



## **Music for All Announces Promotion of Erin Fortune to Director of Sponsorships**

INDIANAPOLIS – Music for All, one of the nation’s largest and most influential organizations in support of active music-making has promoted Erin Fortune to Director of Sponsorships as of October 2017.

Fortune joined Music for All in 2010 as Participant Relations Coordinator. She takes on the position of Director of Sponsorships after working in Music for All’s marketing department since 2012, most recently as Marketing Manager. Fortune helped create and manage Music for All’s award-winning social media presence for Music for All. Her work and leadership led to stronger content and increased traffic to Music for All’s website, new media opportunities that showcase the organization’s positively life-changing programs and events, and creation and deployment of effective e-marketing initiatives and campaigns that annually receive award recognition from the International Festivals and Events Association.

The Director of Sponsorships is a key management level position within Music for All’s Advancement Department. The Advancement Department at Music for All combines and unifies the organization’s efforts to engage and build community with alumni of Music for all programs to secure, facilitate, and manage corporate, governmental, and organizational partnerships. The Director of Sponsorships is responsible for garnering individual, corporate, and institutional philanthropic support that contributes to Music for All’s mission and the success of its operations strategic vision.

“We’re excited to promote Erin and to have her take on this new important role at Music for All,” said Eric Martin, Music for All’s President and Chief Executive Officer. “Erin is a mission and vision driven professional who offers and provides great value to our organization, the cause of scholastic music education, and the students, teachers, and communities we serve. I look forward to working with her as she continues to make a difference for students and the bright future they will ensure for America.”

Erin Fortune is a graduate of the Music Industry Management program at Michigan’s Ferris State University. Her past experience also includes professional music industry internships at the Percussive Arts Society

(Indianapolis) and the Yamaha Corporation of America, Band and Orchestral Division (Buena Park, California).

### **About Music for All**

Since 1975, Music for All, through its Music for All, Bands of America, Orchestra America, and choir programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, Music for All's mission is to create, provide, and expand positively life-changing experiences through music for all. Music for All's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music making in his or her scholastic environment. Music for All's programs include 30+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching bands, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival and Affiliate Regional Music Festivals for concert bands, orchestras, choirs, chamber ensembles, percussion ensembles, and the national honor concert band, jazz band, orchestra, and the Bands of America Honor Band that will march for the fifth time in the Rose Parade® in 2021.

### **Sponsor Information**

Music for All efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor: Yamaha Corporation of America; Official Uniform Sponsor: Fred J. Miller, Inc.; Official Student Travel Partner: Music Travel Consultants; Official Performance Equipment Sponsor: Wenger Corporation; Corporate Sponsors: Ball State University, United States Marine Drum & Bugle Corps, Zildjian and Vic Firth Company, Visit Indy and the City of Indianapolis, and Strategic Advocacy Partner: NAMM; Associate Sponsors: Delivra, Vandoren, Director's Showcase International, REMO, Tresona Multimedia, and Woodwind & Brasswind; and Grand National Semi-Finals Sponsor J.W. Pepper & Son, Inc. Music for All is also supported by the Indiana Arts Commission, Arts Council of Indianapolis, the Ball Brothers Foundation, Lilly Endowment Inc, George and Frances Ball Foundation, Allen Whitehill Clowes Charitable Foundation, Nicholas H. Noyes, Jr. Memorial Foundation, Inc., and Arthur Jordan Foundation.

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**\*\*FOR IMMEDIATE RELEASE\*\***

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