



EVENT SPONSORSHIP PROPOSAL



BECOME A SPONSOR FOR JUNETEENTH

JUNETEENTH

INVEST IN BLACK EXCELLENCE

EXPOSURE



250K LISTENERS/WEEK

FUNDRAISING GOAL \$100,000

IN CELEBRATION OF THE FIRST ANNIVERSARY OF JUNETEENTH BEING RECOGNIZED AS A NATIONAL HOLIDAY, YOU ARE INVITED TO INVEST IN KEY TO CHANGE AS WE RAISE FUNDS TO GIVE MORE STUDENTS OF COLOR ACCESS TO WORLD-CLASS VIOLIN AND VIOLA INSTRUCTION.

Dr. Quinton Morris is the definition of Black excellence. He is the second living Black violinist in United States history to receive tenure and promotion at the university level, the founder of Key to Change, host of the radio show Unmute the Voices at Classical King FM, and a mentor to many. Dr. Morris grew up in a single-parent household in South King County and he has a first-hand understanding of the obstacles that many students of color face in the region, especially when it comes to accessing high-quality music education. To address this disparity, he founded Key to Change in 2017 to provide underserved youth and students of color living in South King County with world-class violin and viola instruction at an affordable rate.

Public school students, especially in underserved communities, rarely, if ever, receive adequate funding and support. Music programs are often the first to be discontinued, and of those that remain, most are on life support despite the hard work of under-resourced or unqualified music teachers. Music programs that are artistically rigorous, yet diverse and inclusive for students from underserved communities in the Pacific Northwest are almost non-existent.

Dr. Morris has made it his life's mission to change this reality. Since the inception of Key to Change, hundreds of students have had an opportunity to take music lessons, participate

in numerous musical outreach activities and learn in a diverse and inclusive environment. In 2020, at the beginning of the global pandemic, Dr. Morris led a successful pivot from in-person to online lessons resulting in the string studio's student enrollment quadrupling and retaining over 90% of students enrolled in the program.

What makes Dr. Morris a hero in South King County isn't his musical accolades, of which there are many. Rather, Dr. Morris has advocated for students of color and their families for years. He continues to fight for them to have access to the educational opportunities they deserve. Dr. Morris is loved by his students and their families, respected by his colleagues, and looked to as an example and inspiration for fostering positive change in his community. Dr. Morris's students gain confidence, develop resilience, and learn in a welcoming, safe environment that allows them to interact with and connect to cultures and ways of being outside of their norms – all characteristics that we hope the next generation of leadership will embody. Dr. Morris is a world-changer and is leaving a legacy in South King County for generations to come.

In the spirit of Juneteenth, in the legacy of liberation and creating opportunity out of hardship, consider becoming a sponsor for Key to Change to help support and foster Black excellence in South King County.

CORPORATIONS AND FOUNDATIONS HAVE THE OPPORTUNITY TO LEND THEIR COMPANY NAME AS A JUNETEENTH SPONSOR AS A MATERIAL DEMONSTRATION OF THEIR COMMITMENT TO CLOSING THE EQUITY GAP IN SOUTH KING COUNTY FOR STUDENTS OF COLOR.

WHY BECOME A SPONSOR?

This year marks the 5th anniversary of Key to Change, and we have served hundreds of middle and high school students from South King County with violin and viola lessons. In a community that is heavily underserved, Key to Change continues to execute its mission of providing world-class music education by removing barriers for low-income students and students of color. Ours is an inclusive approach that builds talented musicians and leaders.

As we celebrate the growth and expansion of our student programs, our desire is to partner with individuals, corporations and foundations that share our values of creating sustainable opportunities that are inclusive, equitable, artistically excellent and psychologically safe for our youth.

When we create these opportunities, we build a stronger, more vibrant community where students can thrive. Sponsors play a key role in our ability to continue providing violin and viola lessons to middle and high school students living in South King County. Your support will help us empower communities by working alongside students, teachers, parents, and guardians to build consensus, meet teacher needs, and create a holistic environment where students can flourish.

MISSION

Key to Change inspires underserved youth through world-class music instruction and supports their development as self-aware leaders. Founded and directed by Dr. Quinton Morris, Key to Change offers a proven pathway to educational excellence for public school students through rigorous, personalized programming. When we succeed, racially and economically diverse students in South King County and beyond have access to world-class music education, mentorship and leadership skills that propel them to lifetime success.

CORE VALUES

At Key to Change, we hold ourselves to the following values in order to deliver and drive our mission:

ARTISTRY
EXCELLENCE
EQUITY
DIVERSITY
FOUNDATION
INCLUSION
OPPORTUNITY



OUR LEADERSHIP REFLECTS THE POPULATION BEING SERVED

Our leadership team reflects the student population we serve. Our founder Dr. Quinton Morris, a Black violinist, grew up in a single-parent household in South King County and is a graduate of Renton High School, which many of our students currently attend. He has a first-hand understanding of the obstacles that many students of color face in the region. Our staff and board are also reflective of our student body. Our staff is 66% of color and our board of directors is 75% of color with 90% being women.

THE PROBLEM

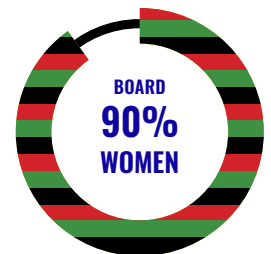
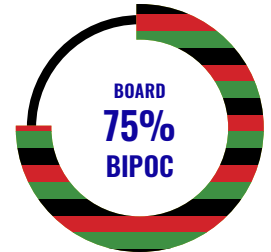
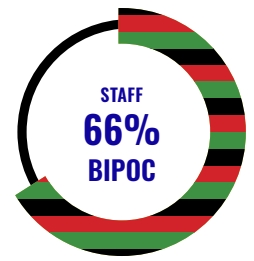
Public school students, especially in underserved communities, rarely, if ever, receive adequate funding and support. And in the most ethnically diverse regions of South King County, the privation of educational resources is appalling. Music programs are often the first to be discontinued, and of those that remain, most are on life support despite the hard work of under-resourced or unqualified music teachers. Music programs that are artistically rigorous, yet diverse and inclusive for students from underserved communities in the Pacific Northwest are dismal. The lifespan of a student expressing an interest in learning an instrument is short lived. A lack of support in public schools, strong pedagogy to help students succeed and a nurturing community are amongst the many reasons.

