

# The Sunset Music and Education Foundation

## LEGACY SPONSORSHIP PROPOSAL

**Transforming  
Lives Through  
Music!**



# ABOUT US

## The Sunset Music and Education Foundation Where Music Meets Magic!

The **Sunset Music and Education Foundation** (SMEF) is a 501(c)(3) nonprofit dedicated to using music as a catalyst for education, empowerment, and cultural connection. Founded as Sunset Music in 1985 and evolving into a nonprofit in 2025, SMEF carries more than 30 years of proven impact and community leadership.

### Our Vision

To create a just and inclusive world where music connects generations, sparks learning, and opens doors to opportunity.

### Our Mission

The Sunset Music and Education Foundation (SMEF) transforms lives through music and education. We produce world-class performances that amplify underrepresented voices, foster intergenerational learning, and create pathways to a brighter future for emerging artists and leaders.

### Why It Matters

Our legacy is rooted in world-class performances that reflect the full spectrum of our shared humanity. Yet systemic inequities persist: according to the USC Annenberg Inclusion Initiative, Artists of color represent less than 20% of performers on mainstream stages, women account for only 23% of performing artists, and LGBTQ+ artists remain significantly underrepresented—SMEF directly addresses these gaps. We are here to change that onstage and off—by providing platforms, visibility, and resources to important historically excluded voices.

### Youth Impact: The SMARTS Initiative

At the heart of our work, the SMARTS Initiative (Sharing Music, Accessing Resources, Transforming Students) equips underserved youth with instruments, mentorship, scholarships, and performance opportunities. In the Coachella Valley—where 94% face economic hardship—music access transforms lives, boosting academics, graduation rates, and nurturing tomorrow's cultural leaders.

### Your Support

With your investment, SMEF can continue to amplify voices, unlock potential, and build a more inclusive future through music. One performance. One child. One dream at a time.



# THE SUNSET MUSIC & COMEDY FESTIVAL

## IT'S TIME

*In a world where music meets magic...*

Executive & Artistic Director Sweet Baby J'ai, the legendary force behind the iconic Palm Springs Women's Jazz Festival, brings you our signature event:

### **The Palm Springs Sunset Music and Comedy Festival!**

Get ready for a jaw-dropping explosion of sound and laughter—soulful jazz, heart-thumping blues, fiery Latin rhythms, captivating world music, foot-stomping country, stunning classical performances, and comedy so good it'll leave you in stitches!

More than just a festival, it's an immersive and educational experience where world-class performances meet rich musical storytelling, fostering a deeper appreciation for the artistry and cultural significance of each genre. Crafted by a visionary producer who redefines excellence, this is entertainment with purpose—where music, laughter, and learning come together in an unforgettable celebration.

But that's not all! This blockbuster event isn't just about the show—it's about changing lives. The Sunset Music SMARTS Initiative, powered by generous donors like YOU, will unlock the boundless potential of young dreamers, equipping them with the instruments, tools, and opportunities they need to become the next generation of musical legends.

The clock is ticking. The stage is set. The magic is real. This is your moment—witness history, be part of a movement, and make a difference that will echo for generations.

**Lady Blackbird | Ann Hampton Callaway | Amythyst Kiah | Holly Near  
Vickie Shaw | Jason Stuart | Mimi Gonzalez | Yve Evans | Amber Flame,  
plus powerhouse musicians—all hosted by Sweet Baby J'ai.  
Don't miss it!**

The **Sunset Music & Comedy Festival**—where legends are honored, stars are born, and greatness takes the stage. **November 6–9, PRIDE Weekend**, the Coachella Valley comes alive! As an official Palm Springs Pride event, we're coming out **Loud & Proud**. Are you ready?



# REACH. ENGAGE. INSPIRE. BY THE NUMBERS

## OUR AUDIENCE IS YOUR AUDIENCE

### Amplifying Voices

- 76% of Americans say arts programs are vital to quality of life and community well-being.
- Artists of color represent less than 20% of performers on mainstream stages.
- Women account for only 23% of performing artists.
- LGBTQ+ artists remain significantly underrepresented.  
→ SMEF changes this by putting overlooked voices center stage.

