

TWENTY TWENTY-FOUR

# SEASON *Sponsorship* GUIDE



[www.spiritofatlanta.org/forwardmarch](http://www.spiritofatlanta.org/forwardmarch)



# SPIRIT OF ATLANTA: A JOURNEY BEYOND MUSIC



Founded in 1976, Spirit of Atlanta is more than a drum and bugle corps—it's a dynamic journey through music, performance, and cultural expression. Often described as "Broadway on a football field," our ensemble combines the musical excellence of a symphony orchestra with the visual spectacle of a Broadway show, all performed with the precision of a military band.

At Spirit of Atlanta, our members embark on an 11-week odyssey of intensive training, rehearsals, and performances. This journey is not just about perfecting the art of music and choreography; it's an educational experience that molds discipline, teamwork, leadership, and creativity. Our members travel over 8,000 miles each summer, bringing their talents to some of the world's most exciting locations and performing in front of thousands of fans at each event.

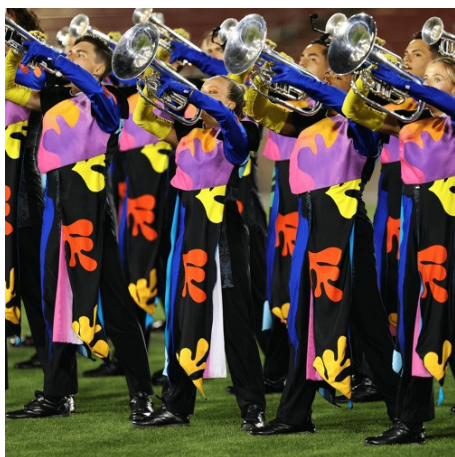
Participating in Spirit of Atlanta is an educational opportunity unlike any other. Members learn from experienced educators and performers, gaining skills that transcend music and performance. Our program is designed to challenge and inspire, fostering personal growth and a strong sense of community. As a proud member of the competitive Drum Corps International (DCI) circuit, Spirit of Atlanta represents the spirit of our city—showcasing dedication, passion, and excellence in every performance.

Through our commitment to music education and community engagement, we continue to cultivate a legacy of musicians and performers who carry the values and skills learned here into their professional and personal lives. Join us in celebrating the power of music and the transformative experience of the Spirit of Atlanta.

# Unveiling the World of Modern Drum Corps: Where Performance, Education, and Competition Collide



Modern drum corps offer a unique blend of performance art, rigorous education, and competitive spirit, creating an unparalleled experience for performers, educators, and fans alike. Unlike traditional music groups, drum corps members engage in physically demanding routines, combining intricate musical passages with complex choreography. This high level of performance, often in major venues like NFL and college football stadiums, pushes members to their physical and artistic limits. The competitive aspect adds a layer of intensity, as corps strive not only to perfect their shows but also to outshine other groups in a series of competitions culminating in national championships.



Members receive instruction from some of the best educators in music and dance, benefiting from a curriculum that blends theory with hands-on practice. This educational experience extends beyond music to teach valuable life skills such as discipline, teamwork, leadership, and resilience. The rigorous schedule, coupled with the traveling aspect, provides lessons in time management and adaptability, preparing members for a wide range of future endeavors.

The combination of music, dance, and visual effects, performed in large stadiums, creates a powerful and memorable spectacle. Fans not only enjoy the performances but also participate in a vibrant community that follows the drum corps season with the fervor of sports enthusiasts. This unique blend of artistry, athleticism, and community makes modern drum corps a distinct and captivating element of the performing arts landscape.



**Drum Corps International**  
Marching Music's Major League™

# Championing Excellence: Fueling Success Through Spirit of Atlanta Sponsorship

For many, marching drum corps is the dream of a lifetime. Your sponsorship plays a pivotal role in fulfilling those dreams and for the vitality and growth of the Spirit of Atlanta. But making dreams happen requires community support. Our annual operating budget is approaching \$1.8 million, a necessary investment for maintaining our standard of excellence and outreach. This breaks down to \$11,875 per student, covering comprehensive aspects of their 10-week program, including educational initiatives, performance opportunities, and community engagement. As a sponsor, your support is instrumental in multiple areas:



## FEEDING THE STUDENTS

Aside from providing four nourishing meals a day for each performer, staff member, and volunteer, Spirit of Atlanta is looking to the future. With your help, we aim to construct a new 53-foot kitchen trailer, a critical resource for an 11-week journey. This initiative represents a significant portion of our budget, estimated at nearly \$300,000.



## EDUCATION EMPOWERMENT

Educational Empowerment: Your sponsorship aids in providing scholarships for talented individuals who face financial hurdles, affirming our belief that financial barriers should not prevent access to high-quality music education.



## MUSICAL EXCELLENCE

A substantial part of our budget, \$350,000, is earmarked for new instruments for our brass and drum line, ensuring that our members perform with top-quality equipment. This investment directly correlates to the caliber of our public performances and the educational value we provide.



## OPERATIONAL ESSENTIALS

Beyond musical equipment, your support helps maintain and upgrade our existing instruments and vital gear, covers logistical costs associated with transportation and accommodations for our extensive tours, and sustains our world-class educational personnel, including instructors and administrators.