THE NEED

Research consistently demonstrates that students who participate in music education have higher academic achievement, greater intellectual and creative growth, and improved social competence. However, racially and economically diverse students have limited opportunities to access these benefits. While public school music programs continue to struggle for adequate resources, Key to Change serves a unique niche. With more than 32,000 high school and 21,000 middle school students in South King County, the desire and need to learn the violin or viola is great.

THE SOLUTION

Key to Change is a solution to the systemic failing of our public schools to offer high quality arts education to students of color. Our goal is to saturate South King County by offering world-class music instruction to middle and high school students interested in learning the violin or viola. As we continue to scale and create partnerships with school districts to enroll students in our program, we're confident that we will be able to build a consensus, where we can create a holistic learning environment where students can flourish.



OPPORTUNITIES FOR SPONSORSHIP

JUNETEENTH

In the spirit of Juneteenth, in the legacy of liberation and creating opportunity out of hardship, consider becoming a sponsor for Key to Change to help support and foster Black excellence in South King County. Corporations and foundations have the opportunity to lend their company name as a Juneteenth sponsor as a material demonstration of their commitment to closing the equity gap in South King County for students of color.

STUDENT RECITALS & CONCERTS

Key to Change presents quarterly student recitals and concerts in a concert hall or auditorium before a live audience. Students perform with a piano accompanist repertoire they have studied for the trimester. These events are very popular among our students, their families and supporters. Sponsors have an opportunity to name the event in honor of their respective corporation or foundation.

SOLO STRING FESTIVAL

Our annual Solo String Festival is a yearly community event for middle and high school violin and viola students who live, attend school, and study their instrument in South King County. Students compete for prizes where renowned musicians serve as judges, participate in workshops and clinics on musicianship and technique and work together in teams to perform and learn music together. Corporations and foundations have the opportunity to partner by lending their company name as a festival sponsor, allowing Key to Change to provide this world-class music festival free of charge to students in South King County.

GUEST ARTIST MASTERCLASSES

Key to Change presents a minimum of six guest artist masterclasses a year, featuring professional musicians and violin or viola professors from renowned music schools and universities, who work with our students. These special classes allow them to receive highly specialized, individual training and mentorship that will engage and assist them in their every day studies. Sponsors have an opportunity to name the event in honor of their respective corporation or foundation, observe a guest artist masterclass and meet the guest musician or professor that day.

SPRING SALON FUNDRAISER

Key to Change has served hundreds of middle and high school students from South King County with violin and viola lessons over the past five years. In celebration of this momentous anniversary, we are gathering together for live student performances featuring the winners of the Solo String Festival as well as a few surprise guest appearances! Our yearly event raises scholarship funds for current students to continue their weekly lessons in our string studio. Over 86% of our students receive scholarship aid, due to the lack of financial resources. Our Spring Salon Fundraiser is our largest fundraiser of the year. Corporations and foundations have the opportunity to partner by lending their company name as a trusted sponsor of Key to Change, which creates financial stability for our students as they continue to progress in their journey as young musicians and leaders.

HELP US MEET OUR GOAL
100% OF EVENT COSTS COVERED



2022 SPONSORSHIP LEVELS

\$25,000 **\$10,000** **\$5,000** **\$2,500**
PLATINUM **GOLD** **SILVER** **BRONZE**

A ONE-HOUR PRIVATE CONCERT FOR CORPORATION/ COMPANY WITH SELECT STUDENTS FROM KEY TO CHANGE — OR — DINNER WITH DR. QUINTON MORRIS & A STUDENT <i>(WITH STUDENT'S PARENT OR GUARDIAN)</i>				
LOGO LISTED AS TRUSTED PARTNER ACROSS THE ENTIRE KEY TO CHANGE WEBSITE FOR ONE YEAR				
ONE 30 MINUTE TALK FROM EXECUTIVE DIRECTOR AT COMPANY BOARD MEETING OR SPECIAL EVENT				
A TOUR OF CLASSICAL KING FM RADIO STATION				
OBSERVATION OF VIEWING AN UNMUTE THE VOICES RADIO OR VIDEO BROADCAST				
LINKED SOCIAL MEDIA POST ACROSS ALL KTC SOCIAL MEDIA CHANNELS	 4 LINKED POST	 3 LINKED POST	 2 LINKED POST	 1 LINKED POST
LOGO LISTED AS SPONSOR ON PLATFORM & EVENT EMAILS				

CONFIRMATION FORM



Yes! We are proud to support Key to Change. We authorize Key to Change to include our name and/or logo consistent with our sponsorship package selected.

- PLATINUM \$25,000 GOLD \$10,000 SILVER \$5,000 BRONZE \$2,500

CONTACT INFO

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email Address: _____

PAYMENT

PAY BY CHECK

SEND ME AN INVOICE

Check enclosed made payable to:

Key to Change

Please email Ashley Glover at:

aglover@keytochangestudio.org

Mail to:

Key to Change
P.O. Box 16787
Seattle, WA 98116

PLEASE EMAIL YOUR HIGH RESOLUTION LOGO (PNG OR JPG) TO
ASHLEY GLOVIER AT aglover@keytochangestudio.org