



SOLO STRING FESTIVAL & SPRING SALON FUNDRAISER



2023 **EVENT SPONSORSHIP PROPOSAL**

TABLE OF CONTENTS

03
OVERVIEW

04-06
ABOUT

07-09
OPPORTUNITIES

10-12
BECOME OUR SPONSOR

13
SPONSORSHIP LEVELS



2023 SOLO STRING FESTIVAL & SPRING SALON FUNDRAISER

This year, we hold our annual Solo String Festival and Spring Salon Fundraiser in person at **Benaroya Hall, May 05-07, 2023.**

Middle and high school violin and viola students will perform for judges and compete for a chance to win prizes. The Solo String Festival will conclude with an inspiring 60-minute fundraising program to raise scholarship funds to support students' continued music lessons throughout the year. These mission-based activities all support underserved students directly.



MAY
05-07

ABOUT

Dr. Quinton Morris is the Executive Director and Founder of Key to Change, host of the radio show Unmute the Voices on Classical King FM, and Associate Professor of Violin at Seattle University.

Dr. Morris stands as a role model of Black excellence and mastery within a traditionally white discipline.

As a mentor and an inspiration to many, Dr. Morris sees his work with young musicians and his collaboration with community leaders as a key to change for the greater good.

Dr. Morris is the second living Black violinist in United States history to receive tenure and promotion at the university level. He grew up in a single-parent household in South King County and understands the obstacles that students of color face in the region with accessing high-quality music education.

To address the disparities in access, Dr. Morris 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.

OUR LEADER



At Key to Change, we believe it is essential that the youth we serve can see themselves reflected in our leadership team. Our founder, Dr. Quinton Morris is a Black violinist who grew up in a single-parent household in South King County. He is a graduate of Renton High School, which many of our students currently attend.

Dr. Morris has a lived experience of the obstacles that many students of color continue to face in the region. Similarly, our staff and board reflect the faces and experience of our student body -60% of our staff and 75% of our board of directors identify as people of color and 90% of them are women.



OUR 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.



Public school students in underserved communities, rarely, if ever, receive adequate funding and support for musical training. Music programs are among the first to be discontinued and the few that remain are on life support despite the hard work of underresourced or unqualified music teachers.

Music programs that are artistically rigorous, diverse, and inclusive for students from underserved communities in the Pacific Northwest are almost nonexistent.



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

EXCELLENCE

EQUITY

Opportunity

DIVERSITY

INCLUSION

ARTISTRY



6 YEARS OF GROWTH IN DIVERSITY AND EQUITY

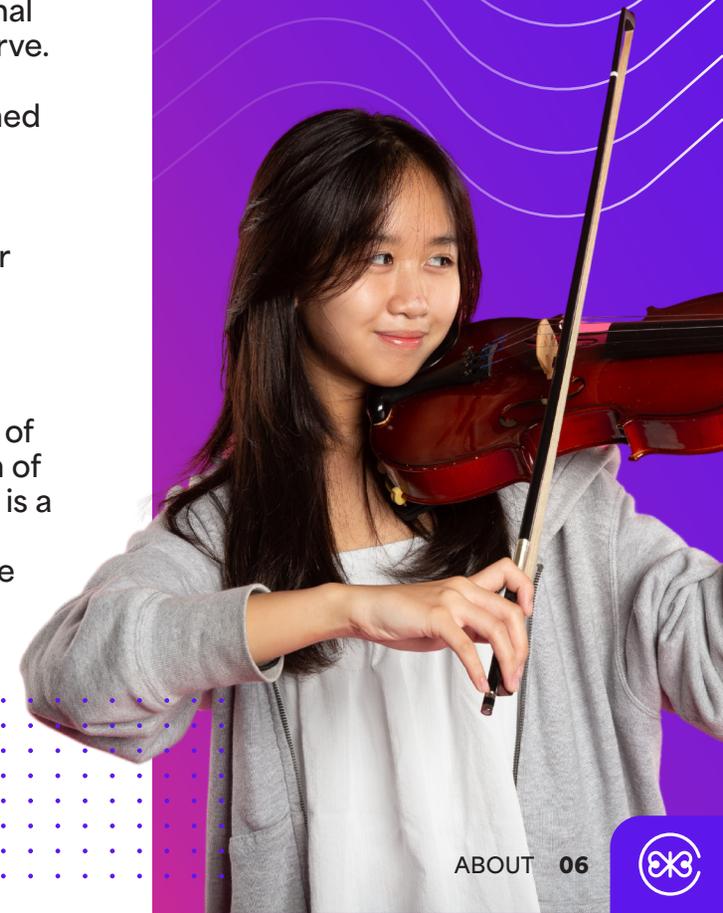
Since the inception of Key to Change, hundreds of students have had an opportunity to take music lessons, participate in numerous musical outreach activities, and learn in a diverse and inclusive environment that supports their true potential. In 2020, the global pandemic brought a new challenge to accessibility, and an unanticipated opportunity. In response, Dr. Morris led a successful pivot from in-person to online lessons. The number of students enrolled in the string studio quadrupled over the pandemic and we have retained over 90% of our students enrolled in the program.

