



AMERICAN CENTURY MUSIC

About the ACM Ambassador's Initiative

Dear Friends,

It is with great enthusiasm I announce the second performance year of American Century Music, Inc. To be announced soon, the 2011/2012 season will have 10 scheduled concerts and two important milestones for ACM: the start of a monthly concert series and presentation of two full-length programs, both in Boston. In support of these events ACM is launching its first fundraising campaign, the *ACM Ambassadors Initiative*. I invite you to help advance the mission of ACM by making a financial contribution.

Of course, I realize that all expenditures are careful considerations for everyone. So let me give you a bit of background on ACM, its first year achievements, and future plans to give you a sense of what your donation will support.

ACM is a 501(c)(3) non-profit organization committed to performing the works of 20th-century American composers. Much of this large body of repertory is unjustly neglected and, with the passing of time, many of the important American composers from "The American Century" are becoming increasingly forgotten and unknown to the general public.

ACM's first performance year (2010/2011) achieved the goals of 1) demonstrating that there is an interested audience for 20th-century American music, and 2) collaborating with existing cultural institutions to present ACM events. The year started with a well attended and reviewed 3-part summer concert series in collaboration with the Boston Public Library – one of Boston's most venerated cultural institutions. Among the composers featured were Amy Beach, Arthur Berger, Donald Martino, and Walter Piston. This spring the ACM/BPL partnership continues with a 2-part lecture/concert series highlighting works held in the BPL collections. The programs are titled "American Modernists and the Influence of Jazz" and "Copland, Thomson, Piston and the 'Commando Unit' of the 1930-40s." A November 2010 concert at the Smithsonian American Art Museum in Washington DC was presented in conjunction with that institution's Norman Rockwell exhibition. The performance featured works by Piston, Beach, Charles Griffes, Charles Ives, and Aaron Copland, and was enthusiastically received by an over-capacity audience. Finally, ACM brought the first classical music performances to Maudslay Art Center in Newburyport, MA, an important venue on New England's list of small art centers.

Organizationally, the 2010/2011 fiscal year saw the development of ACM's website, including the donation of original drawings by New York artist, Jonathan Twingley. ACM's Board of Directors includes Erwin "Pete" Peters of InnovateVMS, the Venture Mentoring Service of Innovate St. Louis, Boston-based clarinetist Michael Norsworthy, and Marc Thayer, Vice President of Education and Community Partnerships at the St. Louis Symphony. Additionally I am grateful for the help of a couple of extremely dedi-

cated volunteers and start-up donors who helped make this first performance year a great success.

The coming second performance year – September 2011- May 2012 – will see an inaugural ACM monthly concert series and two full-length programs held at First Church of Boston, a respected performance venue in Boston's Back Bay area. The concert series presents a midday half-hour long performance on the second Thursday of each month. The full-length evening programs are scheduled for November 4, 2011 and March 9, 2012. ACM will continue its relationship with the BPL as it develops new partnerships with other notable cultural organizations in Massachusetts and the DC area in order to expand its performance offerings.

In a short amount of time, ACM has performed over 20 works by a dozen composers. Bringing some these composers out of relative obscurity involves a bit of detective work (as some music is out of print or hard to find), but discovering the connections between artists, investigating the historical and cultural contexts in which these men and women worked, and re-establishing their presence in live performances is satisfying work.

I am very optimistic of ACM's potential. A recent exchange with a fellow musician at a concert in Boston's Back Bay is an example of the regular cues I receive that ACM is on the right path. It went something like this:

I was listening to a piece on the radio.... it was spectacular... I didn't know the composer right off so I sat in my car to hear the end and get the name... Amy Beach. Amy Beach? I couldn't believe it. I thought, hey, this is good!

At this time I'm asking you to invest in ACM, its mission, and its 2011/2012 season. ACM is looking to raise \$50,000 for the coming performing season. Single event performance costs range from \$1,500 to \$6,000, depending on the number of players and music programmed. On average, 70% of costs go towards musician's fees, 20% to administration, and the remaining 10% to marketing/publicity. Typical musician fees range from \$300-\$700 per musician per event.

Any donation is valued. ACM is seeking Ambassadors to contribute at the level of \$150 as well as concert underwriters who are able to sponsor a single concert in whole or in part. And given ACM's 501(c)(3) status, you will receive a letter allowing you to deduct this contribution from your 2011 taxes.

Thank you for considering becoming an ACM donor.

Sincerely,

Scott Parkman

Artistic and Executive Director

scott@americancenturymusic.org

Ambassador's Initiative

Support American Century Music by
making a financial contribution today!

Suggested investment levels:

- Founder's Circle - Underwriter (Please contact Scott directly for more details)
- Ambassador - \$150 and above
- Diplomat - \$100
- Envoy - \$50
- Friend - \$25

Contributions can be made to ACM by sending a check to:

American Century Music
P.O. Box 15243
Boston, MA 02215

Please make check out to American Century Music, Inc.

Or contribute online by clicking the "donate" button below.



All donors will be sent a letter via regular mail confirming their tax-deductible contribution.

Thank you for supporting American Century Music!