

# esyô *Playathon* 2025



**Sponsorship  
Opportunities**



# About ESYO

**ESYO's mission is to engage, inspire, and empower young people through music.**

Empire State Youth Orchestra has provided outstanding music training and performance opportunities for young musicians since 1979. Beginning with a small, single orchestra 45 years ago, ESYO has grown to include 14 performing ensembles and a free after-school music training program called CHIME. ESYO players are afforded exceptional learning opportunities with professional musicians, renowned conductors, and passionate teaching artists. Combined, ESYO's performing ensembles offer more than 30 public performances each year at a variety of venues, including Troy Savings Bank Music Hall, the Massry Center, Arthur Zankel Music Center, MVP Arena, and Proctors.



# About Playathon

**Saturday, March 15, 2025**  
**10:30 am - 5:15 pm**  
**Crossgates Mall**

Playathon is Empire State Youth Orchestra's most important fundraiser and friend-raiser of the year! This fun-filled day of free musical performances raises money for ESYO while showcasing the breadth and depth of our programs. It is the one day of the year when all ESYO ensembles (including CHIME) perform in one location!

Your support is needed now more than ever. The marathon display of musical talent helps ESYO ensure no qualified musician is ever turned away from the ESYO experience because of an inability to pay. The money raised will support a substantial portion of ESYO's operating expenses and musician scholarships.



# Title Sponsor

## **\$10,000 Investment**

- Level exclusivity
- Included as Title Sponsor in all social media and print content related to Playathon
- Acknowledgement from the stage throughout the event as the Title Sponsor
- Logo on event website
- Logo on mall advertisements
- Large logo on event t-shirts (worn by 600+ students, staff, and volunteers all day)
- Two individual thank you posts on social media



# Ensemble Sponsor

## **\$5,000 Investment**

- Exclusive sponsorship of one large ensemble for the day\*
- Acknowledgement from the stage during the ensemble's set as the ensemble's sponsor
- Logo on event website
- Logo on mall advertisements
- Logo on event t-shirts (worn by 600+ students, staff, and volunteers all day)
- Individual thank you on social media

*\*Based on availability*



# Ensemble Sponsor

## **\$2,500 Investment**

- Exclusive sponsorship of one mid-sized ensembles for the day\*
- Acknowledgement from the stage during the ensemble's set as the ensemble's sponsor
- Logo on event website
- Logo on mall advertisements
- Listing on event t-shirts (worn by 600+ students, staff, and volunteers all day)
- Thank you on social media

*\*Based on availability*



# Ensemble Sponsor

## **\$1,000 Investment**

- Exclusive sponsorship of one small ensemble for the day\*
- Acknowledgement from the stage during the ensemble's set as the ensemble's sponsor
- Listing on event website
- Listing on mall advertisements
- Listing on event t-shirts (worn by 600+ students, staff, and volunteers all day)
- Thank you on social media

*\*Based on availability*



# Playathon Corporate Sponsorship Agreement

Company: \_\_\_\_\_

Investment Level: ☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

☐ Please invoice me ☐ Check enclosed ☐ Send credit card link

Instagram & Facebook Handles: \_\_\_\_\_

Agreed to by: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form and payment to:

ESYO

Attn: Playathon 2025

45 MacArthur Drive, Schenectady, NY 12302