

The Recording Industry's



Unite  
your  
community



Revive  
your  
local  
economy

Co-sponsor  
free, live  
music!

A grant opportunity in association with



With the support of



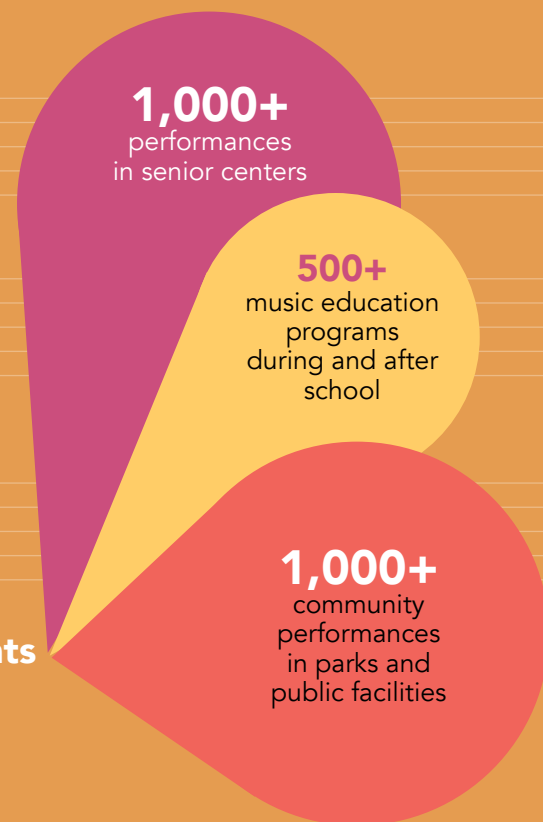


# 1 What is the MPTF?

The music industry's Music Performance Trust Fund is an independent, 501(c)(3) not-for-profit funded by major recording companies including Sony Music, Universal Music Group, Warner Music Group, and Disney. The MPTF was established in 1948 to contribute to the public knowledge and appreciation of music, as well as making music a part of every child's life experience. Visit the MPTF website for more details: [www.musicpf.org](http://www.musicpf.org)

# 2 What Do WE Do?

- We offer matching grants to support performances of **free, live music** in communities across North America
- All events are free for the community to enjoy
- Professional musicians and others are fully paid for their talent and service
- Supporting communities throughout the U.S. and Canada for nearly **75 years!**
- In the year prior to Covid-19, we sponsored or co-sponsored over **2,700 events**



# 3 How Do WE Work with YOU?

- Community organizations can source **OUR** funds with the help of the local office of the American Federation of Musicians (AFM). Find **YOURS** here: [www.afm.org](http://www.afm.org)
- Together, **YOU** develop a plan for a free live musical event
- The AFM local office applies for **OUR** grant and coordinates all performance plans with **YOU**
- **WE** provide the MPTF share of event funding to your organization, and **YOU** pay the musicians and other professionals involved



# 4 WHO Partners with US?

Local government organizations	Chambers of Commerce	Public libraries
Labor councils	Business improvement associations	Local orchestras
School systems	Festival organizations	Arts councils
Senior centers	Assisted living facilities	Hospitals

# 5 What Kind of Music?

- JAZZ
- BLUES
- CLASSICAL
- FOLK
- POP
- COUNTRY
- R & B

You name it! What do you love? What does your community crave?

NO ONE HAS TO DO IT BY THEMSELVES THE MPTF IS HERE TO HELP!

# MAKE AN IMPACT

Your Co-Sponsorship Makes A Difference!

- Bring new funds into to your community
- Re-unite, re-ignite and energize your neighborhood
- Create an event that is strategic for local business
- Bring people together for positive interaction and enjoyment
- Stimulate musical culture
- Support the local and regional music scene, benefiting the local economy

BE A  
CATALYST  
IN YOUR  
COMMUNITY  
LET'S PRESENT  
FREE, LIVE MUSIC  
TOGETHER!

# TAKE THE LEAD

- Call your local AFM
- Team up with other local businesses, government, like-minded citizens, and musicians in your community

# YOU CAN DO IT!

- Create a one-time, special free, live music event for your community
- Establish a series of performances
- Support music education in your schools
- Provide entertainment to a very appreciative senior audience

# WHY NOW?

- Communities miss their neighbors, friends and family
- People need uplifting experiences and to make memories again
- We crave the simple joy of attending performing arts events
- Music has always brought us together
- The day is coming soon when we can gather again, safely, in public
- We can help you present free, live music in your hometown!

[www.musiccpf.org](http://www.musiccpf.org)

For immediate help, contact your local AFM:

