

THE MEMPHIS MESSIAH

THE THIRD ANNUAL CHARITABLE CONCERT EVENT TO BENEFIT CHILDREN AT RISK
CANNON CENTER FOR PERFORMING ARTS
DECEMBER 12-13, 2008

SPONSORSHIP PROPOSAL

HANDEL'S <i>MESSIAH</i> , HISTORICAL CONTEXT	PAGE 2
A FIVE STAR EVENT	PAGE 3
ABOUT ORPHANOS	PAGE 4
A SIGNIFICANT CONTRIBUTION	PAGE 5
SPONSORSHIP BENEFITS AND COMMITMENT FORM	PAGE 6-7



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WHY HANDEL'S MESSIAH

HANDEL'S *MESSIAH* is considered by many the greatest musical score ever written. It also has been one of the most beneficial to society, having over the last 250 years, in the words of one music historian, "fed the hungry, clothed the naked ... (and) fostered the orphan."¹



Responding to an invitation to give a series of charitable concerts in Dublin in 1742, George Frederic Handel, who had recently suffered a stroke, composed *Messiah* at the low ebb of his brilliant career in the incredibly short timeframe of 21 days.²

Rehearsals for the first performance (a benefit for an orphanage and for people in debtor's prisons) attracted such wide attention that managers of Dublin's Fishamble Street Musick Hall, in an effort to increase crowd capacity, asked women to refrain from wearing hoopskirts, and asked men to leave their swords at home.³

Messiah later (1750s) gained wide popularity in prestigious London circles as an annual benefit performance for a London orphanage.⁴ The Memphis *Messiah*, scheduled for its third annual performance December 13, 2008, celebrates this unique aspect of the history of Handel's work.

Handel, who died in London in 1759, could not possibly have imagined his oratorio would survive a seemingly endless variety of orchestrations, or that nearly 250 years later, it would be the perfect vehicle for **A MEMPHIS EVENT UNPARALLELED IN ITS EXCELLENCE ... AND IN ITS CAPACITY TO HELP THE ORPHANED CHILDREN OF THE WORLD.**

¹ Dr. Charles Burney, 18th Century Music Historian

² Henley Denmead, *Messiah*, hartfordchorale.org

³ Roger Kamien, *Music an Appreciation*, McGraw Hill, p. 106-109

⁴ Ibid.

A FIVE STAR EVENT

☆ **THE SCORE:** Handel deliberately wrote the score for *Messiah* so that it could be performed by a very few musicians (as few as four singers with strings, continuo, two drums and two trumpets)⁵ or by a cast of hundreds. It has been performed in whole or in part for generations. Memphis *Messiah*, encompassing the complete score and libretto, is orchestrated for maximum-impact performance by a full symphony orchestra and large chorus.

☆ **THE LIBRETTO:** The text for *Messiah*, developed by Handel's friend Charles Jennens, uniquely places Old and New Testament scriptures side by side. Jennens joined the scriptures so that they would build upon and clarify one another without comment. Scripture chosen utilizes the work of thirteen Biblical authors writing over the course of 2,000 years, and arguably represents the most enduring literature of all antiquity.

☆ **THE SYMPHONY:** The Memphis Symphony Orchestra will perform *Messiah* under the direction of Maestro David Loebel. A world-class orchestra of 75 members, the Memphis Symphony has been the keynote for the arts culture in the Mid-South since its founding in 1952. To fulfill its mission, the Symphony seeks opportunities to enrich and educate the community through partnerships with other non-profit organizations. In performing for *Memphis Messiah*, the Symphony will yield its share of program income to Orphanos, allowing both organizations to meet critical aspects of their respective missions.

☆ **THE VOICES:** The symphony's dedication to musical excellence is well-matched by the ethnically diverse, 175-member, all-volunteer Memphis Symphony Chorus. The Chorus will sing *Messiah* under the musical direction of Maestro Loebel and choral direction of Dr. Lawrence Edwards.

☆ **THE VENUE:** Part of a \$92 million Cook Convention Center expansion and renovation project completed in 2003, the Cannon Center for the Performing Arts, which will seat 1,846 for this symphonic performance, offers beauty, comfort and acoustic splendor unequalled in our region.

⁵ Christian History Institute



ABOUT ORPHANOS

Since 1997, Orphanos, located in Cordova and involving hundreds of volunteers from throughout the Memphis metropolitan area, has served as an increasingly wider pipeline of human and financial resources to benefit thousands of children at risk.

ORPHANOS ACCEPTS TAX-DEDUCTIBLE DONATIONS THAT ARE 100% PASS-THROUGH GIFTS TO DONORS' AREAS OF INTERESTS.

Most gifts are used in some form to assist children's homes whom Orphanos partners with—Christian homes run by local professional children's service workers who take children at risk off the streets and provide food, clothing, shelter, education, health care and spiritual training to meet the needs of the "whole" child.

