

ACM@UCO

METRO MUSIC

SERIES

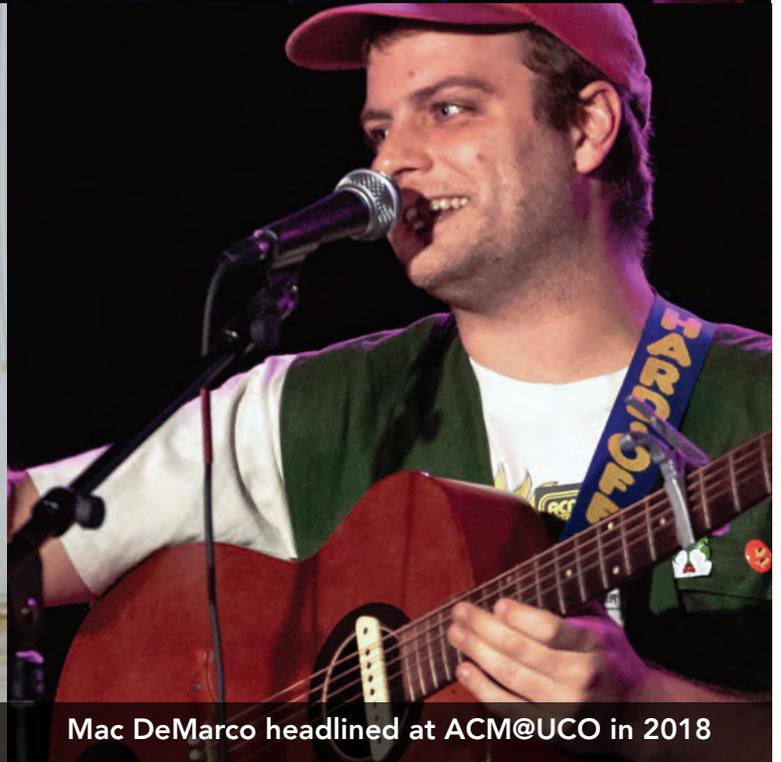
SPONSORSHIP OPPORTUNITIES



The Revolution performing at ACM@UCO in 2018



NoName headlined at ACM@UCO in 2019



Mac DeMarco headlined at ACM@UCO in 2018

THE ACADEMY OF CONTEMPORARY MUSIC
AT THE UNIVERSITY OF CENTRAL OKLAHOMA

ACM@UCO Celebrates a Decade of Building Entrepreneurial Music Careers!

2018 marked the Academy of Contemporary Music at the University of Central Oklahoma's (ACM@UCO) 10th anniversary. To celebrate this landmark, ACM@UCO expanded its long-running Metro Music Festival into the **Metro Music Series**, featuring year-round events and learning opportunities benefitting both students and the community.

One-hundred artists participated in dozens of events in the inaugural Metro Music Series — including concerts, workshops, clinics and masterclasses — for an estimated **6,000** students and community members.

ACM@UCO is ready to repeat that success in its 2019-2020 school year, and welcomes your support in making it a success. Grants and sponsorships also help ensure that hundreds of ACM students can attend Metro Music Series events free-of-charge as a part of ACM@UCO's mission to provide them with opportunities for transformative, real-world learning and networking experiences.

About the Metro Music Series

ACM@UCO presents Metro Music Series **performances, masterclasses, clinics** and **workshops** by ACM-affiliated music acts, as well as regional, national and international industry luminaries. Dozens of ticketed and free, all-ages events expose audiences to new music, cultural diversity, educational opportunities, our campus, and Oklahoma City's thriving Bricktown entertainment district. The Metro Music Series is also an important piece in growing arts-related partnerships throughout the metro area, the state of Oklahoma, the music and entertainment industry and beyond.

Masterclasses are conversations with industry leaders and music icons, hosted by ACM@UCO CEO and Executive Director Scott Booker. Students can also participate in asking questions. Past guests include **Elvis Costello, Roger Daltrey of The Who, folk-rockers Mumford and Sons, electronica pioneer Moby, singer-songwriter Ben Folds**, and dozens of others. Masterclass admission is free and open to everyone.

Clinics and workshops provide students learning opportunities with professional touring musicians in ACM@UCO's on-campus studios, allowing artists unique, expert mentorship opportunities in songwriting, drumming, piano playing, recording, producing and more — in nearly every genre imaginable.

About ACM@UCO

The Academy of Contemporary Music at the University of Central Oklahoma (ACM@UCO) prepares students for careers in the music industry through its entrepreneurially driven curriculum and real-world networking, learning and mentorship programs.

Located in downtown Oklahoma City's Bricktown entertainment district, ACM@UCO's campus features multiple professional recording studios, performance venues, technology education courses, hands-on classroom experiences and dedicated rehearsal spaces — all directed by faculty and staff with decades of expertise in all facets of the business.

