

St. Cecilia  
Music Center  
CHAMBER  
JAZZFOLK

CORPORATE PARTNERSHIP  
OPPORTUNITIES  
2026/27

EXCELLENCE.  
AUDIENCE.  
IMPACT.







## St. Cecilia Music Center has been enriching West Michigan through music since 1883.

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To our valued community partner,

For more than a century, St. Cecilia Music Center (SCMC) has been the beating heart of Grand Rapids' musical landscape, bringing world-class performances to West Michigan and providing essential music education to young people and adults throughout the region.

As we launch an exciting new season of concerts, we know you share our unwavering dedication to excellence and meaningful community impact. Your corporate sponsorship directly supports our mission and ensures that transformative musical experiences remain accessible to audiences of all ages and backgrounds.

By partnering with SCMC this season, you help preserve our historic venue while enabling innovative programming that connects our community through the universal language of music. A partnership between your business and SCMC creates exceptional musical opportunities for students and adults while showcasing your brand through a full season of dynamic performances and various marketing benefits. This collaboration demonstrates your commitment to West Michigan's cultural vitality.

Your support enables SCMC to maintain the highest standards in performance quality and expand our educational initiatives to serve audiences throughout West Michigan. Together, we can enrich our community, foster creativity, and ensure that Grand Rapids remains a vibrant center for musical expression for generations to come.

Thank you for your consideration,

Cathy Holbrook  
Executive and Artistic Director



# EXCELLENCE

SCMC offers a world-class music experience with the Presenting Series, featuring award-winning artists on our historic stage.

Each season we cultivate a unique and thrilling Presenting Series line-up. These nationally and globally recognized musicians hold GRAMMY awards, Americana Music Honors, International Folk Music Awards, and more. The design and intimate setting of Royce Auditorium provides an exceptional experience for musicians and audiences.

## CHAMBER

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SCMC is fortunate to have a long-time partnership with the acclaimed Chamber Music Society of Lincoln Center in New York City. They feature in four Presenting Series concerts.

## JAZZ

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The Spectacular Jazz Series hosts the most in-demand artists in the industry like Branford Marsalis and Cécile McLorin Salvant and is nationally recognized by the National Endowment for the Arts.

## FOLK

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Folk concerts feature a wide array of musicians from Bluegrass legends like Yonder Mountain String Band to eclectic multi-hyphenate artists like Rhiannon Giddens.



“  
SCMC is  
the best  
venue in  
Grand  
Rapids.”



### PRESENTING SERIES SPONSORS

Known as one of the “Best Music Series” in Grand Rapids, SCMC concerts have earned a reputation as one of the hottest tickets in town, with the majority of performances selling out. Sponsors benefit by aligning their brand with SCMC’s stellar reputation in West Michigan.

### SCHOOL OF MUSIC SPONSORS

SCMC School of Music (SOM) sponsors support excellent, accessible music education. Our instructors are distinguished educators who have received accolades for their exceptional commitment to music. SOM sponsors support our mission-driven programs at SCMC and in schools throughout West Michigan.

### BUILDING SPONSORS

Listed on the National Register of Historic Places, SCMC’s 130-year-old building is located at 24 Ransom Avenue in downtown Grand Rapids. The space is meticulously maintained, and features the 625-seat, acoustically superb Royce Auditorium.

# SCMC AUDIENCE ENGAGEMENT



**11,000+**

served through SCMC's mission-driven programs annually.

**3,000+**

engaged through the School of Music.



Presenting Series  
concerts attended by  
7,000+ individuals from  
40+ Michigan counties,  
20+ states, and Canada.



**97%**

of post-concert survey participants gave their experience at SCMC 8 or higher out of 10, 10 being the highest indicator of a positive experience.

**11,000+**

Facebook followers

**11,000+**

Email subscribers

**4,000+**

Monthly website visitors

**50,000+**

visitors to SCMC's historic building at 24 Ransom Avenue annually.



# AUDIENCE

Marketing benefits connect sponsors with SCMC ticket buyers at concerts and online.

## PROGRAM BOOK ADVERTISING

All 2026/27 sponsors receive an ad in our Program Book which is actively engaged with by our 7,000+ Presenting Series concert attendees.

## DIGITAL AUDIENCE

SCMC has an engaged online presence with 11K+ followers across social media platforms and 11K+ weekly e-newsletter recipients. SCMC emails have an average open-rate of 38%, which is significantly higher than the national average of 21.5%. Our website is visited by ticket-buyers and School of Music families alike, with 4,700+ organic visits each month.

## PRE-CONCERT RECOGNITION

Sponsors are featured throughout the SCMC lobby on signage and TV monitor, which is viewed by 50,000+ people who enter our building each year. Sponsors at a certain level are recognized from stage in front of a captive audience during our Executive and Artistic Director's pre-concert remarks.

## BUYER BEHAVIOR

SCMC has a strong base of loyal subscribers as well as an audience of artist-driven ticket buyers. 26% of attendees are first-time ticket buyers and 33% of Chamber and Jazz Series attendees are subscribers. SCMC ticket buyers are likely to impact local economy through restaurant and hotel expenditures, with SCMC contributing to approximately \$2.5 million+ in visitor spend annually.



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I don't know how you do it, but these concerts are some of my favorite events of the year. It's an intimate setting. The feel is friendly and warm. The ushers are delightful and helpful. What a gem of Grand Rapids!



# IMPACT

Support accessible, high-quality music education opportunities.

