



HAMILTON ARTS  
FOUNDATION INC

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# MARIN MUSIC & ART MUSEUM - DRAFT

Proposed First Phase Plan for a  
World Class Music & Art Exhibit

2025

# “Proposed” 2025 Plan Proposal

# CONTRIBUTORS

## Development Team

01.

**Hamilton Arts Foundation, Inc.**

PO Box 4368,, San Rafael, CA 94913

Board: Laura van Galen, John Zorn, Kyle Hixon

**Marin History Museum**

President: Gary O. Phillips

**City of Novato**

Counsel Members: Pat Eklund and TBD:

02.

Expanded Board,  
Professional Volunteers  
and Community

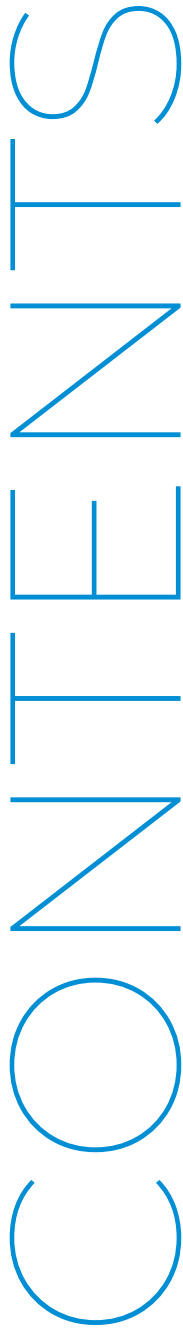
## Prepared by:

03.

ABL Marketing

PO Box 4368, San Rafael CA 94913

# Table of Contents



## 01. INTRODUCTION

History  
Music Builds Economies  
Why is this valuable to the City of  
Novato and Marin County, CA?  
Message from Our Community  
Message from Our Leaders  
Why This Makes Sense

## 02. HAMILTON HEADQUARTERS BUILDING

The Space  
Layout

- Original
- Newly Proposed

Visuals  
Cost Estimate - Retrofit

## 03. THE FUTURE

1<sup>st</sup> Floor  
2<sup>nd</sup> Floor  
Basement

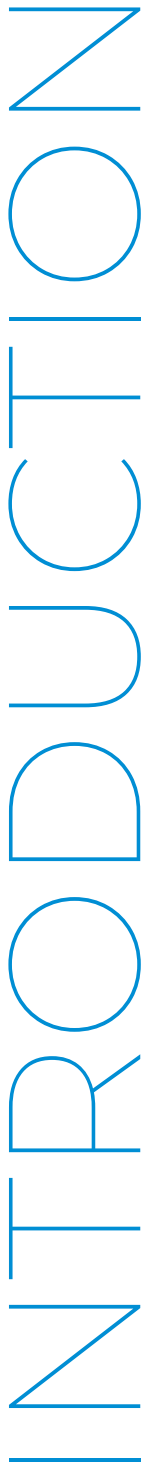
## 04. THE VISION

Exhibit content.

## 05. FUNDRAISING

Possible grant list

# The Purpose Of This Proposal



This Phased Plan is for a **World Class Music and Art Hub in Hamilton Field.**

## **Why This Location Makes Sense**

Music and art have thrived in our community for centuries since the Miwok inhabited the area 8,500 years ago.

The **Hamilton Town Center** consisting of **the Headquarters Building, Theater** and **Amphitheater** were built in 1938, where top-flight talent and famous artists visiting the Base like *Abbott and Costello* (Bud Abbott and Lou Costello), entertained the troops and their families, offering a reprieve from the stresses of wartime life.

The **Hamilton NCO Club** and mess hall was also built and opened in 1938. It was a scene of much of the social activity on base for a great number of its residents. Located next to the Hamilton Theater, this facility was a place of community, joy and reprieve.

From 1980 to 1983, Hamilton AFB was used in a particularly special way as the home to the Refugee Transit Center, an operation where 180,000 refugees took safe haven away from the violence in Vietnam, Cambodia, Laos, Thailand, and Afghanistan.

Today, the Hamilton Air Force Base, now known as Hamilton Field (registered as an Historic District with [National Registry of Historic Places](#)), is considered a historic landmark.

**The Hamilton Town Center is a historic place, where music and art was and is rooted still today.** The Hamilton Amphitheater hosts regular outdoor performances. The Hamilton Town Center is the home to art studios, Splitz and Katia Theater Company. **We want to build on this foundation.**

Music is a powerful means of connecting people. It bridges linguistic and cultural divides, and is a vehicle for identity and expression like no other. Collectively, the music ecosystem generates rich social, cultural and economic benefits. A recent report, [The Mastering of a Music City](#), by the global music industry body, IFPI, and its affiliate Music Canada, seeks to inspire cities around the world to cultivate a vibrant music economy within their community and become true Music Cities.

The study identifies **five** essential components of a successful Music City:

- the presence of artists and musicians;
- a thriving music scene;
- **available spaces and places for music;**
- a receptive and engaged audience;
- and record labels and other music-related businesses.

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*Music Cities also benefit from multi-level government support for music, including a broader city infrastructure conducive to the sector's development and the availability of effective music education programs.*

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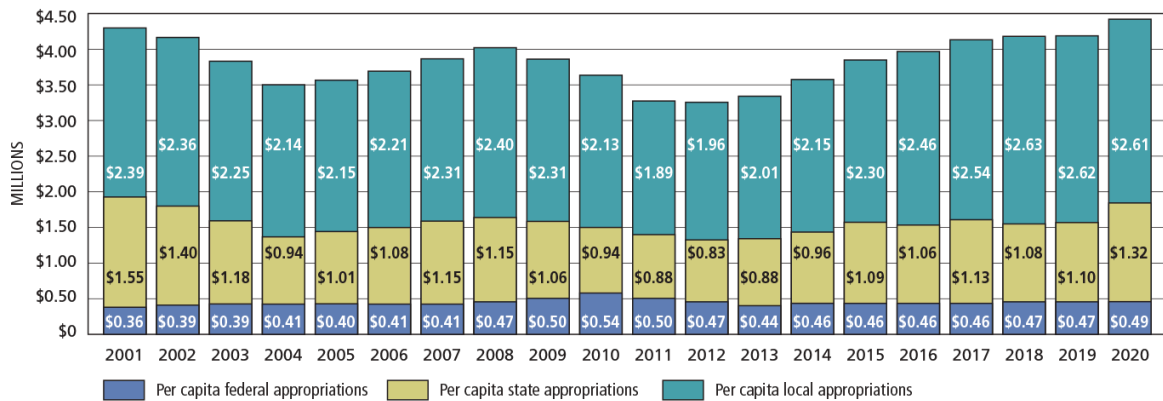
# Why is this valuable to the City of Novato and Marin County, CA?

