



TOM WILLNER LIVE EXPERIENCE

WITH GOSPEL CHOIR

PONCE CHURCH, ATLANTA

APRIL 12, 2024, 7:30 PM



SPONSORSHIP PROPOSAL



TOM WILLNER MUSIC

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ABOUT TOM WILLNER



Speaker, Performer, Educator

As a cancer survivor and musician, Tom shares his story and performs original music at various types of conferences and events. He is a TEDx Speaker with over 100,000 views on YouTube, and he also speaks about his work in technology.



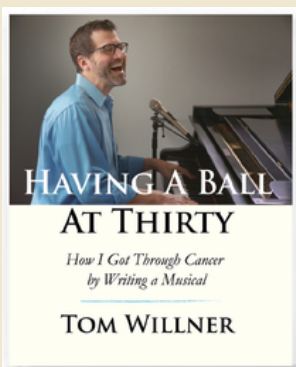
Musician, Composer, Playwright

Tom writes, records, and performs music, and has done so for film, TV, video, and musical theater. He has released several albums, he is a published songwriter, and he wrote a musical about his experience with cancer.



Technology Director

Tom enjoys bringing people and systems together to solve problems. He works at Georgia State University, using high-tech and high touch to help students succeed.



Author

Tom wrote a book about his experience with cancer called "Having a Ball at Thirty: How I Got Through Cancer by Writing a Musical." He also has an article published in a cancer journal.

tomwillnermusic.com

tomwillner.com

storiesandmusic.com



TESTIMONIALS

“Such an amazing and intimate show. We had the best time!!!”

- Katie Ludlam

“Tom's performance, along with his talented ensemble were fantastic! It was a beautiful ambiance with the dim room and the candle lights. The song selection was great and appropriately arranged where we were clapping, grooving, and deeply moved all at the right moments. "I could always make her laugh" is my favorite song - though it's so beautiful it almost always makes me cry. Can't wait for the next one - I will be there!”

- Toni Williams

“Tom’s use of his musical is truly wonderful and unique in a way that is both impactful and unforgettable. I, along with the rest of the audience, was spellbound. People were crying and laughing, sometimes both at once.”

- Pamela Peters, Medscape Education

“There is something really substantial here. The last song ‘I got life and life is good’ created joy in me – a precious thing to earn.”

- Tom Key, Artistic Director of Theatrical Outfit

“Tom’s diverse stylistic talents truly shine. The industry needs more music like his.”

- Earle Holder, Grammy Award Winning Mastering Engineer

“I have been listening to Tom Willner's music since I met him 9 years ago, and continue to be astounded by his extraordinary musicality, his magnificent voice and the great emotional depth I hear in each and every song. He has a tremendous gift as both a pianist and a creative lyricist, and I find myself awaiting each new song or newly arranged cover with great anticipation. Tom's music is a gift...what a talent!”

- Julie Buchwalter

“Seeing things differently is the guiding principle behind 'Turning Thirty,' which attempts to do for cancer what the Tony Award-winning musicals 'Next to Normal' and 'Rent' did for bipolar disorder and people living with HIV, respectively. Set it to music... Similarly, Willner's score packs emotional wallops along with punch lines.”

- Jill Vejnaska, Atlanta Journal-Constitution

- “This was wonderful. Wow. Powerful.”
- “The combination of storytelling and music was excellent. Thank you!”
- “Inspirational!”
- “Excellent! Thank you for bringing this to us!”
- “Fantastic! Such a great show... I would highly recommend it to others.”
- “What a wonderful and moving show.”

- Audience Feedback

TOM WILLNER LIVE EXPERIENCE

After the pandemic, Tom decided he wanted to bring people together again for more than a concert - he wanted it to be an experience. This spawned the idea for the Tom Willner Live Experience, a set of shows that would include the following:

- Live original music with some unique covers
- Varied arrangements with other local artists
- An amazing, unusual venue with a unique ambiance
- Other art forms like storytelling, interactive multimedia, and more

Your sponsorship will help the Tom Willner team deliver a live artistic event that enriches the Atlanta cultural scene and upholds the traditions of the American small concert experience.



Click here to see a video recap at
<https://tomwillnermusic.com/video>

ABOUT THIS EVENT

The **Tom Willner Live Experience with Gospel Choir** takes the experience to a new level:

The venue will be **Ponce Church Atlanta**. Built in 1916, this beautiful Gothic church was the popular Abbey Restaurant from 1977 to 2005. It is located near the Fox Theater.



