PARTNERING WITH THE CLIMATE MUSIC PROJECT

Richard Louis Perri
"De-Canticle of the Sun"

ClimateMusic.org
INTRODUCTION

Climate change is no longer a matter of opinion. It is a matter of fact. Man-made greenhouse gases are increasing the temperature of the planet, leaving many parts of the world facing disastrous consequences. From stronger hurricanes and rising sea levels, to depleted fishing stocks and the spread of diseases, nowhere is beyond the reach of these effects.

Fortunately, it is not too late for us to prevent further devastation.

Many great initiatives are being taken by activists, scientists, politicians, and the general public. But we all need to do more.
We believe that greater understanding of the problem's urgency will lead to greater motivation to take action.

That's why we created The ClimateMusic Project.
We communicate the urgency of addressing climate change by combining climate science with the emotional power of music to drive meaningful action.

By collaborating with world-class composers, scientists and technology leaders, we enable the creation of musical and visual experiences guided by scientific data on climate change.

During our live events, we engage audiences in discussions with our scientists and composers, bringing the issue to life in a way that is relatable, captivating and effective.

This has enabled us to reach broad and diverse audiences, including government officials, religious leaders, community activists, educators, students, and corporate decision makers, as well as the general public.

We also ensure that audiences who have been inspired by our performances have immediate access to companies and non-profits that support engagement in environmental action.
ACCELERATION
Increasing the use of effective actions to prevent climate change.

MOTIVATION
Inspiring people to engage with the issue

EDUCATION
Providing opportunities for large numbers of people to learn more about climate change.

CONVERSATION
Facilitating discussion around potential solutions.

PERCEPTION
Amplifying a sense of urgency around climate change.
Since our inception in November 2015, we have staged a series of live performances of our original compositions at leading venues in the San Francisco Bay area and beyond.

Our first composition, “Climate” by Erik Ian Walker, has been performed at the Chabot Space and Science Center; Grace Cathedral; Silicon Valley’s Tech Museum of Innovation; SF Performing Arts Center; and universities such as UC Santa Cruz.

In 2017, we began to expand our reach, performing “Climate” at Swissnex, The University of Bordeaux (via video), and the World Bank-sponsored Understanding Risk Conference in Mexico City in 2018.

Also in 2018, our second commissioned piece, “Icarus in Flight” by Richard Festinger, played a sold-out premiere at the Noe Valley Ministry in San Francisco.

The ClimateMusic Project has been featured in many global press outlets, including the BBC, Citylab, The Verge, Neon, and Repubblica.
**WHAT’S NEXT?**

Although we have come a long way in a short time, our intention is to continue expanding our impact and increasing our audience.

**LIVE PERFORMANCES**
We will continue to bring our live concerts to as many people as possible. By playing in larger venues and more locations, both in the US and internationally, we can extend The ClimateMusic Project far beyond its current reach. This will also help us bring our message to a wider range of key decision makers.

**AUDIENCE ENGAGEMENT**
We will connect with audiences via a range of communication channels. This will allow us to keep them informed of the latest climate change developments and enable them to participate in meaningful action.

**COMPOSITIONAL TOOLS**
We will increase our capacity to work with musicians worldwide, helping them create their own versions of ClimateMusic that will better resonate with their communities and fanbases. This will also support the expansion of the Project into different musical genres.

**CLIMATE MUSIC IN EDUCATION**
We will collaborate with teaching specialists to create ClimateMusic curricula for use in schools, museums and other centers of learning.

**DIGITAL PERFORMANCES AND EXPERIENTIAL LEARNING**
By harnessing state-of-the-art digital technology, we will increase our ability to reach broad audiences and develop an interactive element to our performances.
CURRENT CORPORATE PARTNERSHIPS

To date, we have partnered with local and global corporations and organizations, including The World Bank’s Global Facility for Disaster Reduction and Recovery, Arup, Canadian Solar, Fuji Xerox, Kinetech Arts and the San Francisco Conservatory of Music. They have supported us in many ways, allowing The ClimateMusic Project to strengthen and develop to its current position.

In order to continue our growth, expand our work and increase our impact, we are seeking to create additional partnerships that can contribute to our goals while providing substantial benefits to your organization.
“The ClimateMusic Project gave a visceral, heart-wrenching, evocative performance to our audience in Mexico at the 2018 Understanding Risk Forum. Listening to their music while watching the visuals of the data, I could not help but be moved.”

SIMONE BALOG-WAY
DISASTER RISK MANAGEMENT ANALYST
THE WORLD BANK GROUP

“It has been a delight for me and others at FXPAL to collaborate with the Climate Music Project. I found the “Climate” composition to be beautiful, moving and powerful and have felt humbled to be part of producing multimedia presentations based on it.”

DR. DON KIMBER
PRINCIPAL RESEARCH SCIENTIST,
FXPAL PALO ALTO, CA

“This project was an outstanding teaching experience….During our inspiring end of semester concert, music became a platform for further conversations around our changing world and each of our roles within it, as both artists and citizens.”

TAURIN BARRERA
DIRECTOR, TECHNOLOGY & APPLIED COMPOSITION,
SAN FRANCISCO CONSERVATORY OF MUSIC,
SAN FRANCISCO, CA
PARTNERSHIP OPPORTUNITIES

By partnering with The ClimateMusic Project, you can contribute to a unique science/art/technology initiative that reaches policy-makers, corporate executives, community leaders and the general public, communicating the issue of climate change in a way that inspires meaningful action.

