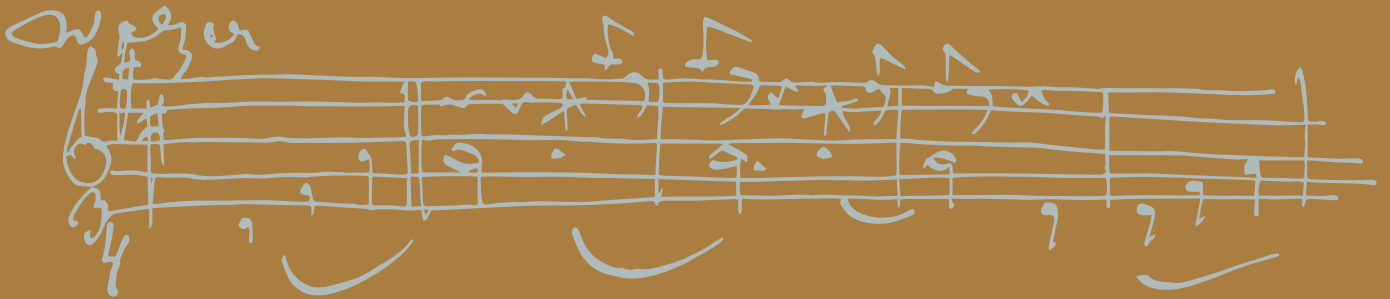


MARCH 31, 2025 J.W. MARRIOTT ESSEX HOUSE



# GALA SPONSORSHIP OPPORTUNITY



Midori  Friends



## Mission

Midori & Friends harnesses the power of music to transform the lives of children and enrich their communities. Through accessible music education programs, Midori & Friends cultivates a joy of learning, a spirit of service, and courageous self-expression for all, illuminating pathways to a brighter future.





## Founder

Midori is a visionary artist, activist and educator exploring and building connections between music and the human experience, breaking from traditional boundaries as one of the most outstanding violinists of our time.

Midori was born in Osaka in 1971 and began her violin studies with her mother, Setsu Goto, at an early age. In 1982, conductor Zubin Mehta invited 11-year-old Midori to perform with the New York Philharmonic's annual New Year's Eve concert. Honored by the Kennedy Center in 2020, she is a UN Messenger for Peace, and holds academic positions at the Curtis Institute of Music & the Peabody Institute.





## History

Midori & Friends has impacted +300,000 students through tuition-free music education programs. In 1992, Midori performed solo concerts at PS 160 in Jamaica Queens to bring exceptional music to students in underserved communities. Inspired to do more, she founded Midori & Friends (M&F) and now, 33 years later, that initial concert series has evolved into a leading music education provider annually serving thousands of NYC students in ethnically diverse, socio-economically challenged neighborhoods throughout the Bronx, Brooklyn, Manhattan, and Queens.





Monday, March 31, 2025 / 6PM  
J.W. Marriott Essex House / 160 Central Park South

## Gala

- Cocktail Reception & Dinner
- 260 Influential Guests

### Co-Chairs

Mandy DeFilippo  
Craig Panter  
Christopher Riggs

### Performances By

Kennedy Caughell  
Midori & Friends Students  
Special Guests





# 2025 Gala Sponsorship

## benefits

	Visionary Sponsor \$100,000	Leadership Sponsor \$50,000	Anniversary Sponsor \$30,000	Champion Sponsor \$20,000	Patron Sponsor \$12,000
Designated Gala Seats	30	30	20	15	10
Name or Logo on all Digital & Print Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backstage Passes to Meet Teaching Artists & Student Musicians	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Premier Table Placement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Advertising Opportunities	Platinum Ad, Video & Speech Opportunities	Platinum Ad	Full Page Gold Ad	Full Page Ad	Half Page Ad
Guaranteed Ad Impressions	500,000 Impressions	100,000 Impressions	50,000 Impressions	25,000 Impressions	15,000 Impressions





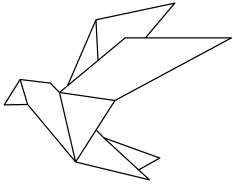
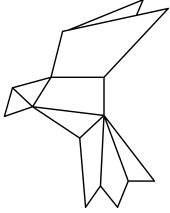
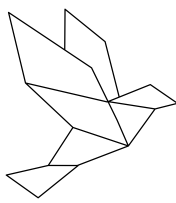
# We Are Proud to Sponsor Midori & Friends' 33rd Anniversary Gala



Mitsui & Co. (U.S.A.), Inc.  
200 Park Avenue New York, NY 10166  
Telephone: (212) 878-4000  
Facsimile: (212) 878-4800

Incorporated in the state of New York in 1966, Mitsui & Co. (U.S.A.), Inc. (Mitsui USA) is engaged in business investment, project development and management, and capital goods leasing and technology transfer, in addition to traditional businesses of a Sogo Shosha (general trading company) such as import, export, off-shore trade and domestic wholesale.