The show will include a full band along with the **Voices of Victory** gospel choir from **Georgia State University**, led by **Jeremiah Brown**:



<https://news.gsu.edu/2023/07/25/undergraduate-music-education-student-jeremiah-brown-selected-for-lift-every-voice-symposium-at-the-university-of-illinois/>

<https://news.gsu.edu/2023/02/27/music-student-jeremiah-brown-leads-the-charge-for-till-victory-is-won/>

Sponsorship goal: \$7000

Expenses:

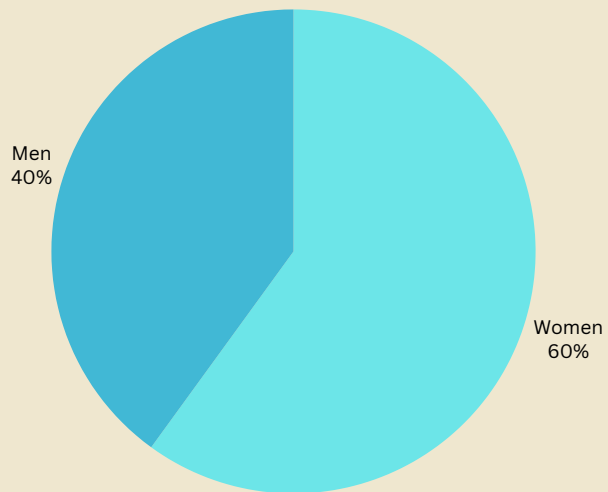
- talent: \$2500
- sound, video, security, etc: \$2500
- venue and supplies: \$2000

Benefits for sponsors:

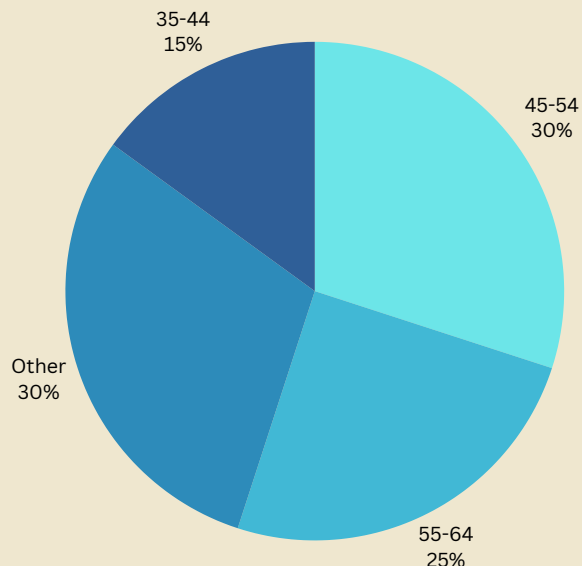
- Goal for this show is 200 attendees
- Tom has over 3000 social media followers and email list subscribers
- Tom has appeared in the **Atlanta Journal-Constitution** and **Atlanta Intown**, and on **Fox 5 Atlanta**, **CBS Atlanta**, **NBC 11 Alive**, and **TBS**

Audience demographics: predominantly upper-middle income

60% women
40% men



Ages:
15% 35-44
30% 45-54
25% 55-64

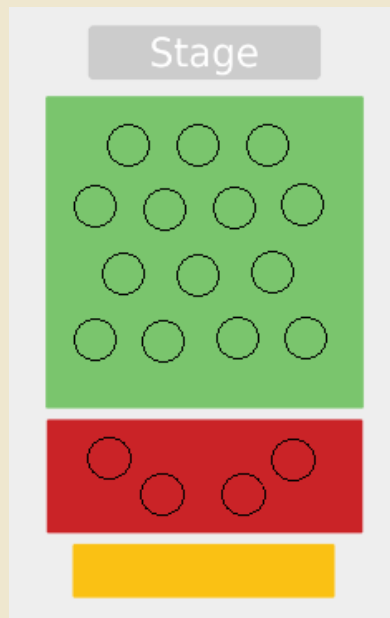


Benefits for sponsors, continued:

- All Sponsors will be displayed before and after the show on two large monitors located on the stage



- All Sponsors will receive complimentary tickets to the event, from 2 tickets up to a full table of 10 tickets. The normal ticket prices are shown below, which makes the complimentary tickets in sponsorships a good value



VIP Section:
First two rows of tables reserved for Sponsors

Main floor - \$45 tickets

Lobby - \$40 tickets

Balcony - \$35 tickets

- Higher level Sponsors will also receive \$5 off the ticket price in any section for employees and friends - between 10-15% off the normal ticket prices

SPONSORSHIP PACKAGES

Purchase at <https://tomwillnermusic.com/sponsor>

BRONZE	<ul style="list-style-type: none">• Two complimentary tickets in VIP area near the stage• Listed as a Bronze Sponsor on large monitors before and after the show	\$100
SILVER	<ul style="list-style-type: none">• Four complimentary tickets in VIP area near the stage• Listed as a Silver Sponsor with corporate logo on large monitors before and after the show	\$250
GOLD	<ul style="list-style-type: none">• Six complimentary tickets in VIP area near the stage• Listed as a Gold Sponsor with corporate logo on large monitors before and after the show• \$5 off discount code for employees and friends	\$500
PLATINUM	<ul style="list-style-type: none">• Reserved VIP table for ten people with flowers and personalized memento• Listed as a Platinum Sponsor with corporate logo on large monitors before and after the show• \$5 off discount code for employees and friends• Name and corporate logo displayed on advertisements, website, and videos	\$1000