### Transforming Students

- 94% of students in the Coachella Valley face economic hardship, limiting access to arts and extracurricular opportunities.
- Students who study music score 20% higher in science and language arts.
- Students engaged in music graduate at 90.2% vs. 72.9% for those who do not.  
→ SMEF's SMARTS Initiative bridges these gaps with instruments, mentorships, scholarships, and performance opportunities.

### Driving Social Impact

- 88% of consumers want businesses to care about society.
- 72% choose brands that give back.
- 73% switch to brands with purpose.  
→ Partnering with SMEF aligns your support with inclusivity, empowerment, and cultural equity.

### Engaged & Affluent Audience

Support reaches SMEF's loyal, sophisticated, and diverse fanbase

- 53% own homes
- 48% have investments
- 35% earn over \$100,000 annually
- 50% hold a bachelor's degree
- 46% have graduate degrees

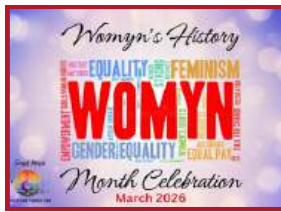
### Together, Funders & Sponsors Make This Possible

- Funders sustain long-term equity, education, and community transformation.
- Sponsors connect with engaged audiences while reinforcing values of purpose and inclusion

(Source: NEA, "Arts Data Profile: Audience Characteristics," 2018)



# SIGNATURE EVENTS



## Partner With Us And Keep Your Brand In The Spotlight All Season Long.

Mark your calendars, music and comedy lovers! **The Sunset Music and Education Foundation (SMEF)** is launching an unforgettable 2025/2026 Sunset Music Series, beginning with the **four-day Sunset Music & Comedy Festival in Palm Springs—an official Pride Fest Event.**

### Our Upcoming Lineup

- **November** – Sunset Music & Comedy Festival - Pride Weekend
- **February** – Black History Month Celebration
- **March** – Women's History Month Celebration Concert
- **April** – International Jazz Day Celebration - Worldwide
- **June** – Juneteenth Free Community Celebration

### Why These Events Matter

Our concerts and festivals go beyond entertainment—they respond to cultural gaps and create spaces where underrepresented voices are amplified:

- **Pride Weekend** celebrations rarely spotlight women; SMEF changes that by centering women musicians on one of the nation's largest LGBTQ+ stages.
- **Black History Month** and **Juneteenth** events honor cultural legacy while building platforms for BIPOC artists too often left out of mainstream programming.
- **Women's History Month** concerts highlight the contributions of women in music, pushing back against an industry where women—especially women of color—make up only a fraction of charting artists.
- **International Jazz Day** connects local audiences to a global cultural movement, showcasing jazz as a unifying language.

Our community looks to SMEF to amplify voices too often overlooked. Every concert goes beyond entertainment—uplifting stories, honoring cultural legacies, and showing music's power as art and social change. By centering women, people of color, LGBTQ+ artists, seniors, and youth, we reflect our true diversity while fueling SMARTS, which provides instruments, mentorship, scholarships, and opportunities for the next generation.



# SMARTS INITIATIVE

SHARING MUSIC, ACCESSING RESOURCES,  
TRANSFORMING STUDENTS

## HOW YOUR PARTICIPATION MAKES A DIFFERENCE

Imagine standing in a quiet concert hall. The lights dim. The audience leans in. Then, a single violin cuts through the silence—haunting, soulful, unforgettable. That's Maya.

Maya didn't come from a musical family. She didn't own an instrument. But she had a spark. And thanks to the **SMARTS Initiative**, Yvethat spark became a sound that moved the room. Today, Maya plays with confidence and purpose because someone like you believed she deserved a chance.



At the **Sunset Music & Education Foundation** (SMEF), we've spent over 30 years bringing world-class music and cultural programming to life. But we knew we could do more. That's why we created SMARTS—to reach beyond the stage and into the lives of young people from underserved communities, giving them tools to dream, create, and thrive.

