Music That Moves Your Business

Tosco Music is an ideal grassroots destination for marketing and community investment dollars based on the demographics of our loyal fan base and our community-serving brand.

Tens of thousands of people have participated in Tosco Music Parties and outreach programs over the past three decades, and thousands continue to engage each year.



Tosco Music History & Programs

Tosco Music has been presenting Tosco Music Parties (TMPs) for 35 years and became a nonprofit in 1999. Tosco Music has evolved into a nonprofit arts organization whose events and community outreach have a deeply rooted history and far-reaching impact in Charlotte.

With inspiring performances and outreach programs, Tosco Music expands access to music, provides scholarships, and gives local musicians opportunities to grow, perform, and connect.



As a resident company of Blumenthal Arts, Tosco Music presents major events at the 1,200-seat Knight Theater (Tosco Music Beatles Tribute, Tosco Music Holiday Party and Tosco Music Party). Community outreach programs provide access to live music throughout the Charlotte area as well as paid performance opportunities for musicians.

Tosco Music Open Mic is a family-friendly evening that for 25 years now has provided a supportive setting for musicians to practice their performance skills on a professional stage – and last year of 136 musicians, 38 were youth!

Since 2020, Tosco Music Scholarships totaling more than $64,000 have helped 135 youth and adult musicians further their skills with music lessons, camps, tuition, instruments and more.



Tosco Music Holiday Party (TMHP) was introduced in 2016 to offer a festive, seasonal version of Tosco Music Party with the same great variety and incredible talent.

A Charlotte tradition for more than a decade, Tosco Music Holiday Party transforms Knight Theater into Charlotte's living room for an evening of holiday songs and singalongs for all ages. Families with school-aged children, office teams, and neighborhood groups come together to enjoy classic carols alongside contemporary holiday music of all genres. The audience is even sometimes treated to new and original Christmas songs by featured performers!

Invest in Music with a Mission

Tosco Music presents live music with purpose. Our nonprofit mission is to present a wide variety of music through performances and outreach programs, foster a sense of community among listeners and performers, and connect professional and amateur musicians to share and inspire one another. Community investment helps us serve the community in four impact areas:

- *Bridging Cultures Through Music*
- *Supporting Musicians of All Ages*
- *Drawing Audiences to Charlotte*
- *Cultivating Audiences Across Generations*

Marketing and community investment dollars can go far with Tosco Music based on affinity for our mission, affiliation with our community-serving brand and exposure to our engaged audience.

- ***Cultural Alignment***: Partner with Tosco Music to increase access to arts experiences and affirm the power of music to build connections across different demographics and cultures.
- ***Positive Public Relations***: Align your brand with an established, dynamic performing arts nonprofit that has created a loyal fan base and high-impact outreach in Charlotte.
- ***Valuable Visibility:*** Reach thousands of engaged community members through our large concert audiences, active online community and broad network of musical tastemakers.

Tosco Music Audience

Attendance at TMPs between 2010 and 2019 was over 25,000, and Tosco Music fans are a loyal audience and a prime market according to a 2017 survey:

- 52% reported attending more than one TMP per year, and 22% reported 3 or more
- 79% reported household incomes over $75K, 26% over $150K
- 65% reported ages 55+
- 85% reported completing at least one higher education degree
- One-third of our tickets are purchased from the top ten wealthiest zip codes in the Charlotte region: more than half come from the top 25



During the pandemic, Tosco Music pivoted to virtual TMPs and brought families and friends together. An estimated 1,200-1,500 were connected through our music community during each event, with national and international participation; one had viewers from 18 states and 11 countries!

In FY25, cumulative participation across all programs combined, events (TMPs, FabFest, Love Notes) and outreach performances (100 at 30 locations), was more than 13,000; 70% from outreach programs, the majority were free, and half were for older adults in their communities.

Tosco Music has active social media communities and broad email distribution, with 8,600+ email addresses receiving e-blasts with event promotion, and more than 14,000 engaged in social media across all platforms: Facebook, Instagram, YouTube and LinkedIn.



Love Notes Sponsorship Opportunities



Tosco Music is seeking sponsors for ***Love Notes - A Valentine's Concert*** to benefit Tosco Music's nonprofit mission and programs. See 2026 video highlights and event details. Your support will help Tosco Music bring people together through music, provide access to the arts for underserved communities, and support artists with access to spaces to create and perform.

$3,000 Leading Sponsor Benefits

- Verbal recognition from the stage during the event
- Half page color ad in printed event program
- 4 premium tickets
- Logo on graphics, email marketing, website for 1 year
- Social media exposure with sponsor recognition posts



$5,000 Presenting Sponsor Benefits

- Above benefits plus 4 more premium tickets (8 total)
- Full page color ad in printed event program

Love Notes – Saturday, February 7, 2027

Since 2022, this special evening of music, joy and community at the intimate Booth Playhouse delivers the same great variety and incredible talent presented at Tosco Music Parties.



Love Notes musicians perform a special selection of songs of various genres that celebrate the many kinds of love in our lives. Music lovers of all ages can come paired, or single, or with friends - all are welcome!

Love Notes is a cabaret-style concert with several seating options at Booth Playhouse located in Founders Hall at Blumenthal Arts Center. For Love Notes, seats at cocktail tables on the floor are sold in pairs with a stemmed rose and chocolates at each table. Separate single and group seating options are also available.

CONTACT: John Tosco, Executive Director john@toscomusic.org (704) 299-1087 **toscomusic.org**