Music and art fuel job creation, economic growth, tourism development and artistic growth, and strengthens a city's brand. A strong music community attracts highly skilled young workers in all sectors for whom quality of life is a priority. This in turn attracts business investment.

## How cities benefit from helping the music industry grow.

The money is out there - if you really want to make this happen. Grantmakers in the Arts are ready to help.

**FIGURE 3. Federal, state, and local government per capita appropriations, 2001-2020**



Per capita appropriations from federal, state, and local government for the past 20 years showing consistently the largest proportion of funding coming from local government and the smallest proportion of funding coming from the federal government, per capita.

The 2013 Nashville Music Industry report found that the music industry helped create and sustain more than 56,000 local jobs and contributed USD \$5.5 billion to the local economy. In Melbourne, Australia, the 2012 census found that the live music sector alone generated over AUD \$1 billion in spending and supported the equivalent of 116,000 annual full-time jobs. Similarly, UK Music estimated that in 2013 music directly contributed GBP3.8 billion to the UK economy and directly employed 111,000 people.

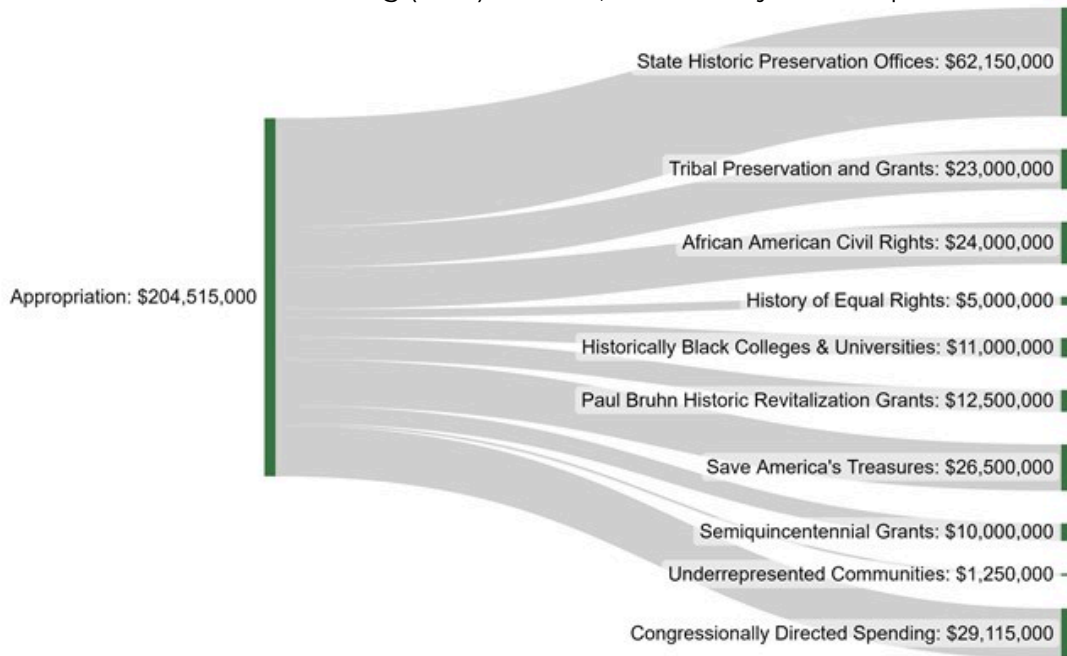
**100%** *Music drives economic value.*

# Why This Makes Sense and Is Achievable?

The Hamilton Headquarter Building is at the center of the historic Hamilton Field Town Plaza. To date, this entire epicenter is a labor of love - but it could be so much more. It could be a thriving center of tourism, music and art. Imagine a destination for live performing arts, a Marin Music & Art Museum with music education, appreciating our music roots and live recording studio, along with a modern coffee shop with healthy menu options, a gift shop, a parking lot across the street available for Farmer's Markets, Italian Street Painting Festivals integrating in the 60 artist studios, a destination for private functions along with Unity in Marin, art exhibits, live performances at the Hamilton Theater and Amphitheater with youth music and art programs at the Hamilton Community Center, annual dance recitals and performances by Splitz, and Katia & Company, and more.

## The money is out there.

So what's stopping us? Here, you can view a brief summary explaining some of the Historic Preservation Funding (HPF) sources, and this is just the tip of the iceberg.



100%

*Funding sources - Federal, State, Local, Private & Community.*

# MESSAGE FROM OUR COMMUNITY

Over 1,000 people in our community have expressed their concern for the preservation of this town center.



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“We live in this area, and have viewed with dismay the deterioration of this central landmark and potential community resource. The revival of the theater and expansion of culture and education would be a crowning jewel and ongoing legacy of which we could all be proud.” ~ **Elizabeth I.**

“As a Hamilton resident, it's such a waste seeing the theatre sit unused and falling into disrepair. It would be a great asset to the community to have the theatre back.” ~ **Alex G.**



I'm signing because Hamilton is a historical, archival place and worth every nickel to save.