School of Music (SOM) sponsors make a lasting impact by funding music programs for young people and adults throughout West Michigan. Programs offer varying points of entry, seeking to reduce significant barriers to participation. Our funders are our partners in this important work and receive brand engagement via SOM concerts attended by 2,500+.



## YOUTH ENSEMBLES AND CAMPS

Our Sinfonia, Concert Orchestra, and Philharmonic youth ensembles served **170+ young artists** in 2025/26. Over the summer we provide opportunities for students through our Middle School Band Camp and Stella Royce Piano Camp. In 2025, **50+ students attended summer camps.**



## ADULT ENSEMBLES

Beer City Winds is a symphonic band that provides summer performance opportunities for high-level players. The Grand String Orchestra practices weekly and performs two concerts at SCMC and communities for older adults. **These programs serve 100+ community members annually.**



## IN THE CLASSROOM

Strings to Schools provides **40+ GRPS students with free beginning strings instruction onsite at their school** throughout the school year. The Jazz and Folk In-School and In-Concert Student Experience **serves 500+ GRPS students**, providing three schools with two 30-minute assemblies and a culminating concert at SCMC.



## BEYOND THE STAGE

### SUPPORT STUDENT WELL-BEING

Participant surveys highlight the positive impact of SCMC programming. 100% of Strings to Schools parents surveyed saw an improvement in their child's ability to play music, 77% saw an increase in their child's confidence, and 77% noted that their student was a better team player after participating. Additionally, 68% of students participating in SCMC's Strings to Schools program made friends in strings class.

### ACCESS TO MUSIC

We work to keep our ticket options affordable, with prices ranging from \$30 to \$90. We partner with local music educators, families, and students to provide accessible ticketing options through \$14 student tickets. We also collaborate with local libraries to distribute free tickets. Over the past two seasons, more than 150 local students attended via free or discounted tickets.

### ECONOMIC DRIVER IN GRAND RAPIDS

SCMC contributes approximately \$2.5 million+ in visitor spend and our historic building sees over 50,000 visitors a season. Additionally, SCMC employs 80+ Michigan artists annually, serving as a destination for audiences and artists alike.



# ADDITIONAL BENEFITS

	<b>PREMIER \$10,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$3,000</b>	<b>BRONZE \$1,750</b>
<b>LOBBY TELEVISION MONITOR</b> Recognition on monitor in SCMC's lobby on a daily basis.	FULL-COLOR LOGO	FULL-COLOR LOGO	B/W TEXT LISTING	B/W TEXT LISTING
<b>SPONSOR WALL</b> Recognition as a sponsor on wall in SCMC's lobby for the entirety of the 2026/27 season.	FULL-COLOR LOGO	FULL-COLOR LOGO	FULL-COLOR LOGO	B/W TEXT LISTING
<b>PRE-CONCERT REMARKS</b> Presenting Series sponsors announced prior to Presenting Series concerts. SOM sponsors announced prior to SOM concerts.	X	X		
<b>PROGRAM BOOK LISTING*</b> Included in Sponsor Listing in 2026/27 Season Program Book.	FULL-COLOR LOGO	FULL-COLOR LOGO	B/W TEXT LISTING	B/W TEXT LISTING
<b>PROGRAM BOOK AD*</b> Full-color advertisement in 2026/27 Season Program Book.	FULL PG	1/2 PG	1/4 PG	1/4 PG
<b>CRAIN'S RECOGNITION</b> Recognition in SCMC's corporate partner ad in the <i>Crain's Grand Rapids Business Journal</i> .	X	X	X	X
<b>SCHOOL OF MUSIC CONCERT LISTING</b> Recognition as a sponsor on School of Music concert programs during the 2026/27 Season. (Benefit for SOM sponsors only.)	FULL-COLOR LOGO	FULL-COLOR LOGO	B/W TEXT LISTING	B/W TEXT LISTING
<b>PRESENTING SERIES PROMOTIONAL POSTERS*</b> Recognition as a sponsor on all 2026/27 Season posters. (Benefit for Presenting Series sponsors only.)	FULL-COLOR LOGO			
<b>WEBSITE</b> Full-color logo recognition on SCMC's Corporate Sponsorship web page. In addition, Premier Sponsors are featured on all Presenting Series concert pages.	LARGE FULL-COLOR LOGO	MEDIUM FULL-COLOR LOGO	MEDIUM FULL-COLOR LOGO	SMALL FULL-COLOR LOGO
<b>SOCIAL MEDIA</b> Recognition as a sponsor on SCMC's Facebook, Instagram, and LinkedIn pages. Post will tag company's page, if applicable.	X	X	X	
<b>FEATURED SPOTLIGHT IN ENEWSLETTER</b> Recognition as a sponsor in a featured article in SCMC's weekly email newsletter.	X	X		
<b>EMAIL FOOTERS</b> Recognition as a sponsor in footer of SCMC marketing emails.	LARGE FULL-COLOR LOGO	MEDIUM FULL-COLOR LOGO		
<b>CONCERT FLEX PASSES</b> Receive flex passes redeemable for any Presenting Series concerts during the 2026/27 Season.	18	14	10	6
<b>COMPLIMENTARY PRE-CONCERT RENTAL</b> Coordination of private pre-concert reception or dinner in SCMC's building. (Cost of catering is not included.)	X			

\*Sponsorships must be committed by August 1, 2026 to be included on printed materials.



## THANK YOU.

We are grateful for your support of St. Cecilia Music Center and our work to uplift West Michigan through music. Please do not hesitate to reach out with additional questions.

For inquiries and/or questions about custom options please contact:



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CHAMBERJAZZFOLK

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