

presented by  ALBERTA  
SYMPHONY  
ORCHESTRA

in support of  kids  
KOTTAGE

# Music in the Air

One Night at the Amphitheatre

HAWRELAK PARK - JUNE 1, 2022 - 7:00pm



**Cara Lianne McLeod**  
Soprano



**Emilio De Mercato**  
Piano

## SPONSORSHIP PACKAGE

# ABOUT US

## **ALBERTA SYMPHONY ORCHESTRA SOCIETY**

Pianist and conductor Emilio De Mercato hosted the ASO's first official presentation on November 30, 2014 at the Santa Maria Goretti Community Centre in Edmonton, and a few months later, in April 2015, together with a group of enthusiastic people, Emilio founded the Alberta Symphony Orchestra Society. Later that year, it would become a registered charity.

The Alberta Symphony Orchestra's mission is to integrate classical music into the lives of youth; to engage and connect with new generations to spread the beauty and importance of the classical music culture. The Vision supports this by advancing public appreciation of the arts, providing high-quality orchestral performances throughout the Province of Alberta, nationally and internationally.

## **KIDS KOTTAGE FOUNDATION**

Founded in 1995, Kids Kottage Foundation is Edmonton and area's only crisis prevention and intervention shelter for infants and children. When families experience toxic levels of stress, whether it be because of homelessness, poverty, mental illness, abuse, or whatever the case, the infants and children are the hidden victims. Kids Kottage Foundation works with infants and children and their families to stop the cycle of toxic stress and trauma, before they become victims of their circumstances. The mission of Kids Kottage Foundation is to ensure that every infant and child is kept safe, and that their families are connected with the support systems and resources they need to build stronger, more resilient futures. Kids Kottage Foundation operates 24 hours per day, 365 days per year, ensuring that the basic needs of infants and children are met, and that caregivers are matched with the resources they need.

---

# BACKGROUND & PERFORMERS

## MUSIC IN THE AIR STORY

In 2021, Alberta Symphony Orchestra Society presented Music in the Air, an outdoor concert series in a variety of private and public venues throughout Alberta. Concerts were meant to bring comfort, music and connection to people who had long felt distanced from their loved ones and live music throughout the Covid19 pandemic. Venues included backyards, patios, and public spaces including the Alberta Legislature bandshell, Ezio Faraone park, and the Fairmont Hotel MacDonald in Edmonton. Each performance was approximately 35 minutes and included a variety of music: classical, opera, crossover, popular and movie music, and piano solos. A few concerts featured guest artists including Barbara King, mezzo-soprano, Rob Clark, tenor, Andrea Pinna, tenor, Joel Gray on trumpet and Mingmei Xu on violin.

## PERFORMERS

### **Cara Lianne McLeod**

*Soprano*

When the pandemic began in spring of 2020, Emilio and Cara continued to share their music, both together and independently in a variety of settings.

Cara sang on her balcony for her neighbours, and posted videos online in the first few months. The summer included many outdoor performances such as the parking lot of a seniors' home, outdoor private parties, balcony performances with Arts on the Ave and Mercury Opera, Opera al Fresco and the first Opera Drive-In with Edmonton Opera. She participated in the Alberta Symphony Orchestra project for seniors, recording a video with Emilio, and also co-created 5 videos called Opera 101: Opera Meets Film with Leanne Regehr, also for Edmonton Opera.

Emilio was a guest at several online events, nationally and internationally, including Rotary Connette (Italy), the Canadian Association of Piano Technicians, and Lombardi nel Mondo (Italy). With the Alberta Symphony Orchestra, for which he is the Music Director and Chair, Emilio created performances for seniors homes throughout Alberta, and also created 2 videos to celebrate the Christmas season with several colleagues.

Please see <https://caraliannemcleod.com> and

<https://www.albertasymphony.com/music-director> for more detailed biographies.

---

### **Emilio De Mercato**

*Pianist*

# EVENT DETAILS

## A ONE-NIGHT SPECIAL CONCERT EVENT

ASO is thrilled to be presenting Music in the Air on June 1, 2022 at the Hawrelak Park Amphitheatre, and supporting Kids Kottage Foundation through this event. This concert will encapsulate the intimacy and connection that audiences experienced in 2021, with more exquisite music offered by Cara on vocals and Emilio playing on a beautiful acoustic grand piano. The amphitheatre will be filled with music in a full-length concert, featuring solo piano performances and classical, operatic and popular vocal music.

As the format of Music in the Air 2022 shifts, the WHY expands:

- To engage and entertain the audience with beautiful music
- To create opportunity for people to experience the present moment through music and connection with loved ones around them
- To broaden patrons' understanding of classical music and share love and hope with the audience through the music
- To directly support vulnerable infants and children in our community

Admission is by donation to Alberta Symphony Orchestra Society, and eligible for a charitable receipt. Suggested donation amount is \$35/person, but we are committed to offering this performance to everyone, particularly including marginalized people in our community, whether they are able to give a donation or not.

Net proceeds of this event will go to support both the Kids Kottage Foundation and the Alberta Symphony Orchestra Society.

---

# SPONSORSHIP

## PARTNERSHIP OPPORTUNITIES

### \$5,000

- Title Sponsor
- Opportunity to participate in promotional video & potential media appearances
- Opportunity to address audience at event
- Logo Recognition
- 20 VIP Seats
- Exclusive Meet & Greet with artists at post-event reception

### \$3,500

- Logo Recognition
- 15 VIP Seats
- Exclusive Meet & Greet with artists at post-event reception

### \$1,500

- Logo Recognition
- 8 VIP Seats

### \$250 - \$500

- Name Recognition
- 4 VIP Seats

*Name & Logo Recognition will include all print, social media, ASO website, and additional promotion.*

*Thank you so much in advance for your consideration.  
We would greatly appreciate if you could confirm your involvement by **April 25, 2022**.*

# THANK YOU

***Thank you*** for your consideration in supporting  
Alberta Symphony Orchestra Society and  
Kids Kottage Foundation in Edmonton.

**For more information, or to establish your sponsorship, please contact:**

Cara Lianne McLeod  
Phone: (780) 318-2981  
Email: [cara@caramcleod.ca](mailto:cara@caramcleod.ca)

*or*

Emilio De Mercato  
Phone: (780) 716-2334  
Email: [music.director@albertasympphony.com](mailto:music.director@albertasympphony.com)