~ **Dave P.**



# EXHIBIT SPACE

## THE BUILDING - 1<sup>ST</sup> FLOOR

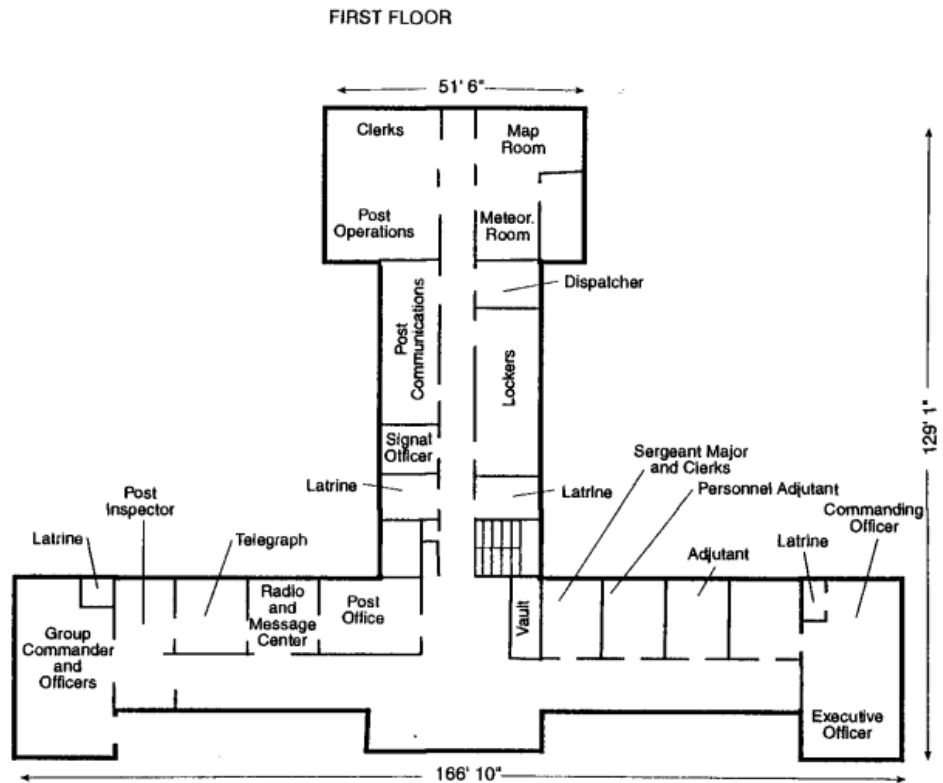
There is plenty of space to start a Marin Music & Art Museum at this location. Most importantly, there is infrastructure, including parking.

If our numbers stand correct, there is approximately 5,300 square feet to start with.

SOURCE: <https://www.loc.gov/item/ca2654/>

**1st FLOOR** - Est +/- 9,500 sq. ft. \ FRONT - +/-5,300 sq. ft

THE SPACE



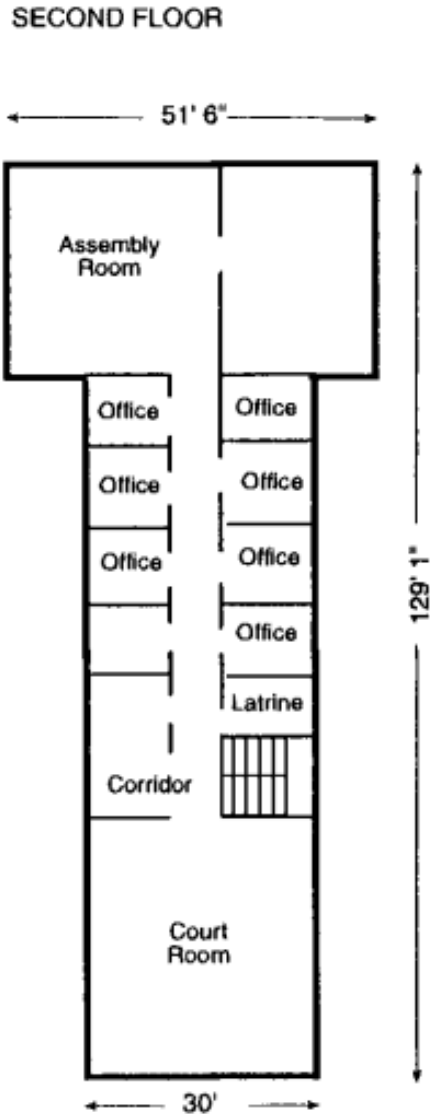
# STUDIOS

## ART & MUSIC STUDIOS - 2<sup>nd</sup> FLOOR

The rented art studios are already in place. We could add recording and music proactice spaces, in time.

**2nd FLOOR** - Est +/- 4500 sq. ft.

THE SPACE



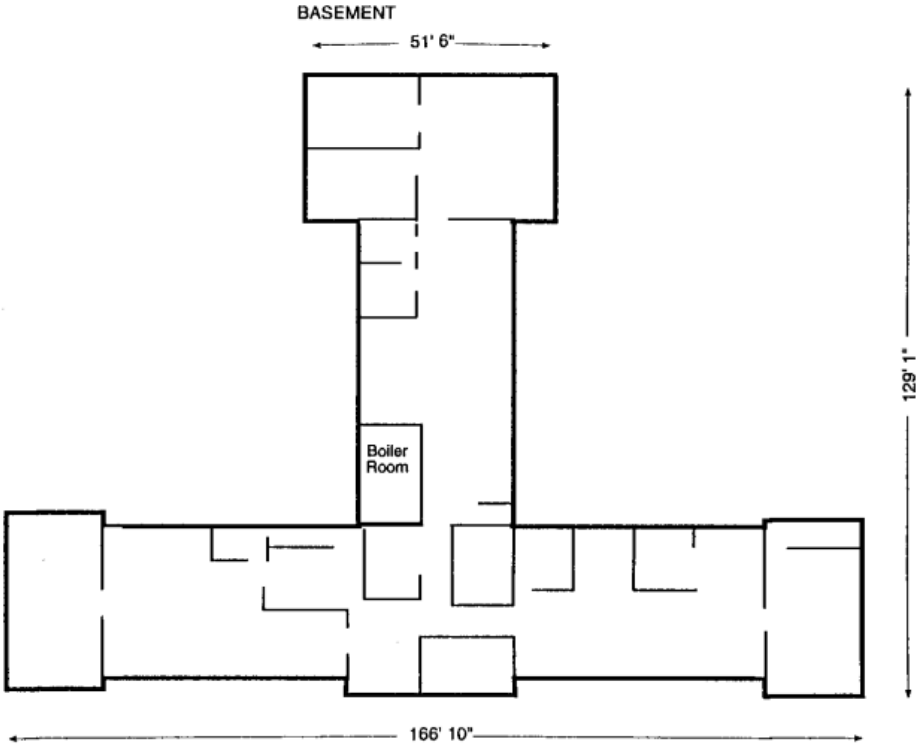
# STORAGE

## BASEMENT

Artifacts need temperature controlled storage and security, and if the basement space is available, this could be ideal for incoming and outgoing exhibit storage.

