

crescendo*Fest*

A Celebration of Locally Grown Music and Food

“A smorgasbord of fall flavors and scrumptious sounds, crescendoFest was a true delight.”

~2010 crescendoFest attendee

- Event Purpose: Signature event to increase scholarship funds and create greater community awareness for Crescendo Academy of Music.
- Event Details: Saturday, October 1, 2011 2-5 pm Epic Center in downtown Kalamazoo.
- Event Program:
 - 1) Progressive Performance—Brief performances & activities featuring both CAM students and faculty including:
 - Crescendo Fiddlers
 - CAM Youth String Trio
 - Aspire Ensemble Vocal Quartet & CAM Faculty
 - Selected CAM Students
 - Music Together demonstrations
 - Petting Zoo
 - 2) Locally Grown Food and Beverages—A variety of family friendly food and beverage samples from local growers and restaurateurs will be available during the event. Participants are being procured at this time. Any remaining food samples will be donated to local food kitchens.
 - 3) Silent Auction—A variety of featured items from Kalamazoo area vendors and businesses and CAM faculty will be available for bid and include:
 - Gift baskets & Gift Certificates Artwork, Home Décor & Jewelry
 - Music-themed gifts for all ages CAM lessons
- 2011 Sponsorship Program: The event will feature three-tiered program for Corporate and Individual Sponsorship with specific levels of benefits.
- Admission: \$10 per person or \$25 for a family of three or more. Tickets will be available in advance through the Crescendo office, from the website or at the door.
- Event Audience: Invitations will be extended to the Crescendo mailing list of more than 600 individuals, families and organizations and to the community at large through print marketing materials.
- Event Marketing: Sponsors/donors will be recognized in select marketing and programming materials before and during the event.

2010 Event:

- Earned enough scholarship money to fund over 80 30-minute lessons.

- Was attended by approximately 300 individuals.

- Featured sponsors that included:
 - Flipse, Meyer and Allwardt CPA
 - Honigman Miller Schwartz and Cohn LLP
 - Levine & Levine

- Featured 15 local food vendors that included:
 - Rustica
 - Something's Brewing
 - Victorian Bakery
 - Papa's Italian Sausage
 - Tiffany's Wine & Spirits
 - Full City Cafe
 - The Park Club
 - Great Harvest Bread Co.
 - Greenside Flower Farm
 - Mamas Hot Salsa
 - Mike's Famous Michigan Bean Dip
 - Plainwell Ice Cream
 - People's Food Co-op
 - Epic Center/ Central City Tap House
 - Sweetwater's Donut Mill

- Featured a wide variety of donated Silent Auction items from donors that included:
 - Bacchus Wine
 - Grand Rapids Symphony
 - Gilmore Keyboard Festival
 - Fontana Chamber Arts
 - Heilman's Nuts
 - Lana's Couture
 - Wellspring
 - Kalamazoo Symphony Orchestra

- For more information, contact Crescendo at 269-345-6664 or www.crescendoacademy.com.