Your support will further the goals of the Project while increasing your company’s visibility as a supporter of action to address the pressing challenge of climate change. The following is a list of our benefits packages. We’d also be delighted to work with you to create something tailored to your specific needs.
At this premium level, you will be invited to nominate an individual to join our prestigious Leadership Council.

You will have the opportunity to meet with leading climate scientists.

Your company/organization will be highlighted on signage and printed materials associated with all CMP events for an entire year.

Your contribution will be highlighted on our website as a “Climate Hero,” including your corporate logo and a link to your website.

In addition, your company/organization will be profiled on our homepage.

Your company/organization will be promoted on our social media as a leading supporter.

You will receive 10 VIP tickets to all CMP public events for a year.

You will received a framed, signed, limited edition concert print by renowned SF artist Richard Louis Perri valued at $600.

As a Climate Defender, you will be invited to nominate an individual to join our Honorary Committee.

Your company will be highlighted on signage and printed materials associated with all CMP events for an entire year.

Your contribution will be highlighted on our website as a “Climate Defender,” including your corporate logo and a link to your website.

Your company/organization will be promoted on our social media as a supporter.

You will receive 8 VIP tickets to all CMP public events for a year.

You will receive a framed, signed concert poster by renowned SF artist Richard Louis Perri valued at $200.

Your company will be highlighted on signage and printed materials associated with all CMP events for an entire year.

Your contribution will be highlighted on our website as a “Climate Benefactor,” along with your corporate logo with a link to your website.

Your company/organization will be promoted on our social media as a supporter.

You will receive 4 VIP tickets to all CMP public events for a year.
SMALL BUSINESSES AND INDIVIDUALS

+$5,000+

- Your contribution will be highlighted on our website as a “Climate Advocate” (and, for businesses, will include your corporate logo with a link to your website).
- You will receive 4 tickets to all public CMP events for a year.

+$1,000+

- Your contribution will be highlighted on our website as a “Climate Patron” (and, for businesses, will include your corporate logo with a link to your website).
- You will receive 4 tickets to any public ClimateMusic Performance

SPECIAL EVENTS OR PROJECTS

- Sponsor a high profile ClimateMusic performance ($10,000 – $25,000)
- Sponsor new content development ($50,000)
- Support curriculum development ($25,000)
- Sponsor a reception at a ClimateMusic performance ($5000)
- Host a fundraiser
- ClimateMusic can also work with you to create something tailored to your specific needs

For further inquiries regarding special events or projects, please contact: Fran Schulberg, Executive Producer (fschulberg@climatemusic.org)
OUR LEADERSHIP
TEAM
MANAGEMENT

Stephan is the San Francisco-based artist who conceived and launched The ClimateMusic Project. He holds graduate degrees in environmental sciences and international affairs. Before deciding to focus full-time on The ClimateMusic Project, he had a distinguished parallel career in public service over more than two decades, during which he won several awards for innovation and developed a strong track record in project management.

Fran is an attorney who has focused on issues related to international environmental policy for her entire career. A former Fellow at The Council on Foreign Relations, Fran worked for more than two decades as a consultant in support of international organizations and government agencies addressing environmental issues. In addition, she was the Executive Director of the China-US Energy Efficiency Alliance, running that organization for 10 years.

Laurie is a veteran international public policy professional who has held senior positions in government, industry, and academia. She has served as Deputy Director of UC Berkeley's Global Engagement Office and the head of Global Trade Policy for Levi Strauss & Co. Laurie has always been passionate about working with institutions committed to a greater good and has sought out opportunities to engage on global concerns.
COLLABORATORS: SCIENCE

**Dr. William Collins**
LEAD SCIENCE ADVISOR
Bill is an internationally-recognized expert in climate modeling and climate change science, and the Director for the Climate and Ecological Sciences Division at the Lawrence Berkeley National Laboratory. At the University of California, Berkeley, he teaches in the Department of Earth and Planetary Science and directs the new multi-campus Climate Readiness Institute (CRI).

**Dr. Rose Abramoff**
SCIENCE ADVISOR
Rose is a Postdoctoral Research Fellow at Lawrence Berkeley National Laboratory. She holds a PhD in biology and her research explores the effect of global change on biogeochemical cycling in soils.

**Dr. Andrew Jones**
SCIENCE ADVISOR
Andy is Deputy Director of the Climate Readiness Institute and a research scientist in the Climate and Ecosystem Sciences Division at Lawrence Berkeley National Laboratory, where he leads the Society and Integrated Earth Systems Program Domain.

**Dr. Alison Marklein**
SCIENCE ADVISOR
Alison is a Postdoctoral Research Fellow at Lawrence Berkeley National Laboratory. She is a quantitative biogeochemist who focuses on the effects of soil chemistry, climate change, and agricultural management on soil carbon storage and plant growth.
COLLABORATORS: MUSIC

Erik has been writing and recording music for theater, dance, film and television since 1982. His extensive collaborations include experimental theater/dance performance, film, and rock and jazz ensembles. He holds a degree in composition from the San Francisco Conservatory of Music.

Richard is professor of composition at San Francisco State University where he is also Artistic Director of the Morrison Artists Series. He has been honored with both the Walter Hinrichsen Award and an Academy Recording Award from the American Academy of Arts and Letters.

For further information, please contact Stephan Crawford at scrawford@climatemusic.org, or visit climatemusic.org

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LEADERSHIP COUNCIL

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ART WORKS FOR CHANGE

PAUL MILLER
ADVISOR, ENTREPRENEUR, BOARD MEMBER, CEO

DR. BRUCE PICKERING
ASIA SOCIETY

RANDY ROSENBERG
ART WORKS FOR CHANGE
THANK YOU.