# FINANCIAL IMPACT: WHAT IT TAKES TO FIELD A WORLD-CLASS DRUM CORPS

In 2024, the Spirit of Atlanta Drum and Bugle Corps is set to embark on an ambitious journey, shaping the lives of 160 members through music, teamwork, and performance excellence. Over 73 days, these young musicians and performers will travel over 6,000 miles to showcase their talent, dedication, and growth. This document aims to dissect the corps' significant operational and financial components, providing a clear view of the immense effort behind the scenes.

## Member Costs: Investing in Excellence

The financial commitment to each member of the Spirit of Atlanta is a testament to our dedication to providing an unparalleled educational experience. Below is a detailed analysis of the costs associated with nurturing our performers:

- Operating Budget: \$1.8 million, dedicated to ensuring a comprehensive and enriching program.
- Average Tuition per Member: \$5,750, contributing significantly towards our operational expenses.
- Total Member Contributions: \$920,000, highlighting the financial commitment from our members.
- Per Member Operating Cost: \$11,250, reflecting the comprehensive support and resources provided.
- Investment Above Tuition per Member: \$5,500, illustrating the additional resources allocated beyond member fees, for a total of \$880,000. That is the total amount Spirit of Atlanta must fundraise in 2024.

**\$1.8 million**

Our 2024 budget, dedicated to providing a comprehensive and enriching program for our students

**\$11,250**

Per Member Operating Cost in 2024. Total member contributions will equal \$910,000.

**\$5,750**

Per Member Tuition Costs in 2024, up nearly \$2,000 in the last five years

**\$880,000**

Uncovered costs: amount required to meet our operational needs beyond member contributions in 2024.

# WHAT IT TAKES TO MOVE A DRUM CORPS DOWN THE ROAD



## Operational Statistics: The Framework of Our Journey

The structure of our season, the makeup of our team, and the logistics of our travel are foundational to our success. Here's a snapshot of our operational framework:

- Active Season Duration: 73 days of intensive training and touring.
- Performance and Member Metrics: 19 shows performed by 160 dedicated members.
- Travel Logistics: Covering over 6,000 miles with a comprehensive fleet and serving approximately 58,400 meals.
- Rehearsal Commitment: Around 730 hours for the corps, or 80,000 individual hours over the season.

## Feeding the Spirit of Atlanta: Nutritional and Financial Overview

Nutrition plays a crucial role in the health and energy levels of our members. Here's what it costs to keep the Spirit of Atlanta well-nourished and ready to perform:

- Food Budget: \$102,000, ensuring quality, high-calorie meals for all.
- Daily food expenses total around \$1,397 to \$1,400.
- The corps members, staff, and volunteers receive 4 full meals per day totaling approximately 800 meals served daily, or 58,400 individual meals throughout the summer.

## Navigating the Miles: Transportation Insights

The mobility of the Spirit of Atlanta is a massive undertaking, involving careful planning and significant investment. This summer Spirit of Atlanta's fleet will consist of five buses, three semi's, a box truck, and a pickup truck with a trailer. Below is a detailed breakdown of our transportation logistics:

- Tour Duration: 39 days (from July 3rd to August 10th)
- Total Distance: Over 6,000 miles through 15 states.
- Daily Transportation Cost:  $\$381,000 / 39 \text{ days} =$  approximately \$9,769 per day.
- Cost Per Mile:  $\$381,000 / 6,000 \text{ miles} =$  approximately \$63.50 per mile.

# SPONSORSHIP BENEFITS

We offer various levels of sponsorship, each with its unique set of benefits, ensuring that your investment aligns with your brand's vision and values. From presenting sponsorships to our Friends of Spirit of Atlanta, there is a level for every supporter:

## PRESENTING SPONSOR – \$35,000

The pinnacle of support, offering unparalleled visibility and engagement opportunities throughout our season.

## PLATINUM SPONSOR – \$20,000

Exceptional exposure and benefits, designed for those looking to make a significant impact.

## GOLD SPONSOR – \$10,000

Great for businesses interested in supporting the arts while receiving recognition and hospitality benefits.

## SILVER SPONSOR – \$5,000

A solid entry into the Spirit of Atlanta family, offering visibility and networking opportunities.

## FRIENDS OF SPIRIT – \$2,000

Perfect for individuals or smaller businesses wanting to contribute and receive recognition.



Looking for a smaller, more personal commitment? Join Spirit of Atlanta Delta Club!

