

2024-2025 SPONSORSHIP OPPORTUNITIES

50TH
ANNIVERSARY
1975-2025

STULBERG
INTERNATIONAL STRING COMPETITION

C.05.16.24

WHO WE ARE...

OUR VISION

Our vision is to deepen community engagement while offering a premier string competition.

OUR MISSION

The mission of the Stulberg Competition is to promote excellence in string instrument performance by gifted artists under the age of twenty years old.

BOARD OF TRUSTEES

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The Stulberg International String Competition promotes excellence in string instrument performance by gifted musicians under the age of 20 years old. The Stulberg has an impressive track record of counting some of the world's most gifted string artists among its participants and prizewinners.

Founded in 1975 to honor Dr. Julius Stulberg, the Stulberg Competition attracts the finest conservatory string players in the world. Boasting over 2,500 young string participants in its 50-year history, many of the competition's previous winners have gone on to illustrious classical music careers.

Dr. Julius Stulberg was the Professor of Violin at Western Michigan University and Conductor of the University Symphony Orchestra from 1945-1974. In addition to his duties at WMU, Julius Stulberg was Conductor of the Kalamazoo Junior Symphony Orchestra from 1941-1974. Today, the Stulberg International String Competition maintains a close relationship with both organizations, each of which presents a Stulberg medalist every year.

The competition attracts applicants from around the world. Utilizing a blind screening process, 12 semifinalists are invited to compete for the gold, silver, bronze medals and the Bach Prize. Along with a monetary award, there are performance opportunities in the Kalamazoo, Michigan area as well as regionally and nationally.

CONNECT

(269) 343-2776 | www.stulberg.org | info@stulbergcomp.org



STULBERG INTERNATIONAL

Countries of Origin for the 2023-2024 Stulberg Applicants

4,000+

livestream viewers
via Facebook &
YouTube channels



63,000+

livestream viewers
FROM CHINA

United States
Australia
Brazil

Canada
China
France

Greece
Hungary
India

Italy
Japan
Malaysia

Mongolia
Singapore
South Korea

Sweden
Taiwan

SPONSORSHIP BENEFITS

**PRESENTING
SEASON PARTNER**
\$25,000 AND ABOVE

DIAMOND
\$10,000 - \$24,999

PLATINUM
\$7,000 - \$9,999

GOLD
\$5,000 - \$6,999

SILVER
\$2,500 - \$4,999

BRONZE
\$1,000 - \$2,499

COPPER
\$500 - \$999

TICKET BENEFITS

# of tickets to Rachel Barton Pine Recital	10						
# of tickets to Anniversary Gala	10						
# of tickets to Sponsor Appreciation Event	10	10	8	6	4	4	2
# of tickets to 2025 Stulberg Competition	10	10	8	6	4	4	2
20% Discount on Additional Ticket Purchases	●						

PROMOTIONAL BENEFITS

On Stage Welcome Opportunity	●						
Listed on all 2024-25 Season Materials	●						
Competition Advertisements	●						
Corporate Item in Goody Bags	●	●					
Logo on all Print Materials	●	●					
Logo Placed in the Banner on the Stulberg Website	●	●					
Competition Livestream Advertising	●	●	●				
Press Release	●	●	●				
Logo Placed on the Stulberg Website	●	●	●	●	●	●	●
Social Media Promotions (Facebook, Instagram)	●	●	●	●	●	●	●
Email Blasts	●	●	●	●	●	●	●
Logo on Event Sponsor Banners	●	●	●	●	●	●	●
Program Inclusion	●	●	●	●	●	●	●



PRESENTING SEASON PARTNER

\$25,000 and Above

As the Presenting Season Partner of the 2024-2025 Stulberg, you truly are a partner to the Stulberg International String Competition. This level is the greatest value to you and/or your company by providing tickets to events, a discount on additional ticket purchases, and inclusion on all promotional materials throughout the year.

