



FROM THE TOP NATIONAL TOUR



It's classy reality programming. You don't have to be a classical music fan to love this show."

Jamie Gangel
NBC Today



From the Top's unique combination of cultivating young musicians' skills through performance and impressing on them the privilege and obligation of sharing their talents through community outreach has been a tremendous asset the the Festival."

Robert Cross
Executive Director
Virginia Arts Festival



From the Top creates community impact and offers us the ability to engage the community in ways no other national program does."

Scott Kornblum
General Manager
WSMC-FM Chattanooga

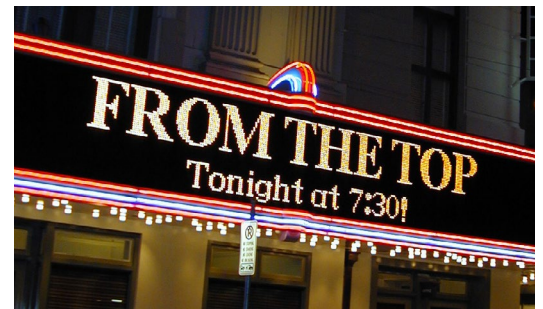
From the Top is NPR's hit radio show, airing on more than 220 stations nationwide. It is a weekly, hour-long showcase of America's top young classical musicians, ages 8-18, featuring performances and interviews.



Hailed by critics as "the best thing to happen to classical music since Leonard Bernstein's Young People's Concerts," a *From the Top* recording is a feel-good family concert, attracting audiences from ages 7 to 70. It provides social capital as an exciting community outreach event, and is the keystone piece to a family performance series.



credit: Neale Eckstein



Added Value

- ▶ National visibility on more than 220 radio stations across the country
- ▶ Presenters control the box office and receive ALL earned income
- ▶ Promotional considerations for local sponsors and underwriters
- ▶ Post-show receptions for premium ticket buyers
- ▶ PR and outreach opportunities through local talent search
- ▶ Customized educational projects, including school and community visits
- ▶ Scholarship opportunities via the Jack Kent Cooke Young Artist Award program



“

From the Top in concert at the National Gallery of Art in Washington was a special experience for the live audience, especially the young people in attendance.”

Stephen Ackert
Head of Music
Smithsonian Institution
National Gallery of Art

“

Having *From The Top* come to Hawaii for a residency has created a resonance in the cultural life of this community and reinforces for us that this kind of community outreach is one of the most valuable we can exercise.”

Michael Titterton
President and General Manager
Hawaii Public Radio

“

From the Top proved to be a fabulous way for us to attract new patrons, build regional partnerships, and kickoff initiatives in arts education.”

Laura Kratt
Troy Savings Bank Music Hall

Details, please.

From the Top provides the complete production, plus travel for the talent, crew, and staff. *From the Top* also provides marketing and public relations materials and support to help generate ticket sales and media interest in the event, from ad slicks to custom-made on-air promos. The show is best presented in concert halls and theatres seating 800–1,500.

- ▶ Performance fee to *From the Top*: \$25,000
- ▶ Lodging (approximately 20 rooms at a first class hotel for 2 nights)
- ▶ Local production and marketing costs range from \$5,000–\$10,000



Presenters Include:

- Aspen Music Festival
- Buffalo Philharmonic Orchestra
- Chautauqua Music Festival
- Cincinnati Pops
- Dallas Symphony Orchestra
- Eastman School of Music
- Great Wall International Music Festival
- Hawaii Public Radio
- Kimmel Center
- Mechanics Hall
- Mondavi Center
- National Gallery of Art
- National Music Museum
- New World Center
- Pacific Symphony
- Ravinia Festival
- Schwartz Center at Emory University
- Stanford Live
- Teatro Mayor, Bogotá
- Texas Public Radio San Antonio
- Virginia Arts Festival



For more information about booking a live concert recording of *From the Top*, contact David Balsom.

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