While Dr. Morris is loved by his students and their families and respected by his colleagues, that has not been enough. What makes Dr. Morris a hero in South King County isn't only his musical and academic accolades, of which there are many. Rather, it is what Dr. Morris has chosen to do with the authority and

prestige his professional accomplishment affords him. He has advocated for students of color and their families for years with the same passion, rigor, and joy he brings to his own artistry. The change he is making allows students of color to have access to the highest level of educational opportunities, which is what they deserve.

Many other leaders of change have joined him and provide direct support for his students through Key to Change programs. Dr. Morris's students gain courage and confidence as they master the challenge of their instruments and connect to cultures and ways of being outside of their norms.

Students grow as people with qualities of character we hope the next generation of leadership will embody. Key to Change is a world-changer at home in South King County, fostering a legacy of excellence for generations to come.



A young boy with short brown hair, wearing a dark suit jacket, white shirt, and dark tie, is playing a violin. He is looking down at the instrument with a focused expression. The background is a solid blue color with a grid of white dots in the upper left corner and some faint white lines at the bottom.

THE OPPORTUNITY BEFORE US

Many students express interest in musical training, but their aspirations are short lived. The lack of accessible opportunity in public schools, strong pedagogy to help students step up to the rigor and commitment to train, and a nurturing community are insurmountable obstacles for students and their families. The pursuit of classical music presents an additional obstacle as a traditionally white cultural asset. Music programs that are artistically rigorous, diverse, accessible, and relatable for students from underserved communities are very few in the Pacific Northwest. The need and potential among our youth are far greater than our current ability to serve them.

South King County is one of the most ethnically diverse neighborhoods in the region with high poverty-levels among families, predictably poor health and wellness outcomes for residents, and appallingly deprived educational resources. Nonetheless, South King County neighborhoods are culturally rich, vibrant, and growing. Community leaders are engaged and determined to secure opportunities for residents. South King County is a place of great need and great potential. It's a great place for dynamic change.

It's a great place for Key to Change.



DIRECT IMPACT IS THE KEY TO CHANGE

Research consistently demonstrates that students who participate in music education have higher academic achievement, greater intellectual and creative growth, and improved social competence.

Music education sets young people up for success in life. Public school music programs struggle throughout the region for barely-adequate resources, and racially and economically diverse students have almost no access to music education. Located in and committed to South King County, Key to Change is perfectly positioned to serve one of the region's most diverse public school populations with more than 32,000 high school and 21,000 middle school students.

The need is there. We know the desire to learn the violin or viola is also there. Our student enrollment has grown each year and it grew exponentially over the course of the pandemic when online access opened the opportunity to even more students.



OUR VISION

Our young people cannot wait. Their critical learning years are right now. We cannot be stopped by the failures of the public school system or the obstacles and inequities present in underserved neighborhoods.

Key to Change is activated and growing. Our vision is to enroll and support every student in South King County who comes to us to learn violin or viola. We desire to help every student thrive and excel.

THE ROAD AHEAD

We will continue to build partnerships with school districts and community organizations to direct students to our program and scale up to accommodate growing enrollment. Our commitment to world-class musical training and performance will be unwavering.

We will grow our network of supporters, donors, sponsors, and champions who are foundational to the financial stability of Key to Change and stakeholders in all we accomplish. Key to Change is a center of excellence in an unlikely place. The youth of South King County deserve nothing less.

As we continue to scale and grow, we're confident that we will be able to build a holistic learning environment where students can flourish.



WHY BECOME A SPONSOR

Sponsors are key to the change we are creating.

Our youth depend on us to be a community willing and able to nurture them as they navigate through the world and into their own adult responsibilities.

