



**Classical<sup>®</sup>  
California**  
**KUSC | KDFC**

**A Listener Supported,  
Non-profit Public Radio  
Audio-ARTS Organization**

**2024-2025**

**Music Education**

**Corporate Partnership  
Opportunities**







**Classical California** is the largest classical music service in the U.S., with over 1.5 Million+ monthly listeners in 20 of California's 58 counties, the seven largest counties and four largest cities – with offices in **Los Angeles** and **San Francisco**:



## Music Education

**Kids Discovery Days** Free, interactive, hands-on Kids/Family educational and musical events at educational-entertainment venues.

**I Believe** Interactive school assembly concerts that provide an invitation to students to learn about overlooked composers spanning a diverse array of cultures and continents.

**SKY Concerts** A series of concert-conversations focused on the crossroads in American music where traditions and legacies connect.

## Additional Digital Channels

**Nuestra Música** Music composed, performed, or conducted by musicians from the Spanish-speaking world.

**Classical California Ultimate Playlist** California's 250 favorite pieces back-to-back!

**The Great Escape** A musical deep breath, a musical reset button to transport you to another place.

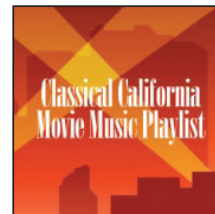
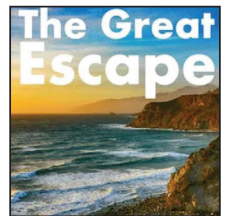
**Arcade** The music that accompanies the interactive games of yesterday and today.

**Classical California Movie Music Playlist** The music that makes movies magical.

**Classical California Christmas Music** Classical Holiday favorites, joy and peace, 24/7.

**Classical Americana** Exploring the diverse history of composers capturing the sounds of America.

**Glissando** A brand-new music stream geared towards children aged 8 - 12 years old.







# Classical California...

## Our Vision

**To be the most welcoming and engaging place to experience classical music**

**Classical California** has made music education a priority by reaching out to school-aged students who may not have had meaningful exposure to music or the classical art form. Classical California and its Northern and Southern California properties, KDFC and KUSC, respectively, are uniquely positioned to put MUSIC in the hands, hearts and minds of children throughout California. Classical California is committed to music accessibility.

As a public radio organization, Classical California joins its partners as a conduit to bring live classical music and music curricula to schools and community sites in partnership with other Bay Area and Los Angeles area organizations.

Exposure to music and learning a musical instrument is correlated with improved mastery of math concepts, heightened concentration, and left-brain skills that are so crucial in the creative, innovation and technology economies.

**Classical California is leading an effort with Bay Area and Southern California music education and performing arts organizations so that every child has access to music education, live music and the educational benefits of MUSIC!**





# *I Believe...*

A series of interactive student assemblies and concerts presented in partnership with public school districts and local arts organizations and spearheaded by **Classical California** evening host and resident artist, **pianist Lara Downes**.

These educational music events have highlighted long-neglected female and black composers, as well as the historical works of Duke Ellington, Florence Price and Margaret Bonds - while featuring student declarations for a better world in the form of "I Believe" statements, also known as "Credos."



**Impacted Students to Date: 450**

## **Past Events:**

- 2/8/23** Watts Learning Center Charter Middle School Los Angeles CA
- 3/31/23** Longfellow Middle School, Berkeley CA
- 3/23/24** University of Southern California Neighborhood Academic Initiative, Los Angeles, CA

## **2024-2025 Events**

- Oakland, CA
- Los Angeles, CA

**Projected Impact: 400+ Students**





# Classical Kids Discovery Days...



**INTERACTIVE**, hands-on Kids/Family educational and musical events at partner educational-entertainment venues .

**Feature Classical KDFC and KUSC hosts** onsite as the emcees, along with vocal and musical performances by nationally recognized arts and youth organizations, interactive musical activities and workshops from local

music education organizations, the popular musical “Instrument Petting Zoo”, and the “Be A DJ” Booth.