THE SPACE

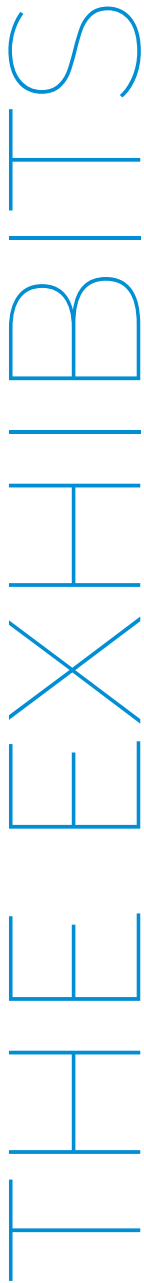
**BASEMENT** - - Est +/- 9,500 sq. ft. \ FRONT - +/-5,300 sq. ft



# DISPLAYS & SHOWS

## OUR MUSIC ROOTS RUN DEEP

In our fundraising effort, we would approach these artists about artifacts, exhibits, and to host fundraising concerts.



### LIST OF ARTISTS (SOME FAMOUS MARIN MUSIC ARTISTS)

**Bill Champlin**, Tamalpais High, Class of 1965, musician, Sons of Champlin, Chicago

**Bonnie Raitt**, singer (now lives in Corte Madera)

**Booker T. Jones**, musician

**Carlos Santana**, musician

**Chris Chaney**, Tamalpais High, Class of 1988, musician, Jane's Addiction, The Panic Channel

**Craig Chaquico**, guitarist from Jefferson Starship

**David Crosby**, musician

**David Freiberg**, musician, Quicksilver Messenger Service, Jefferson Airplane, Jefferson Starship

**Jack Conte**, musician, Pomplamoose

**Grace Slick**, musician, Jefferson Airplane, Jefferson Starship

**Huey Lewis**, singer

**James Hetfield**, Metallica lead singer, rhythm guitar

**Janis Joplin**, singer; last residence in Larkspur, California

**Jerry Garcia & Phil Lesh**, musicians, of The Grateful Dead

**Jon Hendricks**, jazz lyricist, singer

**Maria Muldaur**, singer-songwriter, "Midnight at the Oasis"

**Ron "Pigpen" McKernan**, musician, of The Grateful Dead

**Sammy Hagar**, singer ~ "The Red Rocker"

**Terry Bozzio**, musician

**Tupac Shakur**, Tamalpais High School, rapper, poet, and actor

**Van Morrison**, singer and songwriter

**Zakir Hussain**, musician, San Anselmo

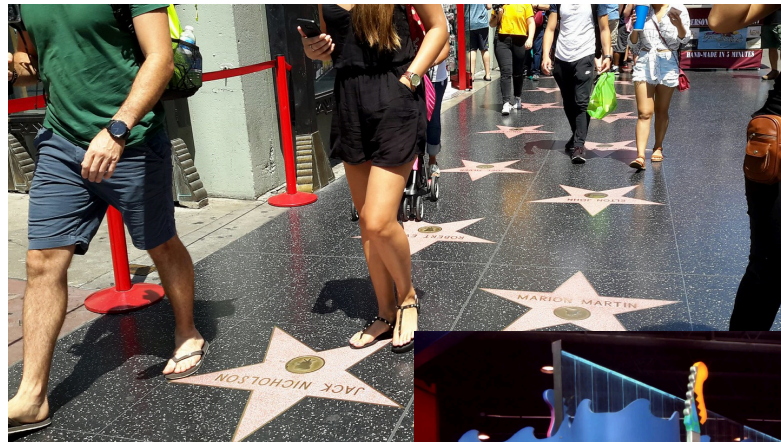
*And More...*

# DISPLAYS & SHOWS

WE BUILD IT, THEY WILL COME  
Everything from stars on the cement  
walkways around the buildings, to  
exhibits for awareness and music  
education..

**THE POSSIBILITIES ARE ENDLESS**

THE VISION



# MUSIC EDUCATION

WE BUILD IT, THEY WILL COME  
Infuse music education into the museum  
experience..

**THE POSSIBILITIES ARE ENDLESS**

THE VISION

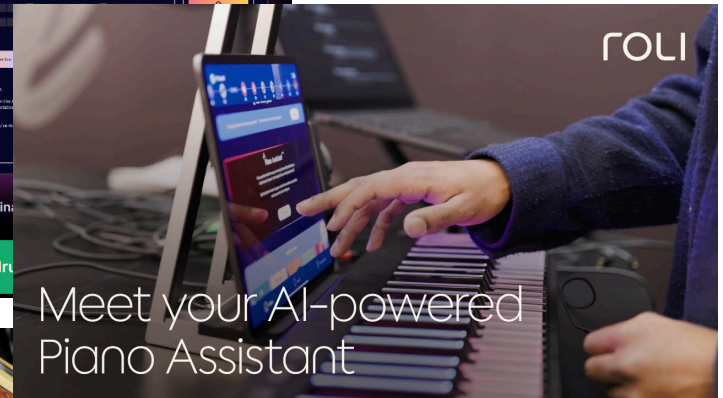
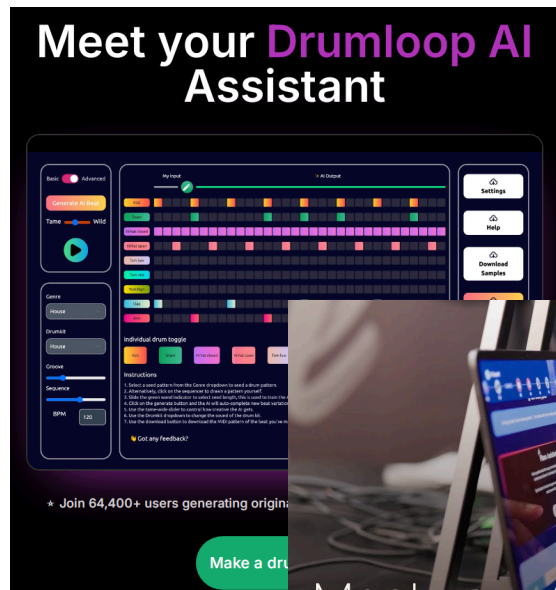


# MUSIC EDUCATION

AI EDUCATION IS HERE  
Still in its infancy but a growing market for music education, Meet AI Music Assistance.

AI IS COMING.

THE VISION



The **NCO Club** was torn down in the late 1990s for unknown reasons at this time. CA Office of Historic Preservation and the City of Novato have no record of the demolition of this building, We propose to bring it back!

