



Date of Regular Session: July 10, 2012

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Funding Request/1812 Concert Event

Staff Contact: John Wells, Town Manager

Background: At your last meeting, Ara Bagdasarian, President of the Loudoun Symphony Board of Directors made a request for \$5,000 in funding to support a concert event at Morven Park to celebrate the War of 1812 Centennial and Leesburg's role in the War. This event will be a fundraiser for the Loudoun Symphony. The Loudoun Symphony and Journey through Hallowed Ground are sponsoring the event. Private sponsorships are anticipated to provide the majority of the \$30,000 - \$35,000 project budget for this event. In addition, there will be a charge for tickets ranging from \$20 to \$25. Loudoun County and Visit Loudoun are also being asked to provide financial support for the event which will be held on Sunday, September 23, 2012.

The State Code provides limited authority for local governing bodies to provide funds to nonprofit entities; generally the Loudoun Symphony would not qualify, however, the concert is commemorative of a historical event which may be an exception.

Draft Motion:

I move that the Town Council provide \$5,000 from the undesignated fund balance to the Loudoun Symphony to support the War of 1812 Centennial Event at Morven Park.



AN AMERICAN CELEBRATION

War of 1812 Bicentennial Concert Event

Sponsor the 1812 concert event of the century.

SEPTEMBER 23RD, 2012

Morven Park Mansion, Leesburg, Virginia on the afternoon of September 23rd, starting at 2 o'clock.

NAME

PHONE NUMBER

ORGANIZATION NAME

EMAIL ADDRESS

NAME TO APPEAR IN PLAYBILL

ADDRESS

CITY

STATE

ZIP CODE

SUPPORT LEVELS

- \$20,000 American Ideals Level
- \$15,000 President James Madison Level
- \$10,000 Dolley Madison Level
- \$5,000 Francis Scott Key Level
- \$2,500 Tchaikovsky Level
- \$1,000 Overture Level

Please mail this completed form with your check, payable to "Loudoun Symphony Association," to:

Loudoun Symphony
P.O. Box 4478, Leesburg, VA 20177

The Loudoun Symphony Association, Inc. is a Virginia non-profit 501(c)(3) organization.

1812CONCERT.ORG



An American Celebration

will welcome thousands of guests to the wide expanse of the Morven Park Mansion front lawn in historic Leesburg, Virginia on the afternoon of **September 23rd, 2012** (Remember, Leesburg was our Nation's Capitol for a short time all those years ago!)

Who? The Loudoun Symphony Orchestra, under the direction of Music Director and Conductor Mark Allen McCoy, in partnership with an array of corporations, civic groups, proud individuals and others who understand and value the historical importance of those days. And you can join with them now.

What? A combined concert event and adventurous afternoon to be long remembered, one that honors the bicentennial of the War of 1812 in an unprecedented and glorious way.

Yes, this bicentennial Celebration is an important, joyful and wonder-filled once-in-a-lifetime chance for family and friends to rejoice in American values, American goals, American music — and American words — all arranged and organized by one of this country's finest Regional Orchestras, our own Loudoun Symphony!