Additionally, students are mentored by faculty and staff who have toured, recorded, written, produced, created videos for and performed/worked with a genre-bending array of artists: **Elton John, Willie Nelson, Aretha Franklin, Rage Against the Machine, Pink, Chet Baker, Miley Cyrus, The Flaming Lips, Steve Burns, Colourmusic, Bone Thugs-N-Harmony, Skrillex, Tame Impala, THEY., Fidler, Dr. Dog ...** the list goes on.



Gary Numan led a masterclass at ACM@UCO in 2018

ACM@UCO Metro Music Series Reach

Potential Monthly Social Media Reach Across UCO-Affiliated Social Media:

120.5k+

Total MMS Followers of ACM and CFAD:

22.5k+

ACM@UCO Social Media

9.5k Facebook followers

4k Twitter followers

3k Instagram followers

UCO College of Fine Arts and Design

4k Facebook followers

1k Twitter followers

1k Instagram followers

University of Central Oklahoma

47k Facebook followers

19k Twitter followers

13.5k Instagram followers

University of Central Oklahoma Alumni & Friends

2.5k Facebook followers

2k Twitter followers

14k Instagram followers

About Scott Booker, CEO of ACM@UCO

Scott Booker, music industry entrepreneur and longtime manager of **The Flaming Lips**, founded ACM@UCO in 2009. He also earned his teaching degree from Central State University, now known as the University of Central Oklahoma.

His love of music — and the DIY spirit that drives it — took root in his youth, where he clerked at record stores like Sound Warehouse and Oklahoma City's legendary Rainbow Records. There, he met psychedelic rock act The Flaming Lips and soon became the band's manager, too — a job he still holds today. Booker learned the music industry from the ground up, fostering long-lasting relationships with record labels, touring acts, musicians and important industry professionals along the way.

His experiences eventually led him full circle to a chance meeting with the Academy of Contemporary Music in London. A partnership developed, winning support from UCO leadership and members of the Oklahoma State Regents for Higher Education. In 2009, ACM@UCO opened its doors to 160 students.

In the intervening decade, Booker's leadership has helped the Bricktown campus grow from several classrooms on one floor to filling all four floors of its school with almost 400 students, teaching a curriculum that offers both associate and bachelor's degrees.



Molly Burch headlined at ACM@UCO in 2018

Sponsorship Opportunities

Level 6: Fan Club (\$500-\$999)

- Company logo/hyperlink on UCO's College of Fine Arts and Design's website during the sponsorship term
- Sixteen (16) tickets to Metro Music Series performances, allowing up to two tickets per selected event

Level 5: Road Crew (\$1,000-\$2,499)

All benefits of previous level, plus:

- Sponsorship mention in all Metro Music Series posts on ACM's The Backbeat blog
- Ten additional (26 total) tickets to Metro Music Series performances, allowing up to two tickets per selected event

Level 4: Opening Act (\$2,500-\$4,999)

All benefits of previous levels, plus:

- Sponsorship mention in all official Metro Music Series-related press releases, sent to media contacts throughout Oklahoma
- Company sponsorship mentions on all Metro Music Series Facebook and Eventbrite event pages
- Sixteen additional (42 total) tickets to Metro Music Series performances, allowing up to six tickets per selected event

Level 3: Sidemen (\$5,000-\$9,999)

All benefits of previous levels, plus:

- Inclusion of logo in all print advertisements during the sponsorship term
- Company logo/contributor's name on event posters
- Sixteen additional (58 total) tickets to Metro Music Series performances, allowing up to six tickets per selected event
- One-time use of the ACM@UCO Songwriting Room for your special event (pending availability)

Level 2: Special Guest Artists (\$10,000-\$14,999)

All benefits of previous levels, plus:

- Co-presenting rights for Metro Music Series during the sponsorship term
- Naming rights for ACM@UCO Songwriting Room or masterclass events during the sponsorship term
- Sixteen additional (74 total) tickets to Metro Music Series performances, allowing up to ten tickets per selected event
- Company logo/contributor's name on signage at ACM@UCO venues during the sponsorship term
- A personal tour of the ACM@UCO campus by CEO Scott Booker (up to 15 people in a group)

Level 1: Headliners (\$15,000+)

All benefits of previous levels, plus:

- Primary presenting rights for Metro Music Fest during the sponsorship term
- Naming rights for ACM@UCO concert venue events during the sponsorship term
- Twitter, Facebook and Instagram sponsorship mentions during the sponsorship term
- Stage acknowledgements preceding performances
- Opportunities to distribute promotional items during select Metro Music Series performances
- Twenty-six additional (100 total) tickets to Metro Music Series performances, allowing up to ten tickets per selected event

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Twin Shadow headlined at ACM@UCO in 2018

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