**Included here:**

Rebuild Cost Estimate

Original Layout

New Layout

Visual Design

Plaza Integration

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*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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## CONTACT

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[@hamiltonarts](https://www.instagram.com/hamiltonarts)

# NCO Club: Cost Estimate for Rebuild



HAMILTON THEATER CAMPUS PROJECT  
NCO CLUB - BUILDING 511 - REBUILD INTO MARIN MUSIC MUSEUM  
ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: Palm Drive, Novato CA

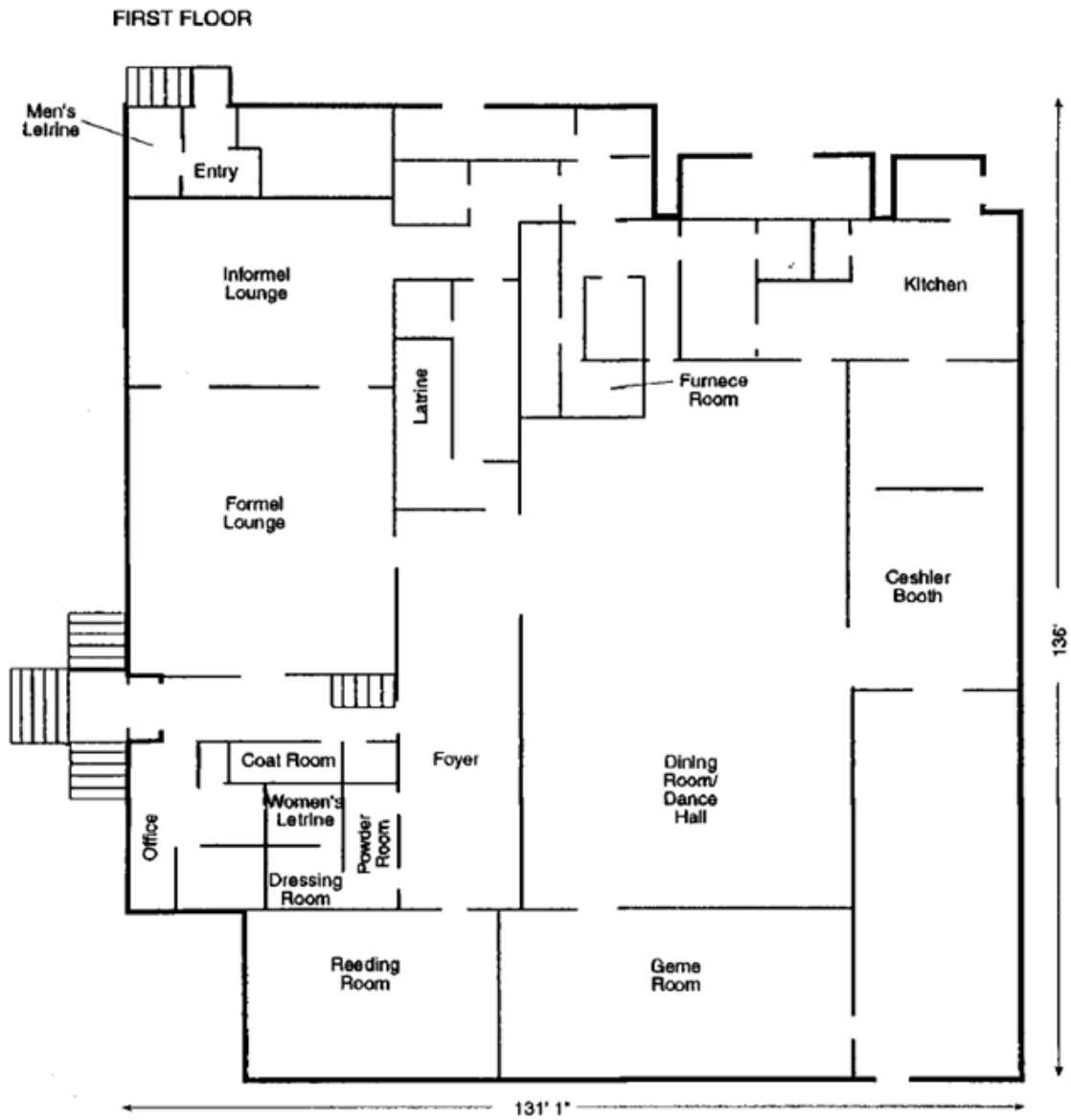
Date: 10/1/2023  
Estimate by: B. Welch / ABL

	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2023*
<b>Construction</b>				
1	20,000 sq ft 2 Story Bulding - Rebuild	\$1,250,000 / SHELL	1	\$3,500,000.00
2	Planning - Architectural, Structural, Design		1	\$170,000.00
3	Building, Concrete, and Erection		1	\$800,000.00
4	Pre-engineered steel framing	\$9 / SQFT	1	\$300,000.00
5	Materials			\$1,360,000.00
6	Electrical			
7	Plumbing			
8	Sewers			
9	Grading (aka leveling)			
10	HVAC			\$200,000.00
11	LEED certifications			
12	Labor			
13	Artifact Kiosks			\$60,000.00
14	Sound Proofed Rooms			\$26,000.00
15	Recording Studio			\$56,000.00
16	Temerature Controlled Storage Area			\$40,000.00
17	FFE - Fixtures, Furniture & Equipment			\$175,000.00
18	Bathrooms			\$36,000.00
19	Coffee Shop			\$260,000.00
	General Conditions (10% of Construction Cost)			\$334,000.00
	Overhead (5% of Construction Cost)			\$150,000.00
	Profit (10% of Construction Cost)			\$334,000.00
	Contingency (15% of Construction Cost)			\$460,000.00
<b>CONSTRUCTION SUBTOTAL</b>				<b>\$8,261,000.00</b>
<b>Project Development</b>				
	Foundation Inspection and Remediation (Budget)			\$150,000.00
	Design / Engineering / Administration (15% of Total Construction Cost)			\$150,000.00
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			\$150,000.00
<b>PROJECT DEVELOPMENT SUBTOTAL</b>				<b>\$450,000.00</b>
<b>TOTAL ESTIMATED PROJECT COST</b>				<b>\$8,711,000.00</b>

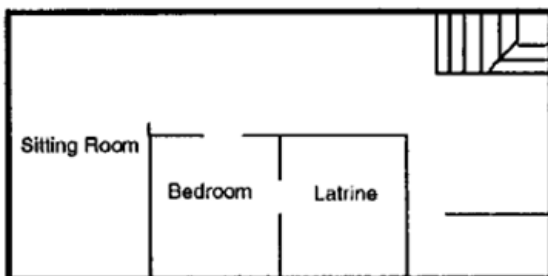
Footnotes:

- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
- 3 Includes cable and trenching
- 4 Includes replacement / upgrade of exterior transformer and interior building service

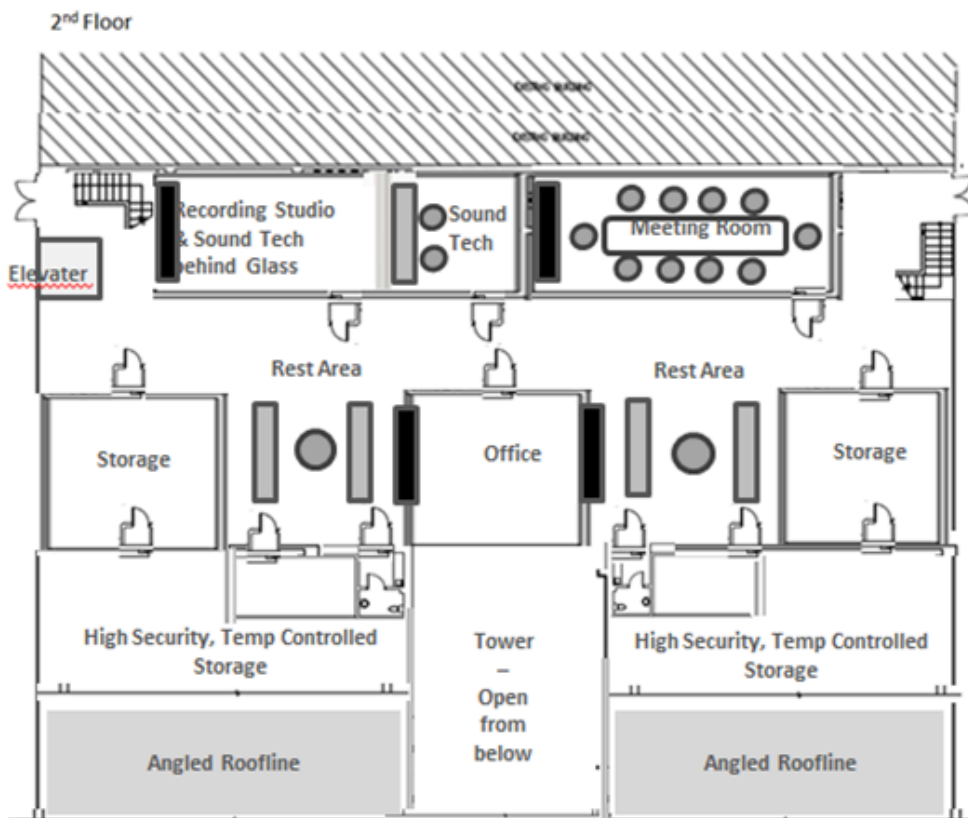
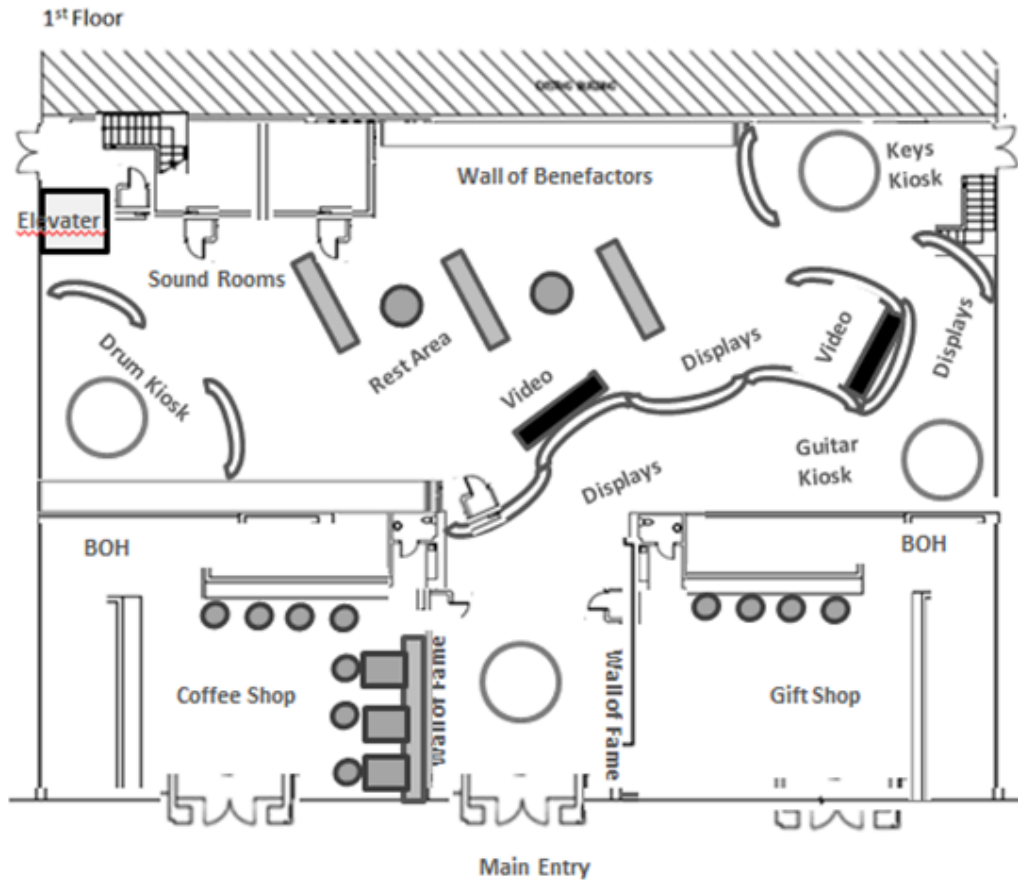
# Hamilton NCO Club: Original Layout