[www.spiritofatlanta.org/deltaclub](http://www.spiritofatlanta.org/deltaclub)



# SPONSORSHIP PACKAGE DETAILS



## Presenting Sponsor (\$35,000)

- Named Primary Sponsor for all Spirit of Atlanta 2023 events and for the 2024 season.
- Billing as presenting sponsor on all event materials, website, press releases, and social media posts
- Premiere logo placement on event banners at Drums Across America and Preview Shows
- Exclusive feature in at least five (5) social media posts to Spirit of Atlanta's 60,000+ followers
- 20 VIP tickets to Concert for the Community
- 20 VIP Tickets for Drums Across America
- 20 VIP Tickets for the Spirit of Atlanta Preview Show
- Opportunity to make remarks to the audience at Forward March Community Concert
- Breakout room with performers and opportunity to address them before the Forward March Community Concert
- First right of refusal for this sponsor level for the 2025 program

## Platinum Sponsor (\$20,000)

- Billing as Platinum Sponsor on all Concert for the Community and Drums Across America event materials, website, press releases, and social media posts
- Logo placement/recognition at Forward March, Concert for the Community, and Drums Across America events.
- Exclusive feature in at least two (2) social media posts to Spirit of Atlanta's 60,000+ followers
- 12 VIP tickets to Forward March Reception
- 12 VIP Tickets for Drums Across America
- 10 VIP tickets to Concert for the Community
- First right of refusal for this sponsor level for the 2024 program





### Gold Sponsor (\$10,000)

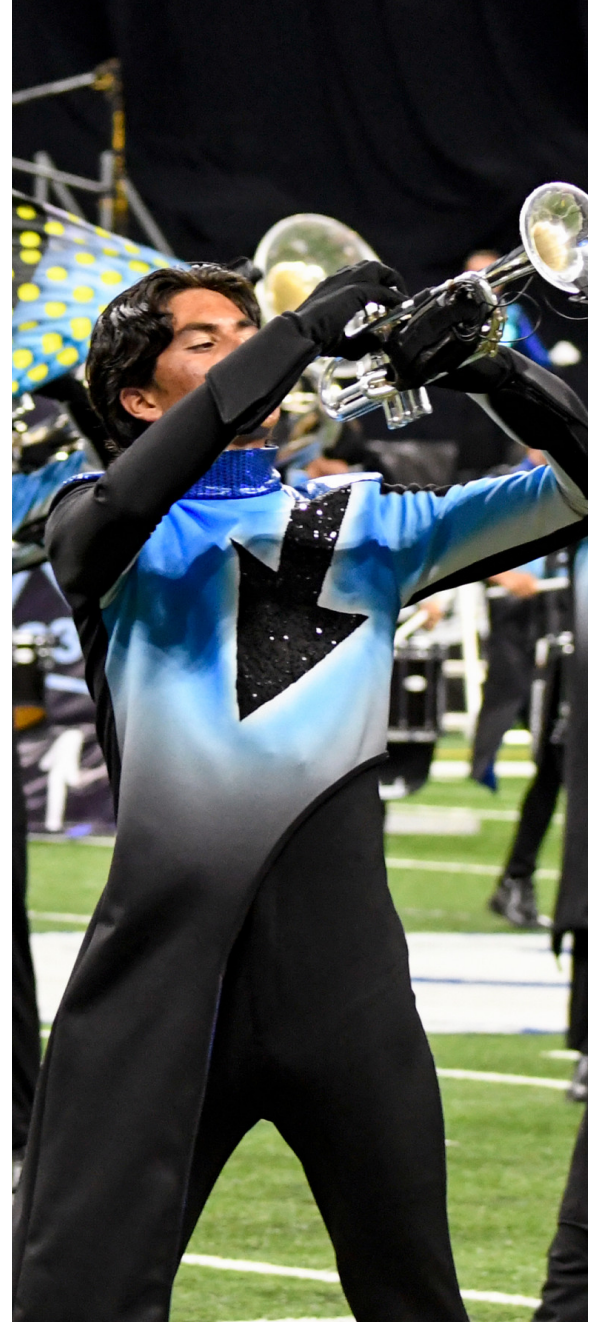
- Billing as Gold Sponsor on all event materials, website, press releases and social media posts
- Logo placement/recognition on event banners Drums Across America
- 10 VIP tickets to Forward March Community Concert
- 10 VIP Tickets for Drums Across America
- Exclusive feature in at least two (2) social media posts to Spirit of Atlanta's 60,000+ followers

### Silver Sponsor (\$5,000)

- Billing as Silver Sponsor for Forward March Community Concert on all event materials, website, press releases and social media posts
- 8 VIP tickets to Forward March Community Concert
- 8 VIP Tickets for Drums Across America

### Silver Sponsor (\$1,000)

- Billing as a Friends of Spirit of Atlanta Sponsor for Forward March Community Concert and post-event social media.



# Support Spirit of Atlanta: Explore Our Online Sponsorship Opportunities Today!

Thank you for your interest in sponsoring Spirit of Atlanta for the 2024 season. We are excited to announce that we are now exclusively accepting sponsorship inquiries online. To explore sponsorship opportunities and pledge your support, please visit our Sponsorship page at [www.spiritofatlanta.com/forwardmarch](http://www.spiritofatlanta.com/forwardmarch).

There, you'll find a description and outline of the different sponsorship levels, along with the associated benefits. Simply fill out the form on the page to indicate your chosen sponsorship level. We look forward to partnering with you on this journey.

**For Sponsorship inquiries please go to:**

<https://www.spiritofatlanta.org/forwardmarch/#jump2>

