



# WEATHERVANE MUSIC

Gabriel Greenberg // Producer & Community Manager // gabe@weathervanemusic.org

## SHAKING THROUGH – FOOD SPONSORSHIP PROGRAM

Shaking Through is a critically acclaimed web documentary series in its 7th year, produced by Weathervane Music, a 501(c)(3) non-profit organization based in Philadelphia, PA. The Shaking Through series shows inspiring artists at work in the recording studio, sharing their stories and the processes and techniques that make them exceptional.

Weathervane's work is supported by membership fees, contributions from major donors, grants from arts, culture and educational foundations, and sponsorship from vendors in the community. Food sponsors not only feed participating artists while they are in town, they also provide an opportunity for these extraordinary musicians to experience everything this great city has to offer.

## SPONSORSHIP OPPORTUNITIES

*Standard Benefits for all levels of Sponsorship include:*

- Thanks and links from our Social Media accounts
- Sponsor recognition in closing credits (Text and Logo)
- Sponsor recognition with links wherever possible in description text (YouTube, SoundCloud, BandCamp, and any other content platforms)
- Logo recognition linking to website on the Episode Page
- Opportunity to offer coupons and specials directly to Weathervane subscribers

**Platinum Sponsor.....\$1000 + 2 lbs. of Coffee**

*Unique Platinum Sponsor Benefits include all Standard Benefits listed above, plus:*

- Video coverage of Logo on branded bags, cups, etc. (if provided)
- Video coverage in the episode of restaurant signage, exterior and interior shots, participants eating in the establishment (depending on production schedule)

**Gold Sponsor.....\$500 + 2 lbs. of Coffee**

*Unique Gold Sponsor Benefits include all Standard Benefits listed above, plus:*

- Direct thanks in E-mail Newsletter
- Logo visibility in E-mail Newsletter
- Targeted advertisement in Facebook, Twitter and/or Instagram thanking sponsor and linking to their website

**Silver Sponsor.....2 lbs. of Coffee**

Weathervane Music is a 501(c)(3) non-profit organization. Our mission is to advance independent music and the community that surrounds it. All donations made to Weathervane Music are tax-deductible to the full extent of the law.

Weathervane Music // PO Box 29498 // Philadelphia, PA 19125



### **CURRENT MEDIA REACH**

E-Mail Newsletter.....	19,000+ Subscribers
Weathervane Website.....	76,000+ Visits Last Year
Membership.....	631+ Current Members
YouTube.....	214,000+ Plays Last Year
Vimeo.....	15,300+ Plays Last Year
Facebook.....	4,795+ Followers
Twitter.....	2,700+ Followers
Instagram.....	780+ Followers
SoundCloud.....	721,000+ Plays Last Year
BandCamp.....	23,500+ Downloads

### **NOTABLE PAST ARTISTS AND PARTICIPANTS**

Mikael Jorgensen (Wilco), Sufjan Stevens, Daniel Rossen (Grizzly Bear), Sharon Van Etten, Hop Along, The Districts, The Dead Milkmen, Adam Granduciel (The War on Drugs), Scott McMicken (Dr. Dog), Tim Showalter (Strand of Oaks)

### **NOTABLE PAST DRINK SPONSORS**

ReAnimator Coffee, Philadelphia Brewing Company, The Rocket Cat Cafe, Narragansett Beer

### **NOTABLE PAST FOOD SPONSORS**

Johnny Brenda's, Rustica Pizza, Pizza Brain, Liberty Choice

### **OTHER NOTABLE SPONSORS**

Miner Street Recordings, Purple Audio, D.W. Fearn Audio, Root Beer Audio, Studio Logic Sound, Ecstatic Electric Audio, Mountainking Electronics, RØDE Microphones, Audio Engineering Associates (AEA Microphones), Telefunken Microphones

### **FOUNDATION SUPPORT FROM**

The Philadelphia Cultural Fund, The Pennsylvania Council on the Arts, The Muse Educational Foundation, The Patriarch Family Foundation, The 2004 Carita Fund

### **LINKS:**

Annual Report (2015).....	<a href="http://weathervanemusic.org/annualreport">weathervanemusic.org/annualreport</a>
Weathervane Home Page.....	<a href="http://weathervanemusic.org">weathervanemusic.org</a>
Shaking Through Home Page.....	<a href="http://weathervanemusic.org/shakingthrough">weathervanemusic.org/shakingthrough</a>
Facebook.....	<a href="https://facebook.com/weathervanemusic">facebook.com/weathervanemusic</a>
Twitter.....	<a href="https://twitter.com/wvmusic">twitter.com/wvmusic</a>
Instagram.....	<a href="https://instagram.com/weathervanemusic">instagram.com/weathervanemusic</a>

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