Donors and sponsors provide scholarship dollars that make this invaluable opportunity possible. The vehicle for the opportunity to nurture and develop these young people happens to be musical training in an accessible, inclusive environment committed to rigor and infused with joy. The community benefit has a long reach. We

are nurturing talented musicians and future community leaders, right here at home in South King County.

We are thrilled with the growth and expansion of our student programs. Young people and their families are finding us and showing up, fully ready to participate in our year-long training. In partnership with individuals, corporations, and foundations that share our values, Key to Change can sustain and grow its programs to meet the need with your support. Become a sponsor to contribute to the growth and expansion of our student programs.

Key to Change is building a stronger, more vibrant world through youth development.

Our approach works!

- We remove economic barriers
- We provide a learning environment that is inclusive, equitable, and psychologically safe
- We engage highly-qualified educators
- We demand rigor
- We build a community of believers and investors around our mission
- We celebrate our shared success

SET STUDENTS UP FOR SUCCESS



OPPORTUNITIES FOR SPONSORSHIP

STUDENT RECITALS AND CONCERTS

Key to Change presents quarterly student recitals in concert halls or auditoriums before live audiences. Students perform with a piano accompanist in the repertoire they have studied for the trimester. These events are very popular among our students, their families and supporters.

Sponsors have an opportunity to brand the event with their respective corporation or foundation.

OPPORTUNITIES FOR SPONSORSHIP

GUEST ARTIST MASTERCLASSES

Students participate in masterclasses with professional musicians from the Seattle Symphony, and violin or viola professors from renowned music schools and universities. Key to Change presents a minimum of six guest artist masterclasses each year. These classes allow them to receive specialized, individual training and mentorship that accelerates their studies.

Sponsors have an opportunity to brand the event with their respective corporation or foundation, observe a guest artist masterclass, and meet the guest musician or professor that day.



OPPORTUNITIES FOR SPONSORSHIP

SOLO STRING FESTIVAL

MAY 05-07 AT BENAROYA HALL

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 for renowned musicians who serve as judges, participate in workshops and clinics on musicianship and technique, and work in teams to perform and learn music.

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. Students of all musical levels may participate.

OPPORTUNITIES FOR SPONSORSHIP

SPRING SALON FUNDRAISER

MAY 07 AT BENAROYA HALL

Key to Change has served hundreds of middle and high school students from South King County with violin and viola lessons over the past six years. Our yearly fundraising event raises the funds that make it possible for current students to continue their weekly lessons in our string studio. This is fundamental to our mission and our Spring Salon Fundraiser is our largest fundraising event of the year.

Corporations and foundations have the opportunity to partner by lending their company name and stand as community partners with Key to Change, and create financial stability for our students as they continue to progress in their journey as young musicians and leaders.

Thea Weinbeck
1st place winner of the Senior
Competitive Division, 2021.

2023 SPONSORSHIP LEVELS

YOUR BENEFITS	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
A one-hour private concert event for corporation/company with select students from Key to Change or dinner with Dr. Quinton Morris and a student and student's parent or guardian	●			
One 30 minute talk from Dr. Quinton Morris at company board meeting or special event	●	●		
Exclusive tour of Classical King Radio Station	●	●		
Live viewing of Unmute The Voices radio or video show	●	●		
Linked social media posts on all Key to Change social media channels	4	3	2	1
Logo recognition on event website and fundraising platform	"Trusted Partner" recognition on website for one year	Gold tier recognition	Silver tier recognition	Bronze tier recognition
Logo on all event emails	●	●	●	●

For More information, please contact **Dr. Quinton Morris** (qmorris@keytochangestudio.org)



SPONSORSHIP FORM



PLATINUM SPONSOR
\$50,000

GOLD SPONSOR
\$25,000

SILVER SPONSOR
\$10,000

BRONZE SPONSOR
\$5,000

CONTACT INFO

COMPANY NAME:

CONTACT NAME: TITLE:

ADDRESS:

CITY: STATE: ZIP CODE:

PHONE: WEBSITE:

EMAIL ADDRESS:

PAYMENT

PAY BY CHECK
Check enclosed made payable to:
Key to Change

Mail to: Key to Change
P.O. Box 16787
Seattle, WA 98116
(425) 970-3540

SEND ME AN INVOICE
Please email Dr. Quinton Morris at
qmorris@keytochangestudio.org

We authorize Key to Change to include our name and/or logo consistent with our sponsorship package selected.
*Please email your vector logo (ai or eps file) to info@keytochangestudio.org