TICKET BENEFITS

10 Tickets to Rachel Barton Pine Solo Recital (November 23, 2024)

10 Tickets to the Stulberg's 50th Anniversary Gala (April 19, 2025)

10 Tickets to the Sponsor Appreciation Event (May 16, 2025)

10 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

20% Discount on Additional Ticket Purchases

PROMOTIONAL BENEFITS

- On-stage welcome opportunity at Competition (May 17, 2025)
 - Listed as a Presenting Season Partner on all concert listings throughout the season
 - Name and/or logo listed in all 2024-2025 season promotional materials (print, email, social media, signage, and digital content)
 - Name and/or logo listed in all 50th Anniversary Competition promotional materials (print, email, social, media, signage, and digital content)
 - Advertising opportunity in livestream during 50th Anniversary Competition
 - Full-page advertisement in Competition program book
 - Business logo with link prominently placed in the banner on the Stulberg Competition website
 - Inclusion of corporate promotional materials in participant goodie bags
 - Inclusion in all press releases
 - Social media promotion (Facebook and Instagram)
 - Logo on all Stulberg Competition sponsor banners
 - Inclusion in 50th Anniversary Competition program book
- 

DIAMOND SPONSOR

\$10,000 - \$24,999

As a Diamond Sponsor you are a leader in supporting the Stulberg Competition. You receive many benefits for you and/or your company that include tickets to events, and inclusion in the 50th Stulberg International String Competition promotional materials. Inclusion in the Stulberg's livestream is also included, which reaches approximately 65,000 people nationally and internationally.

TICKET BENEFITS

10 Tickets to the Sponsor Appreciation Event (May 16, 2025)

10 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Major sponsor highlight in Competition program book and Competition signage
- Name and/or logo listed in all 50th Anniversary Competition promotional materials (print, email, social media, signage, and digital content)
- Advertising opportunity in livestream during 50th Anniversary Competition
- Full-page advertisement in Competition program book
- Business logo with link prominently placed in the banner on the Stulberg Competition website
- Inclusion of corporate promotional materials in participant goodie bags
- Inclusion in 50th Anniversary Stulberg Competition press release
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book





PLATINUM SPONSOR

\$7,000 - \$9,999

As a Platinum Sponsor you receive many benefits for you and/or your company that include tickets to Competition weekend events, and inclusion in the 50th Stulberg International String Competition promotional materials. Inclusion in the Stulberg's livestream is also included, which reaches approximately 65,000 people nationally and internationally.

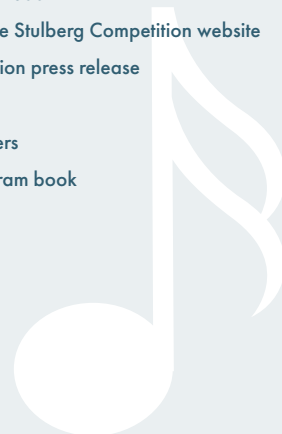
TICKET BENEFITS

8 Tickets to the Sponsor Appreciation Event (May 16, 2025)

8 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Advertising opportunity in livestream during 50th Anniversary Competition
- Full-page advertisement in Competition program book
- Business logo with link prominently placed on the Stulberg Competition website
- Inclusion in 50th Anniversary Stulberg Competition press release
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book



GOLD SPONSOR

\$5,000 - \$6,999

As a Gold Sponsor you receive many benefits for you and/or your company that include tickets to events, and inclusion in the 50th Stulberg International String Competition promotional materials.

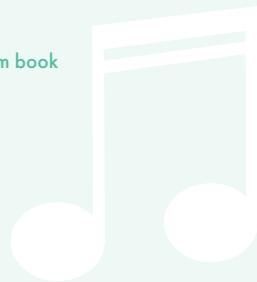
TICKET BENEFITS

6 Tickets to the Sponsor Appreciation Event (May 16, 2025)

6 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Advertising opportunity in livestream during 50th Anniversary Competition
- Half-page advertisement in Competition program book
- Business logo with link prominently placed on the Stulberg Competition website
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book





SILVER SPONSOR

\$2,500 - \$4,999

As a Silver Sponsor you receive benefits for you and/or your company that include tickets to events, and inclusion in the 50th Stulberg International String Competition promotional materials.

TICKET BENEFITS

4 Tickets to the Sponsor Appreciation Event (May 16, 2025)

4 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Half-page advertisement in Competition program book
- Business logo with link prominently placed on the Stulberg Competition website
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book



BRONZE SPONSOR

\$1,000 - \$2,499

As a Bronze Sponsor you receive benefits for your and/or your company that include tickets to Competition weekend events and inclusion in the 50th Stulberg International String Competition promotional materials.

TICKET BENEFITS

6 Tickets to the Sponsor Appreciation Event (May 16, 2025)

6 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Advertising opportunity in livestream during 50th Anniversary Competition
- Half-page advertisement in Competition program book
- Business logo with link prominently placed on the Stulberg Competition website
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book





COPPER SPONSOR

\$500 - \$999

As a Copper Sponsor you receive benefits for you and/or your company that include tickets to the Sponsor Appreciation Event and the 50th Stulberg Competition plus inclusion in the 50th Stulberg International String Competition promotional materials.

