



**ANDREW VON OEYEN, piano**  
**In-Concert**

**PRIVATE FUNDRAISER**



PROJECT ANGEL FOOD

*Sunday, March 22, 2015*  
*5:00 pm – 8:00 pm*

*At the private residence of*  
*Michael Lee and Gatsby Geerts*  
*Malibu, California*

*Benefiting Project Angel Food*



**About**  
**Andrew von Oeyen**



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Hailed worldwide for his elegant and insightful interpretations, balanced artistry and brilliant technique, Andrew von Oeyen has established himself as one of the most captivating pianists of his generation.

Since his debut at age 16 with the Los Angeles Philharmonic and Esa-Pekka Salonen, Mr. von Oeyen has excelled in an intentionally broad spectrum of repertoire — Bartok, Barber, Beethoven, Brahms, Chopin, Fauré, Ligeti, Liszt, Gershwin, Grieg, Mendelssohn, Mozart, Prokofiev, Rachmaninoff, Ravel, Schumann, Shostakovich, Tchaikovsky — with such ensembles as the Philadelphia Orchestra, Los Angeles Philharmonic, San Francisco Symphony, National Symphony, Detroit Symphony, Cincinnati Symphony, Saint Louis Symphony, Seattle Symphony, Atlanta Symphony, Berlin Symphony Orchestra, Singapore Symphony, Grant Park Orchestra, Ravinia Festival Orchestra, Vancouver Symphony, Utah Symphony, Orchestre Symphonique de Marseille, Geneva Chamber Orchestra, Spoleto Festival USA Orchestra, Slovenian Philharmonic and Slovak Philharmonic. As both soloist and conductor he has led concerti and orchestral works by Haydn, Mozart, Beethoven, Ravel and Kurt Weill. On July 4, 2009, von Oeyen performed in at the U.S. Capitol with the National Symphony in “Capitol Fourth,” reaching millions worldwide in the multi-award winning PBS live telecast.

Mr. von Oeyen has appeared in recital at Wigmore Hall and Barbican Hall in London, Lincoln Center in New York, the Kennedy Center in Washington, D.C., Boston’s Symphony Hall, Zürich’s Tonhalle, Tchaikovsky Hall in Moscow, Bolshoi Zal in St. Petersburg, Dublin’s National Concert Hall, Royce Hall in Los Angeles, Herbst Theater in San Francisco, Sala São Paulo, Teatro Olimpico in Rome, in Bucharest, Hanoi, Macau, and in every major concert hall of Japan and South Korea.

## About

### ***Andrew von Oeyen (continued)***



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Mr. von Oeyen's 2014/15 engagements include, among others, appearances with the Prague Philharmonia, New Japan Philharmonic, Kyushu Symphony, Detroit Symphony, Calgary Philharmonic, Jacksonville Symphony, Slovak Philharmonic, an extensive recital tour of Japan, festival appearances at Ravinia, Mainly Mozart, Grant Park, Brevard and Oregon Britt, and a survey of the five Beethoven piano concerti, conducted from the keyboard. On December 31, 2014, he will appear at the Royal Opera House, Muscat for the Sultanate of Oman's New Year's Eve Gala. His 2013/14 engagements included appearances with Vancouver Symphony, Florida Orchestra, Grand Rapids Symphony, Phoenix Symphony, Naples Philharmonic, Oklahoma City Symphony, New West Symphony, Slovenian Philharmonic and Slovenian Radio Orchestra, solo recitals across North America and Europe, festival appearances at Ravinia, Chautauqua, Incontri di Sienna (Italy) and the Festival del Sole (Napa, California) and duo recitals with violinist Sarah Chang.

In 2013 Mr. von Oeyen released a critically acclaimed album of Debussy and Stravinsky piano works under the Delos Label (including two pieces written for him by composer, David Newman), following his 2011 award-winning album of Liszt works under the same label. 2013 also saw the release of the Chopin-Debussy-Ravel digital album "Andrew von Oeyen: Live in Recital."

Born in the U.S. in 1979, Mr. von Oeyen began his piano studies at age 5 and made his solo orchestral debut at age 10. An alumnus of Columbia University and graduate of The Juilliard School, where his principal teachers were Herbert Stessin and Jerome Lowenthal, he has also worked with Alfred Brendel and Leon Fleisher. He won the Gilmore Young Artist Award in 1999 and also took First Prize in the Leni Fe Bland Foundation National Piano Competition in 2001. Mr. von Oeyen lives in Paris and Los Angeles.

## ***About the Event***



Andrew von Oeyen will be performing an intimate benefit recital at the private Malibu residence of Michael Lee and Gatsby Geerts on Sunday, March 22, 2015. The evening will begin at 5:00 pm with a cocktail reception followed by a private concert as the sun sets over the bluffs of Malibu.

Attendance to the event will be limited to 150 with a minimum charitable contribution of \$250. Attendees will include prominent local and international figures of the entertainment and creative industries.

All proceeds from this private event will benefit Project Angel Food in its mission to feed and nourish the sick as they battle critical illness. Volunteers and staff cook and deliver over 500,000 nutritious meals each year, free of charge, to the homes of men, women and children affected by life threatening illnesses.

