



Music for All and Sweetwater Announce Partnership to Increase Access to Music Resources Nationwide

Music for All names Sweetwater its Official Instrument Rental Partner and announces Sweetwater as the title sponsor of Director Academy at the Summer Symposium

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INDIANAPOLIS — Music for All, a non-profit dedicated to offering life-changing experiences through music, announces a national sponsorship with Sweetwater Sound, the No. 1 online retailer for music makers. Working in unison, the partnership between Music for All and Sweetwater will elevate support to band and orchestra directors, music students and their parents.

Through the partnership, Sweetwater will help expand the reach and impact of Music for All's educational events and programming, including its annual Summer Symposium. Sweetwater's commitment will halve tuition for the first 150 registrants of Music for All's nationally renowned Director Academy experience, increasing access to the program for directors across the country.

A division of the Music for All Summer Symposium, the [Director Academy](#) provides opportunities for band directors to connect with peers and work with world-class faculty through one of the country's top professional development experiences. Additionally, the partnership introduces Sweetwater as Music for All's Official Instrument Rental Partner, demonstrative of Sweetwater's unmatched track record in helping advance musicians' journeys.

"America's largest online retailer for music makers, teaming up with Music for All, one of the nation's leading music education organizations, will help us provide our positively life-changing experiences to more people," said Jeremy L. Earnhart, President and CEO of Music for All. "Through Sweetwater's support of the Director Academy, more music educators can learn innovative ways to teach and serve their students. And with Sweetwater as our official instrument rental partner, together, we're making it easier for students to have a positive rental experience, which is key to keeping them engaged."

Studies consistently show that learning music results in educational, cognitive, social, emotional and physical benefits. High schoolers enrolled in music courses score significantly better on exams in subjects, including math and science, than their nonmusical peers, according to a study published by the American Psychological Association¹. And these associations remained significant even when the researchers

¹ "A Population-Level Analysis of Associations Between School Music Participation and Academic Achievement," by Martin Guhn, PhD, Scott D. Emerson, MSc, and Peter Gouzouasis, PhD, The University of British Columbia. *Journal of Educational Psychology*. Published online June 20, 2019.

Music for All and Sweetwater Join Forces

controlled demographic factors including gender, ethnicity and socioeconomic background. These benefits, however, aren't realized if the student ultimately doesn't connect personally with music and their instrument.

"A young musician's connection with their craft is most formative in the first couple of years. We want to set them up for joy and success from the start, which is why we designed our Instrument Rental Program to specifically minimize playing downtime and maximize instrument playability—two main contributing factors to a young musician giving up early," explained Mike Clem, CEO of Sweetwater. "With Music for All, we're excited to provide directors, educators, and parents the support and resources to help maximize every young musician's journey."

For more information on Director Academy and the new pricing, [click here](#).

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About Music for All

Music for All's mission is to create, provide, and expand life-changing experiences through music. Our vision is to be a catalyst to ensure that every child in America has access to and opportunity for active music-making in their scholastic environment. A 501(c)(3) nonprofit educational organization, Music for All's events and programs serve more than 600,000 attendees annually – more than 1.6 million program participants since 1975. Programs include the Bands of America Championships for marching bands, a summer music camp for students and teachers, festivals for concert bands and orchestras, national honor ensembles, educational webinars, podcasts, and online resources for teachers.

Music for All's efforts are supported by national presenting sponsor Yamaha Corporation of America and its family of sponsors, strategic partners, and grantors. Find and follow Music for All online at musicforall.org, Facebook at /musicforallnetwork and /bandsofamerica, Instagram at /officialmusicforall, and TikTok /officialmusicforall.

About Sweetwater

The No. 1 online retailer for music makers, Sweetwater is trusted and beloved by millions of musicians, sound engineers, band and orchestra directors, and podcasters who rely on the company to help advance their musical and creative journeys. From beginners to rock stars, music makers everywhere seek out Sweetwater's industry-leading expertise, including in-depth product videos to inform their purchases, and unrivaled post-care support. Headquartered in Fort Wayne, Ind., and founded in 1979, Sweetwater credits its four decades of profitability to its now 3,000 employees and its deep understanding of the profound connection that music makers have with their craft, their gear and the creative process. Sweetwater views music as a force for good, with philanthropic efforts focused on youth music education, bringing music to underserved areas, and advancing musicians' mental wellbeing. For more information, visit sweetwater.com.

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