Your support puts real instruments into young hands. It funds mentorships with working musicians. It opens doors to scholarships, music education, and performance opportunities. And most importantly, it tells a child, "You belong here."

SMARTS doesn't just change notes on a page—it changes lives. Students gain self-esteem, academic success, and leadership skills that last long after the applause ends.

When you support SMARTS, you're not just helping a child like Maya play music. You're helping her find her voice.

**Be the spark that ignites the dream.**

Your generosity becomes the melody that echoes for generations—turning potential into brilliance, and ensuring that every young musician knows: this stage is for you.



**[Watch the Video!](#)**



# SPONSORSHIP LEVELS

All sponsorship packages come with the ultimate bragging rights—being recognized as **Community Impact Leaders** who are giving back to their community, transforming lives through music, and providing a brighter future for the next generation. ***Music is our soul. Your support is the heartbeat.***

## LEGACY PARTNER – \$10,000

- Ten VIP tickets to be used across the Sunset Music Series
- Website banner placement recognizing your business as a top-tier Legacy Partner
- Premium logo placement on all event signage, printed materials—even the bathroom mirrors
- Featured Spotlight Story in the Sunset Arts & Entertainment newsletter
- 60-second commercial produced by you, featured at all video-capable events
- Logo presence on website and in official media coverage
- On-stage recognition during the Festival by Sweet Baby J'ai or a fabulous Drag Queen 😊

## VISIONARY PARTNER – \$7,500

- Eight VIP tickets to the Sunset Music & Comedy Festival
- 60-second commercial in the Festival Sponsor Reel (produced by you)
- Logo inclusion on website, printed signage, and media materials
- Feature highlight in the Sunset Music and Education Foundation newsletter
- On-stage recognition during the Festival

## TRANSFORMATION PARTNER – \$5,000

- Six VIP tickets to the Sunset Music & Comedy Festival
- Large logo placement on event signage and printed materials
- Recognition in the Sponsor Reel
- Media and website presence as a featured partner
- On-stage recognition during the Festival

## CRESCENDO PARTNER – \$2,500

- Two VIP tickets to the Sunset Music & Comedy Festival
- Logo placement on printed event signage
- Video credit in the Sponsor Reel (produced by SMEF)
- Recognition on the Foundation website

## HARMONIZING PARTNER – \$300–\$2,000

- Your support lights up a child's face and sparks joy
- Helps us reach underserved students through our SMARTS Initiative
- Recognition in the Sponsor Reel
- Name or Business Listing on the Foundation website
- Tax-Deductible Donation Receipt
- Supporter Impact Highlight in our newsletter or post-event recap

## YOUR SUPPORT IN ACTION

- \$500 – Gets a kid a saxophone
- \$1,000 – Buys three guitars for young musicians
- \$5,000 – Gives 10 kids a real shot at a brighter future
- \$10,000 – Opens the door to opportunity, bringing both legendary and rising stars to the stage to inspire the next generation.

**All contributions are tax-deductible to the extent provided by law.**



# MONTHLY DONOR PROGRAM

## SMEF MONTHLY DONOR PROGRAM: PLAY YOUR PART

### The Harmony Club! Building Community with Every Note

Music builds community. When you join our Monthly Donor Program, you're not just giving — you're keeping the concerts alive, opening doors through education workshops, and putting instruments into the hands of young people through SMARTS. Month by month, your gift keeps the whole rhythm section of SMEF strong.

#### 🎵 Foundation Notes — \$25/month (\$300 annually)

The first lessons. Foundation Notes cover the basics: practice tools, workshop support, and entry-level access that starts a student — and a community — on the right key.

#### 🎵 Rising Voices — \$50/month (\$600 annually)

The developing sound. Rising Voices ensure our workshops, concerts, and SMARTS students have real opportunities to grow, perform, and be heard.

#### 🎵 Crescendo Circle — \$100/month (\$1,200 annually)

The build. Crescendo Circle donors fuel both sides of SMEF: world-class performances and life-changing education. From concerts that light up Palm Springs to instruments students can take home, this level makes the music soar.

