

1ST PLYMOUTH MUSIC COMPETITION



We invite you to celebrate music – its importance in education, our economy, and cultural heritage. Plymouth holds international importance due to its place in the history of our country, but history alone is no longer enough to help us grow. Many challenges face the tourism industry and the many businesses that depend on the tourist dollars in Plymouth, “America’s Hometown”. We need to develop unique events to brand Plymouth as an innovative and cultural gateway. The spillover effect these events will have on our business will inevitably play a role in giving the local economy a boost. The launch of the first Plymouth Music Competition will enhance the arts in Plymouth by providing a variety of music events and genres for families and fans of all ages. Music needs to be preserved and encouraged, not only as an educational tool, but as an essential component of our culture.

The inaugural Plymouth Music Competition will begin the week of May 31 running through June 24. Our emphasis will be to engage the Plymouth area population and draw visitors from outside to participate. To further enhance the competition, we will invite Berklee and Conservatory students. Judges will include local and regional music teachers and professors, as well as notable musicians from the South Shore and Boston area. The winners of the competition will receive cash and music related prizes. We will augment the events with select performances by local, regional, and nationally respected musicians.

The Plymouth Music Competition is a new event managed by PCDC and supported by state legislators. It relies on the generous support of our community. As a sponsor, this exciting competition offers marketing synergies to a broad group of local area businesses while promoting tourism.

- *Funding gives participants the opportunity to learn additional skills within the craft of music and the chance to meet others in the same field of interest.*
- *Participating media companies are able to make an impact through product launches, demonstrations, and seminars involving potential buyers of their products and services.*
- *Competition sponsors gain access to broad press outreach through Competition releases and promotional exchange.*

Become a corporate friend of the Plymouth Music Competition today! You will be part of a circle of businesses that are committed to the arts and the economic opportunities generated by popular events such as this Competition, while accomplishing many of your corporation’s marketing goals. Sponsorship levels and their related benefits are summarized on the attached sheet. Sign up for sponsorship by completing one or both of the attached forms.

Best wishes, and thank you for supporting this worthwhile initiative,

Lisa Mattei, Event Director, Plymouth Music Competition