Sponsorship packages along with the many branding and VIP experience opportunities are available for this special event.

**For more information about this event, sponsorships, branding, VIP experience opportunities and tickets , please contact:**

**Mark Tucker**  
**Director of Development**  
**Project Angel Food**  
**(323) 845-1800 Ext. 239**  
**MTucker@angelfood.org**  
www.angelfood.org  
922 Vine Street  
Los Angeles, CA 90038



**PROJECTANGELFOOD**

## **About Project Angel Food**



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### **MISSION**

The mission of Project Angel Food is to feed and nourish the sick as they battle critical illness. Volunteers and staff cook and deliver nutritious meals, free of charge, to homes throughout Los Angeles County to alleviate hunger, prevent malnutrition and return our clients to health.

### **About Project Angel Food**

Project Angel Food is Los Angeles' leading non-profit provider of nutritional meals and counseling for people living with serious illnesses, such as cancer, heart disease, HIV/AIDS, and renal failure.

Born in response to the AIDS crisis, today Project Angel Food provides its vital services for people suffering across a spectrum of critical diagnoses and reflecting the county's diverse demographics.

Informed by the belief in 'food is medicine', healthy meals are medically tailored by our registered dietitians and chefs to meet the nutritional care required by the clients' specific medical conditions.

Project Angel Food clients, homebound and often living alone, are unable to shop and cook for themselves, and rely on Project Angel Food as a vital lifeline of nourishment and hope. The drivers deliver more than food; they carry the message to those in greatest need that someone cares.

Since our inception in 1989, Project Angel Food has delivered more than 9 million meals to over 15,000 people, a testament to the Agency's ability to implement and sustain a successful home-delivered food and nutrition program over the last 25 years.

# Sponsorship Packages

For more information about this event, sponsorships, branding, VIP experience opportunities and tickets , please contact:

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## In-Concert Host : \$2,500 Required to sell a minimum of ten (10) tickets

- Complimentary Valet Parking
- Complimentary entry and standing area for ten (10)

## **Print/Advertising Exposure**

- Name in program as In-Concert host
- Name on direct mail invitation as In-Concert host (3,500 qty.) (*Deadline dates apply*)

## **Media**

- Name included in all social media outlets including Facebook, Twitter and Instagram as In-Concert Host

## **Online Recognition**

- Name on Project Angel Food's Andrew von Oeyen In-Concert event web page January-March, 2015

## **Annual Recognition**

- Recognition in Project Angel Food Annual report

## "SILVER" Sponsor: \$5,000

- Photo opportunity with Executive Director of Project Angel Food and other VIP's throughout the evening
- Complimentary Valet Parking
- Seating for six (6) at the exclusive In-Concert event

## **Print/Advertising Exposure**

- Company logo in event brochure as a *Silver* Sponsor
- Company logo on direct mail invitation (3,500 qty.) (*Deadline dates apply*)
- Company logo on media wall as a *Silver* Sponsor (*Deadline dates apply*)
- Opportunity to provide promotional gift and/or small gift bags handed to all guests as they leave the event (*Estimated 150 guests*)

## **Media**

- Company wordmark and logo where appropriate in all press releases and media advisories
- Company wordmark and logo included in all social media outlets including Facebook, Twitter and Instagram

## **Online Recognition**

- Company logo on Project Angel Food's Andrew von Oeyen In-Concert event web page from January-March, 2015
- Company logo on all Project Angel Food e-blasts for Andrew von Oeyen January-March, 2015.

## **Annual Recognition**

- Recognition in Project Angel Food Annual report

## **Sponsorship Packages (continued)**

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### **"GOLD" Sponsor: \$10,000**

**All the benefits of the previous sponsor package, in addition to the following:**

- Exclusive photo with Andrew von Oeyen
- VIP seating for eight (8) at the exclusive In-Concert event

#### **Print/Advertising Exposure**

- Company logo in event program as *Gold* Sponsor
- Company logo on media wall as a *Gold* Sponsor (*Deadline dates apply*)

### **"PLATINUM" Sponsor: \$15,000**

**All the benefits of the previous sponsor packages, in addition to the following:**

#### **Print/Advertising Exposure**

- Company logo prominently in event program as *Platinum* Sponsor
- Company logo on media wall as a *Platinum* Sponsor (*Deadline dates apply*)

#### **Online Recognition**

- Company logo featured prominently on Project Angel Food's Andrew von Oeyen In-Concert event web page from January-March, 2015

### **"PRESENTING" Sponsor: \$25,000**

**All the benefits of the previous sponsor packages, in addition to the following:**

- Complimentary Valet Parking
- VIP seating for ten (10) at the exclusive In-Concert event
- Opportunity to speak at the microphone and address the crowd during presentation (maximum 1 minute speech time)

#### **Print/Advertising Exposure**

- Company logo featured prominently in event program as *Presenting* Sponsor
- Company logo on media wall as a *Platinum* Sponsor (*Deadline dates apply*)

#### **DEADLINES**

- Post Card print/mail by Friday, February 13, 2015