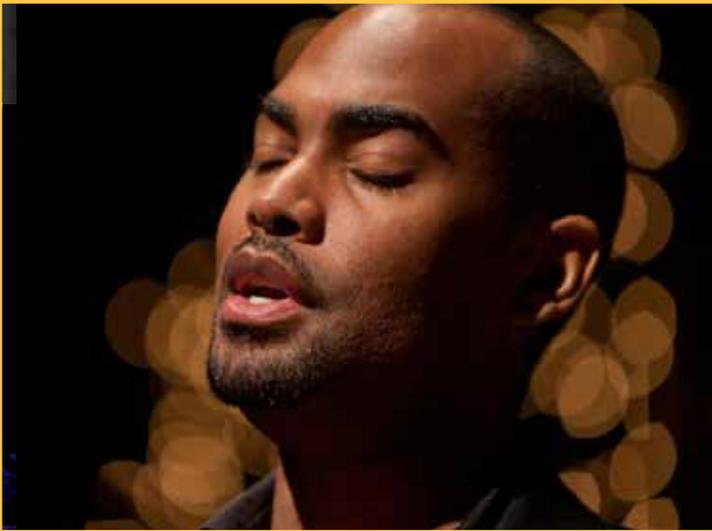


# LEGACY OF SOUND <sup>2</sup>

25<sup>TH</sup> ANNIVERSARY EDITION  
CONSPIRARE'S CREATIVE CAPITAL CAMPAIGN



  
**conspirare**  
Craig Hella Johnson • A COMPANY OF VOICES

## CELEBRATING OUR 25<sup>TH</sup> ANNIVERSARY LEGACY OF SOUND 2 AND CONSPIRARE PROGRAMMING

Legacy of Sound 2 is Conspirare's creative capital campaign built from a community who wants to create a lasting collection of Conspirare's music, a Legacy of Sound. Inspired by the visionary performances, recordings, and special projects of Craig Hella Johnson and Conspirare, Legacy of Sound 2 supporters are united by their commitment to a sustainable future of world-class, dynamic choral art for Conspirare.

Conspirare's 25th anniversary season (2018–2019) is inspired by African-American poet Langston Hughes' poem "I Dream a World." Conspirare will feature a robust Austin season of music, national touring of *Considering Matthew Shepard*, a return to recording, and several new works via commissions. Thematically framing the next two seasons, "I Dream a World" brings clear and sincere intention to making art with an openness and awareness of the world we live in as we launch an exciting new era of music that speaks with freshness, directness, vibrancy, and connectivity. Voices of the past dance with voices of today to illuminate all of the musical offerings. Legacy of Sound 2 will fund the work of Craig Hella Johnson and Conspirare throughout "I Dream a World" and beyond.



### A NOTE FROM CRAIG I DREAM A WORLD

Conspirare's family of artists, listeners, and supporters have been engaging in the transformative power of world-class choral music performances to call us into a deeper experience of who we truly are, individually and together. It is my sincere desire and commitment to create great art and present extraordinary performances rooted in the place of dynamic tension in which the choral art currently finds itself. As an artist, I want to bring a clear intention to making art with an openness and awareness to the world we are living in, the people we are living with and singing for, and the deep cries for justice in many areas of our world near and far. I want our music to be a part of this dialogue and to be a way that we express love in the world.

I also want to continue to dedicate ourselves to performing important and compelling works from the musical canon; fine performances of these classic works bring illumination into the world. Finally, the simplest goal we have is to create great programs and present performances of the highest quality. Dynamic, breathtaking, grounded, probing, joyful, alive.



# LEGACY OF SOUND 2 STRATEGIC GOALS

		
<b>CREATE WORLD CLASS, DYNAMIC MUSICAL ART THAT REACHES A GLOBAL AUDIENCE</b>	<b>DEVELOP AND PROMOTE A CLEAR IDENTITY TO RETAIN CURRENT LISTENERS AND ATTRACT NEW AUDIENCES TO CONSPIRARE</b>	<b>IMPLEMENT A SUSTAINABLE BUSINESS MODEL</b>
<ul style="list-style-type: none"> <li>-Produce and present world-class choral performances annually</li> <li>-Curate and present exquisitely crafted productions with professional Chamber Choir</li> <li>-Cultivate creative innovation through commissions and superior lighting, sound, images, and movement</li> <li>-Continue to partner with organizations to provide opportunities for underserved populations to experience Conspirare performances</li> <li>-Evaluate traditional and innovative formats, technologies, and distribution channels to assure maximum dissemination of high quality products representative of Conspirare's artistry</li> <li>-Produce and distribute one commercial recording annually</li> <li>-Produce and distribute extraordinary video content</li> <li>-Dedicate Conspirare to aligning its musical art with spirituality and cultural relevancy</li> </ul>	<ul style="list-style-type: none"> <li>-Devise and create branding, messaging, and visibility in support of local, national, and international recognition</li> <li>-Increase recognition for preeminence, innovation, and inspiration in choral performances, recordings, and media presentations</li> <li>-Measure online engagement and growth on priority platforms</li> <li>-Increase engagement with audiences between concerts through events and online offerings</li> <li>-Develop strategic promotional partnerships</li> <li>-Identify, define, and cultivate potential new audiences</li> <li>-Find paths for awakening in others a passion for and knowledge about choral music</li> <li>-Evaluate long-term venue needs</li> </ul>	<ul style="list-style-type: none"> <li>-Increase administrative effectiveness</li> <li>-Evaluate current operating practices and staff structure and identify opportunities to strengthen the business model</li> <li>-Systematically assess monthly budget to actual, and be prepared to pivot if necessary</li> <li>-Create a 3-year planning cycle that identifies and prioritizes annual artistic, production, and administrative needs</li> <li>-Proactively track strategic plan outcomes</li> <li>-Continue to develop a first- class, diverse board of directors</li> <li>-Maximize and diversify earned and contributed revenue sources to support annual budget increases</li> <li>-Establish Conspirare as the industry leader in providing a living wage for musicians</li> </ul>

