-0953**

**Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466**

***Please join us for the Tidewater Winds Golf Tournament
Friday June 26, Heron Ridge Golf Club
Registration begins at 8 am, Shotgun Start at 9 am!***

Tidewater Winds Golf Tournament Registration 757-480-0953

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Player 2 _____ Player 3 _____ Player 4 _____

- Enclosed is a check made payable to Tidewater Winds
- Credit Card
- Name on Card

Card Number

Card Expiration Date (MM/YY)

CVV

Signature _____ Date _____

**Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466**

***Tidewater Winds is a 501©(3) non-profit organization. All contributions are exempt from federal income tax under
Section 501©(3) of the Internal Revenue Code***

Tidewater Winds Office 757-480-0953

Tidewater Winds

Concert Band

Summer Concert Silent Auction Donation

DATE: Pre-Concert Silent Auction

Start 7:30 PM

Time:

Location: Hampton Roads Venues

Tidewater Winds 501 © 3 Non-Profit
54-1637882

P.O. Box 62000

Virginia Beach, VA 23466
(757) 480-0953

Donation

Business Name:

Address:

Phone Number:

Contact Person:

Gift Certificate:

Amount:

Item:

Value:

Michael K. Williams
ExecutiveTWW@gmail.com 757-214-4649

Deadline:
May 13, 2020

Tidewater Winds thanks you for your contribution.
We appreciate your support as we continue our mission of providing free entertainment throughout Hampton Roads in a family-safe environment.

Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466

Tidewater Winds

Concert Band

Golf Tournament Gift and Silent Auction Donations

DATE: Friday June 26, 2020

Start Time: Shotgun 9:00 am

Location: Heron Ridge Golf Club

Address: 2973 Heron Ridge Dr,
Virginia Beach, VA 23456

Tidewater Winds 501 © 3 Non-Profit # 54-1637882

P.O. Box 62000

Virginia Beach, VA 23466

(757) 480-0953

Business Name:

Address:

Phone:

Number:

Contact Person:

Donation Item:

Gift Certificate:

Amount:

Item:

Value:

Michael K. Williams

ExecutiveTWW@gmail.com

757-214-4649

Deadline:

May 13, 2020

Tidewater Winds thanks you for your contribution. We appreciate your support as we continue our mission of providing free entertainment throughout Hampton Roads in a family safe environment for all.

**Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466**