# 33 Years of Impact

## Your support

of the Midori & Friends 33rd Anniversary Gala directly impacts the New York City community.

300,000+ Students Reached

14 Disciplines Taught

150,000+ Instructional Hours

2,500+ Performances

35M+ Invested In Students

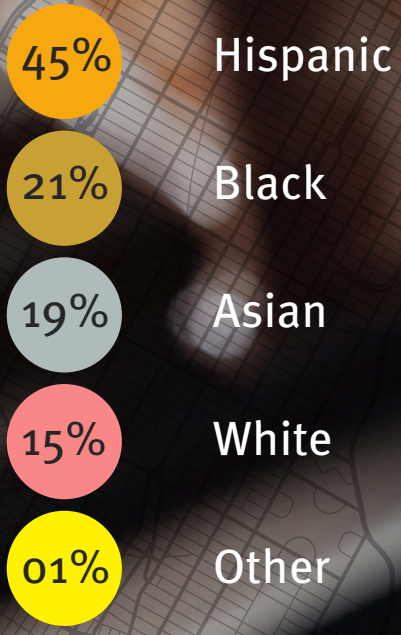
85 Partner Schools





# Scope of Your Social Good

90%+ Title 1 Schools





## Past Supporters



MITSUI & CO.

D'Addario  
Foundation

Bloomberg  
Philanthropies

KOLSTEIN'S





# Corporate Social Responsibility Alignment



## Education and Youth Development

- Directly impact over 10,000 students annually through music education program
- Support STEAM education, integrating arts into traditional academic subjects
- Help close the opportunity gap in underserved communities for long-term impact



## Community Development

- Contribute to the cultural vitality of New York City neighborhoods
- Provide opportunities for your employees to volunteer and engage with our programs such as the Crescendo Circle, Board of Directors, and 5K Step to the Beat



## Diversity, Equity, and Inclusion

- Support programs that reach 91% Title I schools
- Promote access to arts education for students from diverse backgrounds
- Provide music programs that are accessible to all learners



## UN Sustainable Development Goals (SDGs)

- SDG 4: Quality Education
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities & Communities



## Measurable Impact

- Detailed impact reports showcasing how your support has made a difference
- Opportunities to feature your partnership in your own CSR reporting
- Stories and testimonials from students and teachers for your communications

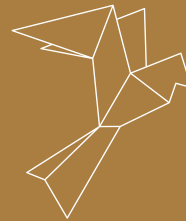
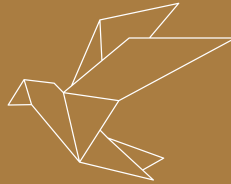
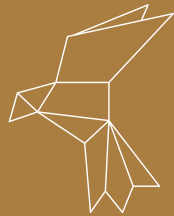
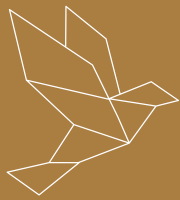


## Employee Engagement

- Exclusive volunteer opportunities for your staff at our events and programs
- Special performances by our students and professional artists at your corporate events
- Mentorship programs connecting your employees with aspiring young musicians



# Brand Alignment & Impact



## Visibility

Name/logo in recognition of support on our website, digital and print programs, email blasts, promotional displays, social media, public relations, and video assets.

**40,000+** Social Media Impressions

## Experiences

Receive tickets to exclusive special events featuring world renowned artists, curated for Midori & Friends VIP supporters.

**15,000+** Website Visits

## Community

Your support through this sponsorship showcases your commitment to our mission and fosters goodwill within our community of donors and supporters.

**14,000+** Annual Event Attendees

**3,000+** Email Subscribers

## Exposure

Through our various media channels, Midori & Friends will make over 35,000 people aware of your generous support of music education.

**90+** Events





# JOIN US

TO EMPOWER YOUNG MINDS