TICKET BENEFITS

2 Tickets to the Sponsor Appreciation Event (May 16, 2025)

2 Tickets to the 50th Anniversary Stulberg Competition (May 17, 2025)

PROMOTIONAL BENEFITS

- Half-page advertisement in Competition program book
- Business logo with link prominently placed on the Stulberg Competition website
- Social media promotion
- Logo on all Stulberg Competition sponsor banners
- Inclusion in 50th Anniversary Competition program book





ADVERTISING OPPORTUNITIES

Promote your company or organization in our beautiful program book which is distributed to audiences and participants during the Stulberg Competition weekend, both in print and digitally online. Our elegant program book design maximizes visibility and ensures that your advertisement stands out.

Full-Page Advertisement \$750
5"W x 8"H - Back Cover

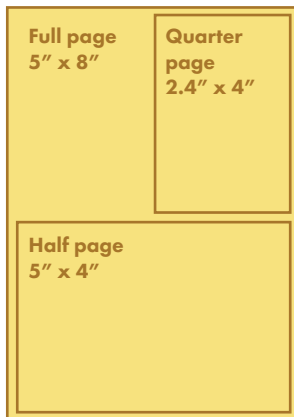
Full-Page Advertisement \$650
5"W x 8"H - Inside Cover (Front or Back)

Full-Page Advertisement \$500
5"W x 8"H

Half-Page Advertisement \$250
5"W x 4"H

Quarter-Page Advertisement \$125
2.5"W x 4"H

High-resolution color PDF/PNG/JPEG required



PAID DIGITAL ADD-ON OPPORTUNITIES

Livestream Advertisement – \$500

The Stulberg’s livestream has a broad reach around the United States and the world. Our livestream typically has over 1,000 viewers through our viewing platforms and over 63,000 viewers from China through WeChat!

Social Media Promotion - \$200

Connect with our digital community of nearly 4,000 followers on Facebook and 1,000 Instagram followers. This promotion includes one post on Facebook and one post on Instagram.

Participant Folder Advertisement - \$150

Each semifinalist, judge, and piano accompanist receives a goodie bag full of information and snacks upon their arrival. Include an advertisement or promotional item in each bag, directly reaching participants with your message!



2024-2025 STULBERG SEASON EVENTS

CELEBRATING 50 YEARS OF STULBERG WITH RACHEL BARTON PINE

Saturday, November 23, 2024 | 7:30 p.m.

Dalton Center Recital Hall, Western Michigan University, Kalamazoo

Kicking off a season of celebrations for the Stulberg International String Competition's 50th Anniversary, we feature a solo recital with Stulberg alumna and 2025 judge, Rachel Barton Pine.

Heralded as a leading interpreter of the great classical masterworks, American concert violinist Rachel Barton Pine thrills international audiences with her dazzling technique, lustrous tone, and emotional honesty. With an infectious joy in music-making and a passion for connecting historical research to performance, Pine transforms audiences' experiences of classical music.

STULBERG'S 50TH ANNIVERSARY GALA

Saturday, April 19, 2025 | 6:30 p.m.

The Desenberg, Kalamazoo

A celebration to honor the Stulberg's 50th Anniversary! This formal event will feature entertainment by 2021 Stulberg judge Mitchel Newman and 2025 Stulberg judge Lucas Richman. Mr. Richman is a respected composer and has been commissioned to write a concerto in honor of the Stulberg's 50th. Mr. Richman and Mr. Newman will give audiences a sneak peek of the piece and provide entertainment. Dinner and drinks will be served.

2024-2025 STULBERG SEASON EVENTS

SPONSOR APPRECIATION EVENT

Friday, May 16, 2025 | 7:30 p.m.

Location TBA

It's supporters like you that truly make the Stulberg Competition possible, and we would like to thank you for your support. Please join us for drinks, hors d'oeuvres, and a special performance from 2025 judge, cellist Li-Wei Qin. Mr. Qin is our first Chinese judge and we're thrilled to host him at this Competition. His performance promises to be inspiring!

50TH ANNIVERSARY STULBERG COMPETITION

Saturday, May 17, 2025 | 7:30 p.m.

Dalton Center Recital Hall

The grand finale final event of the Competition weekend! Six extraordinarily talented finalists perform for a panel of judges for cash prizes, performance opportunities, and the chance opportunity to premiere a new piece of music. This year's judges are violinist Rachel Barton Pine, composer Lucas Richman, and cellist Li-Wei Qin.





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