Capital grants from Orphanos are enabling these homes to reach greater levels of self sufficiency. Other donations provide direct support for providing formal education to children who, it is hoped, will in turn become productive citizens and strengthen social structures in their communities.

Orphanos' most recent initiative involves in-depth training for college students who desire to build their careers working with children at risk. This outreach is conducted in partnership with Viva Network, a highly regarded international organization specifically addressing the needs of children at risk.

THE MEMPHIS MESSIAH sponsors enrich not only the cultural climate of the Mid-South community but also the social development of communities throughout the world.

SINCE 1997, ORPHANOS HAS FACILITATED MORE THAN \$850,000 IN DIRECT GRANTS TO PEOPLE OR ORGANIZATIONS DIRECTLY SERVING CHILDREN AT RISK.



SIGNIFICANT CONTRIBUTION

SPONSORS OF THE MEMPHIS MESSIAH CONTRIBUTE TO THE MEMPHIS AREA'S CULTURAL GROWTH AND TOURISM. It has been shown that a culturally rich city draws substantially more tourism dollars, and also attracts corporations and organizations to bring the business enterprises to the area.

Sponsors contribute not only to the Memphis area's cultural growth and tourism, but also to the growth and well-being of countless children at risk. In Handel's day, orphans who benefited from the performance of *Messiah* generally were orphans in the "traditional" sense, that is, children without biological parents to care for them.

"Orphans" in today's world are more appropriately defined as "children at risk," those who are at risk of death daily because of parental abandonment or death, AIDS, war, child trafficking, and other physical and social tragedies.

Of the 6 billion people on planet earth, there are 2 billion children aged 14 and under. 85 percent of those children are at risk of dying from starvation, disease or violence.⁶

In fact, in every 24-hour period, about 30,000-40,000 children under the age of five die of preventable causes.⁷

SPONSORSHIP DOLLARS FOR THE MEMPHIS MESSIAH WILL BE USED TO STAGE THIS YEAR'S PRODUCTION, DEVELOP AND SUSTAIN THE PROJECT AS AN ANNUAL PERFORMANCE, AND BUILD UPON A LOCAL FOUNDATION OF SERVICE TO CHILDREN AT RISK WORLDWIDE.

At the first ever Memphis Messiah event in 2006, there were over 500 children from underserved schools in Memphis who attended. For the 2007 event we had 5600 kids and adults. For 2008 we again partnered with the Memphis City Schools who plan to bring nearly 3,500 children again. But this year we've added the Catholic Jubilee Schools who plan to bring close to 1,800 children. We're expecting over 8,000 to attend: including children and adults.

⁶ Children with Hope
⁷ Unicef



SPONSORSHIP

THE MEMPHIS MESSIAH will be promoted in area media. A full-size, four-color performance program will list all sponsors' names if desired. Most of our sponsors choose to remain anonymous, but sponsors who desire will be listed. All sponsors receive complimentary performance tickets as follows:

Sponsorship Level

\$1,000

\$1,500

\$2,000

\$3,000

\$5,000

\$10,000

\$20,000

\$25,000

Complimentary Tickets

2 in \$50 Premium Seating

4 in \$50 Premium Seating

8 in \$50 Premium Seating

10 in \$50 Premium Seating

20 in \$50 Premium Seating

30 in \$50 Premium Seating

40 in \$50 Premium Seating

50 in \$50 Premium Seating

THE GENERAL PUBLIC WILL BE ABLE TO PURCHASE TICKETS THROUGH ANY TICKETMASTER OUTLET AT AFFORDABLE PRICES RANGING FROM \$30 TO \$50 PER TICKET DEPENDING ON SEAT SELECTION.

MEMPHIS MESSIAH MARKETING PLAN includes radio, print, billboards, television, and partnerships local professional sports organizations. For more specific information, or ways you can be involved in promoting this charitable event, please contact our offices.



COMMITMENT FORM

In consideration of this proposal, sponsor shall donate the total amount of sponsorship level to Orphanos. Total amount should be provided upon receipt of this signed agreement.

TO GUARANTEE YOUR NAME IN THE PROGRAM , SIGNED COMMITMENT FORM MUST BE IN THE ORPHANOS OFFICE ALONG WITH YOUR SPONSORSHIP DONATION BY NOVEMBER 1, 2008.



We will partner with Orphanos to sponsor the 2008 performance of **THE MEMPHIS MESSIAH** at the following level:

- | | |
|-------------------------------|--------------------------------|
| <input type="radio"/> \$1,000 | <input type="radio"/> \$5,000 |
| <input type="radio"/> \$1,500 | <input type="radio"/> \$10,000 |
| <input type="radio"/> \$2,000 | <input type="radio"/> \$20,000 |
| <input type="radio"/> \$3,000 | <input type="radio"/> \$25,000 |

Authorized Representative: _____

Business or Organization: _____

Telephone Contact: _____

Email: _____

Signature: _____

*As a sponsor, you would be encouraged to promote **THE MEMPHIS MESSIAH** through existing internal communications channels and other timely advertising efforts.*

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