## 2018–2019 25<sup>TH</sup> ANNIVERSARY SEASON PROGRAM

### SEPTEMBER 12–17, 2018

*Considering Matthew Shepard* National Tour (Illinois, Indiana, Michigan, Ohio)

### OCTOBER 6–17, 2018

*Considering Matthew Shepard* National Tour (Wyoming, Colorado, Kentucky, Indiana, North Dakota, Massachusetts)

### NOVEMBER 16–17, 2018

*Bach Plus*, Bach's jubilant motets with poetry and a premiere from cutting-edge composer Ted Hearne

### DECEMBER 6–11, 2018

*Conspirare Christmas* with Ruthie Foster and Matt Alber

### DECEMBER 14–15, 2018

*Songs of Ice and Fire*, Conspirare Youth Choirs Winter Concert, anchored on a five movement work by Sarah Quartel

### JANUARY 18–19, 2019

*Hope of Loving*, the contemporary choral works of socially conscious composer Jake Runestad takes center stage in this concert series and Conspirare's next recording

### FEBRUARY 22–23, 2019

*Brahms Requiem* with the Conspirare Symphonic Choir and the Austin Symphony conducted by Peter Bay

### MARCH 26–31, 2019

*March Moderns* festival, featuring three different concert experiences: *Songs for Muska*, *Vanguard*, and *Canticle*

### APRIL 13–19, 2019

*Considering Matthew Shepard* National Tour (California and Arizona)

### MAY 3–4, 2019

*Moonrise*, Conspirare Youth Choirs spring concert

For full descriptions and details about the season, please visit: [conspirare.org/concerts-season-2018-2019](http://conspirare.org/concerts-season-2018-2019)

# JOIN TODAY AND ADD YOUR VOICE IN SUPPORT

Conspirare's Legacy of Sound 2 aspires to crystalize Conspirare's reputation as one of the world's finest choral ensembles. The project aims to build Conspirare's sustainability by progressively building upon past successes in artistic innovation as well as fundraising endeavors. By contributing to Legacy of Sound 2, you help to launch this fundraising campaign with the end goal of increasing Conspirare's overall revenues by \$500,000 in the next year and sustaining that growth for years to come. Make your contribution at [conspirare.org/donate](http://conspirare.org/donate) or call Marianne DeLeon at 512.476.5775.



Donor Levels and benefits included (Long and Tobin Centers)		\$100,000 Angels	\$50,000 Visionaries	\$25,000 Virtuosos	\$12,500 Impresarios	\$6,000 Conspirators
<b>GENERAL BENEFITS</b>	Sponsorships Available at this level	2	3	6	12	20
	Complimentary tickets to one other Conspirare concert of your choice	10	6	4	2	2
	Invitation to pre-concert & pre-event receptions	•	•	•	•	•
	Invitation to open rehearsals	•	•	•	•	•
	Listing by level in the Conspirare Newsletter, Annual Report, Concert & Event Programs, Event Signage	•	•	•	•	•
	Recognition from the stage during concerts & events	•	•	•		
	Full Season Program Ad	Full page	Full page	Half page		
<b>HIDDEN MUSIC 25 BENEFITS</b>	Conspirare quartet performs at business function, private house party, or other venue for 30 minutes; expires one year after pledge date			•		
	Special 30 minute performance by Craig Hella Johnson and Conspirare artist(s) at business function, private house party, or other venue; expires one year after pledge date	•	•			
	Complimentary Tables to 25th Anniversary Hidden Music	2 Tables	2 Tables	1 Table	1 Table	1 Table
<b>CONSPIRARE CHRISTMAS BENEFITS</b>	Complimentary 25th Anniversary Hidden Music valet parking	•	•	•	•	•
	Logo/link or listing by level on all digital media for 25th Anniversary Hidden Music including <a href="http://conspirare.org">conspirare.org</a> donor page, e-news, social media, Hidden Music event page	•	•	•	•	•
	Complimentary tickets to Conspirare Christmas Concert at the Long Center or the Tobin Center	30	24	20	16	10
	Complimentary valet parking passes for Conspirare Christmas at the Long Center or the Tobin Center	5 cars	5 cars	2 cars	2 cars	1 car
	Exclusive invitations to post Conspirare Christmas concert reception	•	•	•	•	•
Group seating by name at Conspirare Christmas at the Long Center or the Tobin Center	•	•	•	•	•	
Seat placement at the Long Center or Tobin Center for Conspirare Christmas	Best Available Orchestra	Best Available Orchestra	Best Available Orchestra	First Available Box Seats	Best Available Mezzanine	