#### 🎵 Harmony Makers — \$200/month (\$2,400 annually)

The full ensemble. Harmony Makers sustain SMEF's core: concerts, education workshops, and SMARTS. Your monthly leadership gift ensures our community keeps playing together in perfect time.

### Club Benefits (for all levels, scaled as you rise):

- 🎫 Discounted tickets + early access to prime seating
- 📰 Recognition in playbills, website, and other SMEF publications
- 🎁 Exclusive club identifier (pin/bracelet) to wear at events
- 🍷 Invitations to mixers, rehearsals, and special behind-the-scenes moments
- 💰 Tax benefits — helping ease your year-end burden while making an impact all year long

Whether you're laying the first note or leading the orchestra, you're part of this groove. By giving monthly, you're not just donating — you're composing a future where concerts thrive, students shine, and the music never stops. For those who want to make it personal, the Scholarship Circle carries your name forward through the life of a student. That's what it means to Play Your Part.

### SCHOLARSHIP CIRCLE — \$1,000+ YOUR SCHOLARSHIP. YOUR NAME. YOUR LEGACY.

This is your chance to make it personal. Joining the **Scholarship Circle** creates a named scholarship that gives a young musician instruments, mentorship, and performance opportunities. Your gift doesn't just support SMEF — it carries your name forward through the life of a student who will always remember who gave them their start.

💖 This isn't just a gift. It's your legacy — one student, one song, one future at a time.



# CONTACT US

INVEST IN OUR COMMUNITY,  
EMPOWER THE NEXT GENERATION

**Organization:** Sunset Music & Education Foundation (SMEF)

**Tax ID (EIN):** 33-2559579

**Address:** 1900 S. Palm Canyon Dr., #52, Palm Springs, CA 92264

**Status:** 501(c)(3) Nonprofit Public Charity

**Executive & Artistic Director:**

Sweet Baby J'ai | 323-505-8374 | SBJ@sunsetmusic.org

**Media Inquiries:**

Elizabeth Borden | 617-777-5089 | roadoflifemedia@gmail.com

**Festival Program/Playbill Advertising:**

Michele Weiss | 818-720-2056 | palmspringstheatre@gmail.com

**Community Outreach Liaison:**

Marlene Cohen | 760-668-4816 | marlenecohen162@gmail.com

**Like Tina Turner said—you're simply the best!** On behalf of our Dream Team—our rockstar producers, passionate volunteers, and our incredible Board of Directors—thank you for your consideration!



For more info visit  
[www.sunsetmusic.org](http://www.sunsetmusic.org)



# LOUD & PROUD

PROMOTE YOUR BRAND THROUGH MUSIC, CELEBRATION, AND  
THE POWER OF CONNECTION—ALL AT PALM SPRINGS PRIDE!

Palm Springs Pride Fest is rolling in hot, and this year, we're turning up the volume and leaning in at full throttle. With our music programming now aligning with this massive LGBTQ+ celebration, the **Sunset Music & Comedy Festival** is creating something beyond a concert—a fusion of sound, culture, music education, and community.

Advertising during Pride and Veterans Day Weekend in Palm Springs—this year, on the same weekend gives you an exceptional opportunity to reach a diverse, engaged audience. With over 40,000 visitors attending Palm Springs Pride annually, your ad will be seen by a mix of locals and tourists, all eager to take part in the celebrations.

By advertising in our **Sunset Music & Comedy Festival Program**, your brand will stand out across major cultural events and venues, including the Palm Springs Cultural Center and Agua Caliente Casino Palm Springs Showroom, various VIP events featuring performances in jazz, blues, rock, soul, comedy, and more. This ensures maximum visibility to a dynamic, loyal audience—with added exposure that lasts all year. Don't miss the chance to align your brand with these vibrant and powerful celebrations!

Consider advertising during this incredible weekend! Put your brand in front of a vibrant, engaged audience where the celebration is always  
**LOUD & PROUD!**

**PRIDE and VETERANS DAY WEEKEND | NOVEMBER 6-9, 2025**

Visit: [www.sunsetmusic.org](http://www.sunsetmusic.org) for more info!

