



Music that moves your business.

Consumer centric businesses are constantly seeking ways to reach and bond with customers, and increasingly to improve employee loyalty and retention. A partnership with Tosco Music uniquely helps accomplish both.



Tosco Music Parties began in John Tosco's living room as intimate gatherings for musicians and have grown over the last 30 years into a non-profit organization and an integral part of the vibrant Charlotte arts scene.

Now Tosco Music is dedicated to helping the Charlotte community explore, develop and share passion for music. Tosco Music bridges genres of music across communities and ages, and enjoys significant credibility as a positive, community-serving local brand.





Thousands of people over three decades have attended, volunteered or performed at Tosco Music Parties, where **nationally recognized acts** share the stage with local and undiscovered artists. The audience is invited to take part and **sing along** throughout the evening, creating a lively and intimate **interactive music experience** that is unique to Charlotte. Every Tosco Music Party is a one-of-a-kind, fun, positive and memorable evening.



Committed to **building community through music**, Tosco Music now proudly provides **community outreach** programs that reach many who might not otherwise have the opportunity to experience high-quality music performances. In 2017, Tosco Music provided music at more than 50 events throughout Charlotte at a variety of settings including senior communities and recreation centers. Tosco Music also provided 150 free tickets for people

served by Charlotte nonprofits and community agencies, enabling them to attend Tosco Music Parties. Tosco Music nurtures young musicians and annually awards **music scholarships** to summer music camps. All of this is possible through corporate partnerships and community support.



Through our organization's strong music party audiences, active social media presence and network of musical innovators, Tosco Music annually reaches **thousands of people with an affinity for our brand with its many positive facets**. A partnership with Tosco Music gives your organization an opportunity to reach your employees and customers in unique ways, and to visibly associate your brand with many positives our brand has earned.

Options for partnership:

1. **Customized** packages starting at \$1,200, and/or
2. **Reward** your employees and customers by hosting a group at a Tosco Music Party.

Please visit our website at www.toscomusic.org and reach out to our Development & Sales Manager at (704) 568-9685 to **explore how Tosco Music can move your business too**.

We look forward to partnering with you!