

Four great reasons to partner with Inspire





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- **University songs are such a powerful asset.**

Notre Dame, Michigan State, Ohio State, Clemson – the list goes on and on. Universities that have great songs, great recordings, and embed their songs in myriad traditions reap *extraordinary* benefits.



- **Music ignites fundraising, recruitment, culture and engagement.**

Fundraising and recruitment at universities is an *emotional* sell. Music is *the* most powerful way to tap memories and belonging; it's experiential branding at its best.



- **Traditions matter.**

At the best universities, traditions evolve in their depth and breadth as its university evolves. We partner with universities to produce new traditions or strengthen existing ones.



- **It's an incredible opportunity for a donor recognition.**

With alumni donating \$1,000,000+ for naming rights for a hallway – an alumnus, sponsoring a Songbook initiative, could be recognized on videos, at events, and in graduation programs in perpetuity. Funding wouldn't need to come out of marketing budgets, but from a new donations.



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