**Targeted** for pre-school and early school-aged children, these very public-facing day long events are heavily promoted across Classical California’s digital, broadcast and PR channels, and typically receive robust coverage from local news organizations.

**FREE** – eliminating potential socioeconomic barriers. Your company’s support of Kids Discovery Days allows us to maximize attendance and the educational impact of these events



**A VILLAGE** - Over Twenty (20) Non-Profit Arts/ Music Organizations will be participating in 2024-25 Kids Discovery Days events

**Provide** your company with unparalleled amplification to a Highly Educated, Influential and Engaged Audience: The **LEADERS**, **THINKERS**, and **ACHIEVERS** resulting in a powerful halo effect for your company.

**Are powered by S.T.E.A.M.:** SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH - fueling the creative, innovative economies and culture of the Silicon Valley/Bay Area, Hollywood and the Los Angeles/ Southern California region.

**33,750 Total Attendees thru Fall 2023**

## Past Events:

- Five (5) events at **Tech Museum of Innovation, San Jose CA** (2016, 2017, 2019, 2020, 2022)
- Three (3) events at **Natural History Museum, Los Angeles CA** (2017, 2018, 2019)
- Two (2) events at **Bowers Museum, Santa Sana CA** (2019, 2022)
- One (1) Event at **Plaza De La Raza, Los Angeles CA** (2023)

## 2024-2025 Events

Fall 2024: San Jose, CA  
Los Angeles, CA

Spring 2025: Oakland, CA  
Orange County, CA

**9,500 Expected Attendance**  
**14 Million Media Impressions**





## Sky Concerts...

These events provide donors, ticket buyers, members and STUDENTS a unique, intimate live music experience. In 2024-2025, Classical California Sky Concert events will play to over 550 attendees – **over 60 of the concert goers will be school-aged students from underserved, at-risk communities – courtesy of Classical California’s music education efforts.**

### Corporate Support helps Classical California...

- Secure world class, talented performers for the Sky Concert stage
- Produce one of a kind, emotionally charged and thought-provoking events
- Record the shows (audio and video) for extended digital shelf-life and reach long after the performance
- Safely transport our Guest STUDENTS to and from our Sky Concert Venue – with a pre-show dinner reception at the KDFC Studios
- Expose impressionable students to the power of LIVE Music!

### Past Events:

**1/17/23** Internationally renowned violinist **DANIEL HOPE** "Becoming American", exploring the contributions of immigrant composers throughout our history.

**3/16/23** A rising star on the national scene, 15-year-old Bay Area violin prodigy **AMARYN OLMEDA** in a joyful celebration of music by Black female composers, from Florence Price and Margaret Bonds to young composer Jessie Montgomery.

**5/6/23** *New York Times* contributor and cultural commentator **J. JOHN MCWHORTER** in an intimate evening of music and conversation about the life and legacy of Scott Joplin.

**11/8/23** Classical California’s Lara Downes is joined by MacArthur “Genius” Award-winning pianist and author **Jeremy Denk** for a lively evening of conversation and music about American pioneers.

**2/29/24** Lara Downes and the **Miro’ Quartet**, one of America’s most celebrated and dedicated string quartets.

**5/30/24** Lara Downes and **Jake Heggie**, best known for *Dead Man Walking* (2000), the most widely performed new opera of the last 20 years.

### 2024-2025 Events

November 2024, San Francisco

February 2025, San Francisco

March 2025, Los Angeles

May 2025, San Francisco

**550 Expected Attendees**



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California  
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# Support Levels & Benefits

## Classical California's Music Education Programs Partnership Opportunities

- "I Believe..."
- Kids Discovery Days
- SKY Concerts

Levels and Benefits	\$7,000	\$12,500	\$17,000	\$29,000
Brand Recognition for one year on Classical California Websites				
Complimentary Tickets to all 2024-2025 SKY Concert Events				
Company Recognition-Amplification for one year on Classical California broadcast and digital streaming channels via recorded :15-second messages				
Company Recognition in Classical California email Marketing				
Company Signage Recognition at all SKY Concert and Kids Discovery Day Events				
Customized program with an agreed-upon menu of benefits based on your company's priorities				



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