## SECOND FLOOR



# Hamilton NCO Club: New Layout



# Hamilton NCO Club: Exterior Visuals & Opportunity



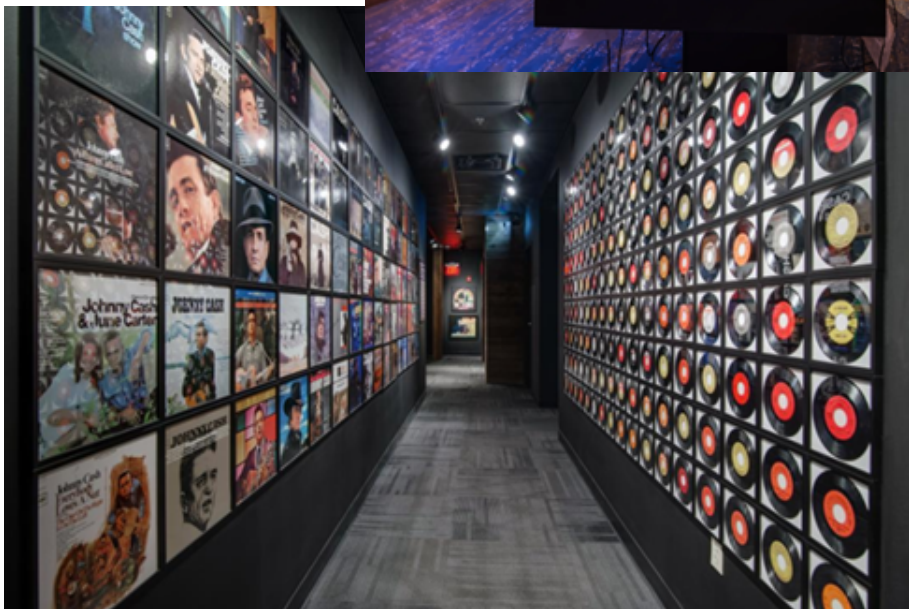
Original exterior



Sample of new exterior; limited to 2 stories



# Hamilton NCO Club: Interior Visuals



# Hamilton NCO Club: Interior Visuals



# NEXT STEPS

Where do you go from here? Ideally, we plan to use this document to begin the brainstorming process, and would like the Novato City Counsel and Marin Music Museum's blessing.

This SDG Progress Report is a continuous work in progress - a way for your organization to track its impact and improvements over time. This section outlines your strategy for continuing the good work done so far.

01

## Commitment

Novato City Counsel and Marin History Museum's support confirmed. We will need a letter of intent to memorialize this commitment.

02

## Funding Action

Begin fundraising. Set meetings and begin leveraging key funding sources.

03

## Development Action

Set up a third party account management to supervise incoming funds based on project development guidelines.

# CONCLUSION

Let's preserve our history, and build on what is already here to make a **World Class Art & Music Hub** to be proud of, driving tourism investors, and revenue into our economy.



## Hamilton Theater

Summarize the key points here.

- Use bullet points for clarity
  - Add as many as needed
- Use bullet points for clarity

## NCO Club (Experiential Museum)

Summarize the key points here.

- Use bullet points for clarity
  - Add as many as needed
- Use bullet points for clarity



## Hamilton Amphitheater

Summarize the key points here.

- Use bullet points for clarity
  - Add as many as needed
- Use bullet points for clarity

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A vision statement, call-to-action or quote from your leaders are powerful ways to conclude your progress report. Leave your audience inspired, and motivated to help your organization achieve its SDG-aligned goals!

Enclosed is a prospective fundraising sources for this project.

TOTAL ROUND 1 (2026-7): \$22,886,850 grant opportunities  
TOTAL ROUND 2 renewals (2028): \$3,560,000  
TOTAL ROUND 3 renewals (2029): \$3,560,000

2030 TOTAL COMPLETION: \$30,000,000.00 est.

- I. Grants
- II. Corporate
- III. Online
- IV. Events & Sponsorships
- V. Community
- VI. Tax Credits
- VII. In-Kind Giving
- VIII. Celebrity Concert s

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*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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## CONTACT

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# FUNDRAISING OPPORTUNITIES

01

## Grants - **HISTORIC**

Grant applications from county, state, and federal government programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Private **HISTORIC** Grants: up to \$8,285,200

- American Rescue Plan Act of 2021: American Rescue Plan Grants to Organizations - (up to \$150,000)
- American Rescue Plan Grants to Local Arts Agencies for Sub-granting - (up to \$500,000)
- Andrew W. Mellon Foundation (up to \$150,000)
- Bernard Osher Foundation (up to \$5,000)
- Challenge America - (up to \$10,000)
- Cynthia Woods Mitchell Fund for Historic Interiors – (up to \$10,000)
- ETC Equipment Grants (up to \$5,000)
- Foundation of the American Institute for Conservation (FAIC) – (up to \$1,000)
- Getty Foundation Grant – (up to \$250,000)
- Highland Street Foundation – (up to \$21,700)
- Home Depot’s Framing Hope – (up to \$5,000 in materials)
- Johanna Favrot Fund for Historic Preservation – (up to \$10,000)
- Landmarks of American History and Culture - (up to \$3,000,000)
- Marin Magazine – “Make It Better Foundation” (up to \$10,000)
- MJ Murdock Charitable Trust (up to \$300,000)
- Our Town - (up to \$150,000)
- Paul Bruhn Historic Preservation - (up to \$750,000 per year)
- Peter H. Brink Leadership Fund - (up to \$2,500)
- Regional SAA & ROA Partnership Agreements - (1:1 Match up to \$200,000)
- Research Grants in the Arts - (up to \$100,000)
- Save America's Treasures - (up to \$1,000,000 per year)
- Sustaining Cultural Heritage Collections – (up to \$50,000 planning; \$350,000 implementation)
- The Ahmanson Foundation – (up to \$50,000)
- The Kinsman Foundation – (up to \$5,000)
- The National Endowment Awards NEA - (up to \$200,000)
- The National Endowment for the Humanities (NEH) Division of Public Programs – (1:1 Match; up to \$1,000,000)

# FUNDRAISING OPPORTUNITIES

## 02

### Grants - STATE, LOCAL, NATIONAL & FEDERAL

Grant applications from county, state, and federal government programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

#### **STATE** Grants: up to \$3,710,000

- California Department of Parks & Recreation, Office of Historic Preservation Grant – (up to \$10,000 matching)
- California Cultural and Historical Endowment (CCHE) – (up to \$500,000)
- California Arts Council – up to \$
- Rural Recreation and Tourism Program (RRT) grant Proposition 68 (2018 Bond Act)- (up to \$3,000,000; \$23 million in budget)
- State SAA & ROA Partnership Agreements - (1:1 Match up to \$200,000)
- Side note - Awards submission post construction: Governor's Historic Preservation Awards.

