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



In addition to TMPs and FabFest, Tosco Music presents approximately 100 live music performances at 30 locations each year; the majority of these are free and half are for older adults in the communities where they live. In FY26, cumulative participation across events and outreach programs combined was more than 14,000, with nearly 80% from community outreach programs.

Tosco Music has active social media communities and broad email distribution:

- 8,600+ email addresses receiving e-blasts promoting events
- 14,000+ engaged in social media across all platforms: Facebook, Instagram, YouTube and LinkedIn.

TOSCO MUSIC HOLIDAY PARTY



Sponsor Opportunity - Tosco Music Holiday Party, Monday, Dec. 14

Tosco Music is seeking sponsors for Tosco Music Holiday Party. See partnership levels and benefits described in detail below. Sponsorship benefits may be customized to sponsor's goals.

Your support will help Tosco Music bring people together through music, provide access to the arts for underserved communities, support artists with access to spaces to create and perform, and help musicians of all ages thrive.

	Leading Sponsor $5,000	Sustaining Sponsor $3,000	Supporting Sponsor $2,000	Event Sponsor $1,000
ALL SPONSORS investing $1,000 are recognized in printed program, website, and email marketing, and receive tickets & VIP passes.				
Logo on back cover of the printed event program	✓	✓	✓	✓
Logo featured for 12 months on toscomusic.org	✓	✓	✓	✓
Logo in email marketing to 8,600+ subscribers	✓	✓	✓	✓
Premium Tickets to Tosco Music Holiday Party	**6**	**6**	**4**	**2**
VIP Passes to exclusive donor lounge (complimentary snacks, beer & wine)	**6**	**6**	**4**	**2**
ENHANCED BENEFITS for Supporting, Sustaining or Leading Sponsors				
Ad in printed event program	**Full Page Ad**	**Half Page Ad**	**Quarter Page Ad**	—
Verbal recognition from stage at Knight Theater	✓	—	—	—
Dedicated sponsor post on social media (14K+ followers)	✓	✓	✓	—
Logo included on lobby monitor video	✓	✓	✓	—
Logo on event digital and print fliers (printed one month before)	✓	✓	—	—
6' pull-up sponsor banner in Knight Theater lobby (sponsor provides ad art)	**Company Ad**	—	—	—

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