AN AMERICAN CELEBRATION

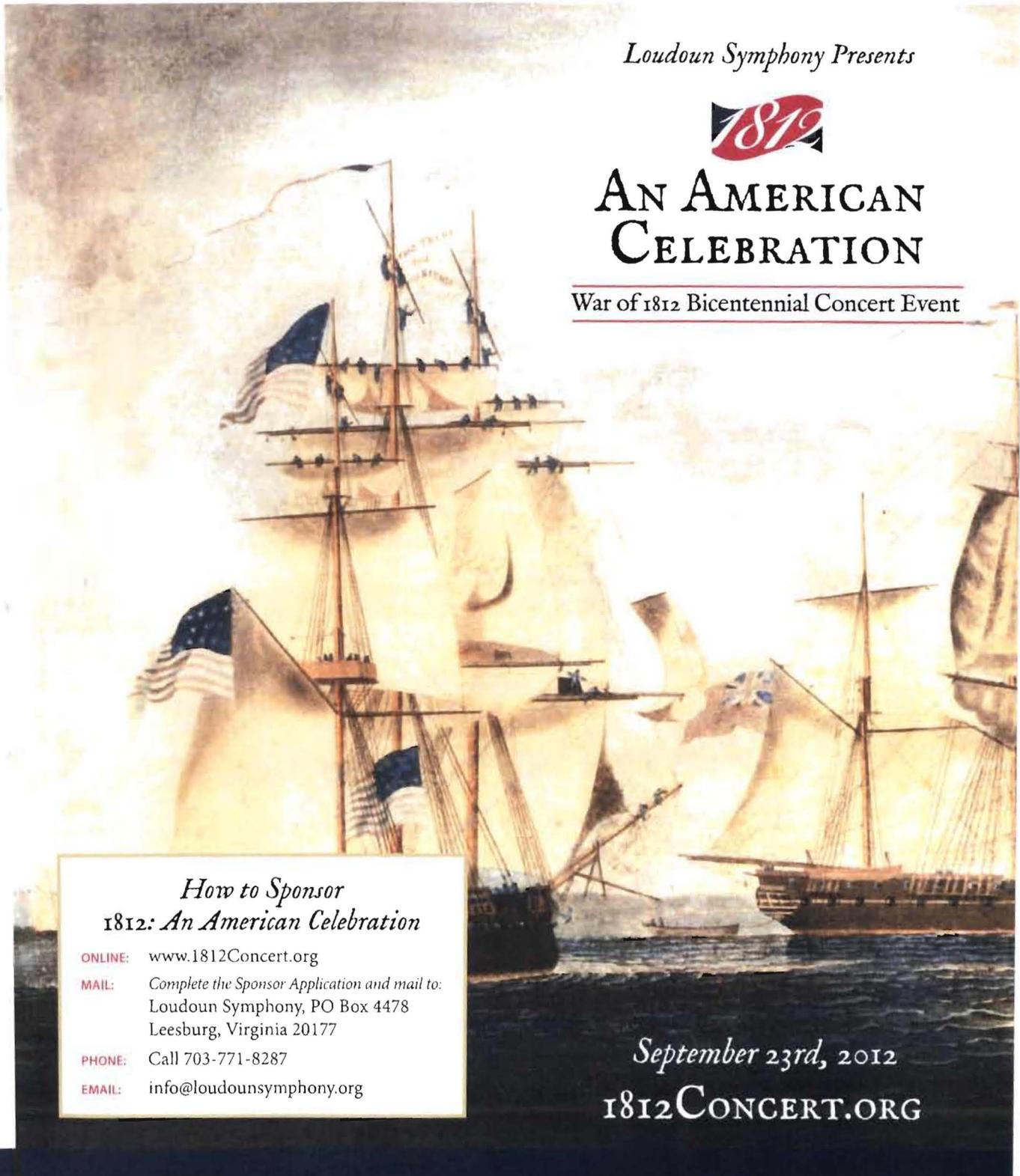
War of 1812 Bicentennial Concert Event

Loudoun Symphony Presents



AN AMERICAN CELEBRATION

War of 1812 Bicentennial Concert Event



How to Sponsor 1812: An American Celebration

- ONLINE:** www.1812Concert.org
- MAIL:** Complete the Sponsor Application and mail to:
Loudoun Symphony, PO Box 4478
Leesburg, Virginia 20177
- PHONE:** Call 703-771-8287
- EMAIL:** info@loudounsymphony.org

September 23rd, 2012

1812CONCERT.ORG



Sponsor the 1812 concert event of the century

Associate your brand with this, the largest 1812 Bicentennial concert event in the greater Washington, DC region, and enjoy significant visibility from the promotion and presentation of this event. You will be remembered along with *An American Celebration* by adding your name to this remarkable event.

- High Visibility in the National Capital Region
- VIP Tent for major sponsors and special guests
- Sponsorship supports free admission for children

Join other community leaders in bringing this memorable event to the families in our community. Make this an occasion that young and old will remember for years to come.

IMAGE SOURCES: *The Shannon and the Chesapeake* by R. Dodd, 1813; and *The Star Spangled Banner* by Percy Moran, 1913; both courtesy of the Library of Congress.



AN AMERICAN CELEBRATION

War of 1812 Bicentennial Concert Event

SPONSOR LEVELS

\$20,000

American Ideals Level

- ★ Recognized as the major concert sponsor "Your Company Presents...1812"
- ★ Acknowledgment in all Symphony media releases for the sponsored concert and at the time of the concert
- ★ Acknowledgement on the Symphony website's Season and Major Donors page
- ★ Recognition in our playbills: a full page (4.5" x 7.5") advertisement, your name on the Donors page, and, for the sponsored concert, on the Program page
- ★ Twenty Loudoun Symphony season tickets (VIP seating) to share with your clients, family, and friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitation

\$15,000

President James Madison Level

- ★ Recognized as the major concert sponsor "Your Company Presents...1812"
- ★ Acknowledgment in all Symphony media releases for the sponsored concert and at the time of the concert
- ★ Acknowledgement on the Symphony website's Season and Major Donors page
- ★ Recognition in our playbills: a full page (4.5" x 7.5") advertisement, your name on the Donors page, and, for the sponsored concert, on the Program page
- ★ Fifteen Loudoun Symphony season tickets (VIP seating) to share with your clients, family, and friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitation

\$10,000

Dolley Madison Level

- ★ Acknowledgment in all Symphony media releases for the sponsored concert and at the time of the concert
- ★ Acknowledgement on the Symphony website's Season and Major Donors page
- ★ Recognition in our playbills: a full page (4.5" x 7.5") advertisement, your name on the Donors page, and, for the sponsored concert, on the Program page
- ★ Ten Loudoun Symphony season tickets (VIP seating) to share with your clients, family, and friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitation

\$5,000

Francis Scott Key Level

- ★ Acknowledgment in all Symphony media releases for the sponsored concert and at the time of the concert
- ★ Acknowledgement on the Symphony website's Season and Major Donors page
- ★ Recognition in our playbills: a full page (4.5" x 7.5") advertisement, your name on the Donors page, and, for the sponsored concert, on the Program page
- ★ Five Loudoun Symphony season tickets (VIP seating) to share with your clients, family, and friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitation

\$2,500

Tchaikovsky Level

- ★ Acknowledgement on the Symphony website's Season and Major Donors page
- ★ Recognition in our playbills: a half page (4.5" x 3.5") advertisement, your name on the Donors page, and, for the sponsored concert, on the Program page
- ★ Four Loudoun Symphony season tickets (VIP seating) to share with your clients, family, and friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitation

\$1,000

Overture Level

- ★ Acknowledgement on the Symphony website's Educational Programs page and Major Donors page
- ★ Recognition in our playbills: a one third page (4.5" x 2.5") b&w advertisement, your name on the Donors page
- ★ Recognition in all Loudoun Symphony Youth Orchestra programs
- ★ Four Loudoun Symphony season tickets (VIP seating) to share with your clients, family, or friends
- ★ Receive the Loudoun Symphony newsletter and other e-mail alerts and invitations

Be one of our honored Sponsors in the 1812 concert event of the century.

1812CONCERT.ORG