#### **LOCAL** Grants: up to \$

- Community Service Fund Program – (up to \$10,000)
- Nonprofit Community Partners Program – (up to \$40,000)
- Marin County Fund (focused on thrive and survive) – up to \$x,xxx
- Giving Marin – up to \$x,xxx

#### **NATIONAL & FEDERAL** Grants: up to \$1,255,000

- National Trust Preservation Fund – (up to \$5,000)
- National SAA & ROA Partnership Agreements - (1:1 Match up to \$1,000,000)
- Preserve America Grant – (1:1 Match up to \$250,000)

Side note - Awards submission post construction: Preserve America Presidential Awards

# FUNDRAISING OPPORTUNITIES

03

## Private Grants - ARTS, MUSIC, MUSEUM & WOMEN OWNED

Grant applications from arts programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Private Grants in the **ARTS** (need further investigation): up to \$775,000+

- The Andy Warhol Foundation for the Visual Arts
- The Fleishhacker Foundation (up to \$750,000)
- The Shubert Foundation
- Union Pacific Foundation (up to \$25,000)
- 304 More Grants in the Arts & Culture Category for “Just” California - <https://california.grantwatch.com/cat/2/arts-and-culture-grants.html>

Private Grants in the **MUSEUMS** (need further investigation): up to \$255,000

- Bill Graham Memorial Foundation’s Grants Program - (up to \$5,000)
- Museums for America - (up to \$250,000)
- The Institute of Museum and Library Services

Private Grants in the **MUSIC** (need further investigation): up to \$90,000

- Levitt AMP Program Foundation (up to \$90,000 over 3 years matching)

**WOMEN OWNED** (51%) Grants (Startup Funding for Non-Profit): up to \$774,650

- Federated Dept Store Foundation
- Jeannette Rankin Foundation For Low Income Women
- Oprah's Angel Network
- peaChic Grants (\$500)
- The PepsiCo Foundation (up to \$100,000)
- Proctor and Gamble Corporate Giving
- Tides Foundation – Community Vitality - (up to \$674,150)
- Verizon Foundation – tbd
- Whirlpool Foundation - tbd
- <https://www.forbes.com/advisor/business-loans/business-grants-for-women/>
- <https://www.merchantmaverick.com/the-best-business-grants-for-women/>

# FUNDRAISING OPPORTUNITIES

## 04

### Private Grants - CORPORATE

Grant applications from corporate programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Corporate **MATCHING**: up to \$100,000

Examples – we need employees to donate & the corporations will match:

- Air Products and Chemicals Up to 2:1 \$5,000
- American Express Up to 2:1 \$8,000
- Avon Up to 2:1 \$15,000
- BP (British Petroleum) 1:01 \$5,000
- Bristol-Myers Squibb 1:01 \$30,000
- Capital Group 2:01 \$5,000
- CarMax 1:01 \$10,000
- Choice Hotels 1:01 \$1,500
- Coca-Cola 2:01 \$20,000
- ExxonMobil Up to 3:1 \$22,500
- FM Global Up to 2:1 \$8,000
- Gap Corporation 1:01 \$10,000
- General Electric 1:01 \$5,000
- IBM 1:01 \$5,000
- Johnson & Johnson Up to 2:1 \$20,000
- MBIA 2:01 \$40,000
- Microsoft 1:01 \$15,000
- Pfizer Up to 1:1 \$15,000
- Salesforce Foundation
- Soros Fund Management Up to 3:1 \$300,000
- State Street Corporation 1:01 \$35,000
- Wells Fargo
- Walt Disney Company

Note: Join [doublethedonatio.com](https://doublethedonatio.com) to take it up a notch with corporate matching.

# FUNDRAISING OPPORTUNITIES

05

## Private Grants - CORPORATE

Grant applications from corporate programs,. Currently, the following corporate programs look the most promising (per year grants ~ apply over 3-5 years).

### CORPORATE **STAKEHOLDERS:**

- Golden Gate Transit (parking lot investor)
- Marin Access (parking lot investor)
- Unity in Marin & MOCA (overflow parking investor)
- City of Novato

### CORPORATE \$1 **CHARITY** Check Out: up to \$875,000

- ACE Hardware: (up to \$50,000)
- Amazon Smile: a simple way for purchasers to support their favorite charitable organization every time they check out, at no cost to them. (up to over 12 months - \$250,000)
- Costco: (up to \$50,000)
- CVS: (up to \$50,000)
- eBay: (up to \$50,000)
- Macys "Make Good Cents": (up to \$50,000)
- PayPal: (up to \$50,000)
- Red Boy & Roundtable Pizza: (up to \$10,000)
- Safeway Check-Out: In Novato, 69% of customers say yes when asked to donate at checkout. (up to over 12 months - \$165,000)
- Starbucks: (up to \$50,000)
- Target: (up to \$50,000)
- Walmart & Sam's Club: (up to \$50,000)

### CORPORATE **MARKETING:** up to \$240,000

- Google Ad Grant Program: Free Google Ads to promote fundraising (up to \$10,000 per month free search advertising: up to \$240,000 in ad cost)

# FUNDRAISING OPPORTUNITIES

05

## Private Grants - CORPORATE

Grant applications from corporate programs,. Currently, the following corporate programs look the most promising (per year grants ~ apply over 3-5 years).

**CORPORATE Volunteers:** up to \$10,000

- Volunteer Grants - many large corporations let their employees take paid time off to volunteer for local nonprofit organizations. (human capital support - \$10,000)

Examples:

- Aetna – (20 hours; \$300 for every 20 hours)
- Allstate - (16 Hours; Either \$500 or \$1,000 depending on role)
- Conoco Phillips - (20 Hours; \$500 for every 20 hours (Max \$1,000))
- Dell – (10 Hours; \$150 for every 10 hours)
- ExxonMobil – (20 Hours; \$500 for every 20 hours (Max \$2,000))
- Microsoft – (No Minimum; \$25 per hour)
- Outerwall (Coinstar / Redbox) – (10 Hours; \$15 per hour)
- RealNetworks – (10 Hours; \$15 per hour (Max \$900))
- Time Warner and Subsidiaries - (30 Hours; \$500)
- Verizon 50 Hours – (\$750 for every 50 hours (Max \$1,500))

**CORPORATE Sponsorships:** Raising Funds: up to \$25,000

Sponsorship packages will be sent to Bay Area businesses, music manufacturing companies, music patrons, and any performing arts enthusiasts that own businesses. Currently, the following sponsorships look the most promising:

Examples:

Bank of Marin – event sponsorship

Matt & Jeff's Car Wash – Student Car Wash event sponsorship – (\$500)

RE/Max Gold – ValPak insert sponsorship – (\$550)