



Development & Marketing Committee Meeting

Wednesday, March 30, 2022

10:00AM - 11:00AM

<https://us02web.zoom.us/j/81412822292>

In Attendance: Suzanne D'Addario-Brouder, Marilyn Cohen, Yuka Hashimoto, Deanna Landizar-Ruiz, Shirley Jenks, Larisa Gelman, Luz MacManus, Jacqueline Cannon

Agenda

- FY22 Contributed Income YTD
 - We have surpassed fundraising goals and doubled earned revenue goal.
- TDCG Updates
 - Invitation letter to invite Committee Members drafted
 - Sponsorship levels are being explored
- 30th Anniversary Gala:
 - Date: 2/15/23
 - Identify Fashion houses/brands that support music education?
 - Gala Committee Current Members:

Marilyn Cohen

Suzanne D'Addario-Brouder

Yuka Hashimoto

Judi Linden

Robert Merrell

Howard Sendrovitz

Elana Slobodien

- Additional Committee Members: Ron Claiborne, Jennifer Hanley, Geeta Sharma
- Artistic Advisory Board
- Honorary Chair: Setsu Goto
- Gala Invitation Letter
 - Logo: Abstract & moving forward
- Honorees
 - Peter Lederer Leadership Award - John D'Addario
 - The Fischer Forte Award
 - Corporate Award
 - D'Addario Foundation or Family
 - Top Level Execs of companies that support us
 - Government/City Council Honoree: Speaker Adrienne Adams (student was in M&F programs)
- Venues
 - Marriott Essex
 - Chelsea Factory (First Republic Bank is an investor, \$30k rental)
 - The Altman Building
- Sponsors
 - Sponsorship Levels & Benefits
- 30th Anniversary Taglines
 - Making Music – Building Futures
 - Shaping futures, one measure at a time
 - Mastering life's lessons through music



- Investing in youth through music education
- Empowering young musicians through performance
- Inspiring communities with music
- Nurturing youth talent in NYC schools
- Impact (influence, lead, amplify or inspire) through music
- Sharing the transformative power of music
- Enriching lives through music
- Build Tomorrow's Future
- Inspiring the Leaders of Tomorrow