Mad Love Music Festival // October 13, 2019 // South Shore Conservatory // Hingham, MA // madlovemusicfestival.org
MAD LOVE MUSIC FESTIVAL IS A ONE DAY CELEBRATION TAKING PLACE ON OCT 13, 2019 AT SOUTH SHORE CONSERVATORY IN HINGHAM, MASSACHUSETTS.

NOW IN ITS FIFTH YEAR, this outdoor festival began in memory of Dave Jodka, a wonderful family man, colleague and friend who passed away in 2014. Every October, Mad Love brings sold out crowds together to celebrate the love of life, love, and music that Dave embodied. Mad Love features performances from some of Massachusetts’ best musicians, local food and drink, and activities for the whole family. Past performers include The Sheila Divine, Dirty Bangs, Girls Guns & Glory, The Silks, the Adam Ezra Group, Julie Rhodes, and more!

Mad Love benefits the Dave Jodka Scholarship for Future Rockers. Established by Dave’s wife and children, this individually auditioned scholarship enables high school musicians from all backgrounds to learn firsthand what it takes to be a professional, gigging band. With this scholarship, Toast — the current recipients — have recorded several EPs, established their brand, composed and arranged their own songs, and performed everywhere from record stores in New York to local clubs, including Cambridge’s Middle East. Toast alumni have gone on to NYU’s Tisch School, Berklee, Brown, and UCLA.

The Dave Jodka Scholarship for Future Rockers is housed at South Shore Conservatory, the largest community school for the arts in Massachusetts, with 3,700 students of all ages and abilities participating in more than 50 programs. SSC operates from two anchor campuses and a broad Community Partnership program to achieve its mission of providing access to exceptional arts education and performance for the South Shore community, fostering creativity, artistic growth, and well-being for individuals of all ages, backgrounds, and abilities. SSC is a 501[c] (3) nonprofit organization dedicated to making the arts accessible to everyone, including the recipients of the Dave Jodka Scholarship for Future Rockers!

FOR MORE INFORMATION about Mad Love Music Festival, visit madlovemusicfestival.org, or contact Caitlin Dockendorff at c.dockendorff@sscmusic.org or 339-788-0498.
SPONSORSHIP OPPORTUNITIES

madlovemusicfestival.org
HEADLINER

$10,000

Total value of tickets received $1,050; tax-deductible gift $8,950

// 30 Tickets to Mad Love Music Festival

// Limited edition Future Rocker display poster (sample enclosed)

// All sponsors are acknowledged on both Mad Love and SSC’s websites, Mad Love’s Facebook page, and at event signage

// Rocker sponsors are welcomed to SSC’s Premiere Patron Circle. Benefits include:
  • Listing in SSC’s annual report, website, and Summer Spotlight and Duxbury Music Festival program books
  • Invitation for two (2) to the President’s Evening for Premiere Patrons

// Corporate Rocker sponsors are also welcomed to SSC’s Business Partners Circle. Benefits in addition to those listed above include:
  • Half page ad in SSC’s Summer Spotlight and Duxbury Music Festival program books
  • Listing in SSC’s Center Stage newsletter, Business Partners web page, and Business Partners Recognition Slide on the lobby TVs at SSC’s Hingham and Duxbury campuses

// Recognition as lead event sponsor in promotional and marketing materials

// Opportunity to host corporate event in SSC’s renowned amphitheater and grounds

// Article and photo on SSC website and media distribution

// Full-page ad in Summer Spotlight and Duxbury Music Festival programs

// Driveway Banner (for display at other SSC events)
ROCKER

$5,000

Total value of tickets received $700; tax-deductible gift $4,300

// 20 Tickets to Mad Love Music Festival

// Limited edition Future Rocker display poster [sample enclosed]

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// Rocker sponsors are welcomed to SSC’s Premiere Patron Circle. Benefits include:
  • Listing in SSC’s annual report, website, and Summer Spotlight and Duxbury Music Festival program books
  • Invitation for two [2] to the President’s Evening for Premiere Patrons

// Corporate Rocker sponsors are also welcomed to SSC’s Business Partners Circle. Benefits in addition to those listed above include:
  • Half page ad in SSC’s Summer Spotlight and Duxbury Music Festival program books
  • Listing in SSC’s Center Stage newsletter, Business Partners web page, and Business Partners Recognition Slide on the lobby TVs at SSC’s Hingham and Duxbury campuses
SUPER FAN
$2,500

Total value of tickets received $350; tax-deductible gift $2,150

// 10 Tickets to Mad Love Music Festival

// Limited edition Future Rocker display poster (sample enclosed)

// All sponsors are acknowledged on both Mad Love and SSC’s websites, Mad Love’s Facebook page, and at event signage

// Super Fan sponsors are welcomed to SSC’s Premiere Patron Circle. Benefits include:
• Listing in SSC’s annual report, website, and Summer Spotlight and Duxbury Music Festival program books
• Invitation for two (2) to the President’s Evening for Premiere Patrons

// Corporate Super Fan sponsors are also welcomed to SSC’s Business Partners Circle. Benefits in addition to those listed above include:
• Listing in SSC’s Center Stage newsletter, Business Partners website, and Business Partners Recognition Slide on the lobby TVs at SSC’s Hingham and Duxbury campuses
LOVER
$1,000

Total value of tickets received $280; tax-deductible gift $720

- 8 Tickets to Mad Love Music Festival
- Limited edition Future Rocker display poster (sample enclosed)
- All sponsors are acknowledged on both Mad Love and SSC’s websites, Mad Love’s Facebook page, and at event signage
- Lover sponsors are welcomed to SSC’s Premiere Patron Circle. Benefits include:
  - Listing in SSC’s annual report, website, and Summer Spotlight and Duxbury Music Festival program books
  - Invitation for two (2) to the President’s Evening for Premiere Patrons

GROUPIES
$500

Total value of tickets received $140; tax-deductible gift $360

- 4 Tickets to Mad Love Music Festival
- All sponsors are acknowledged on both Mad Love and SSC’s websites, Mad Love’s Facebook page, and at event signage

PROCEEDS FROM MAD LOVE MUSIC FESTIVAL benefit the Dave Jodka Scholarship for Future Rockers at South Shore Conservatory. This scholarship was established by Dave’s family to enable students of all backgrounds to experience the same love of music that Dave had and fostered in others.

Visit SSCMUSIC.ORG/MAD-LOVE-MUSIC-FESTIVAL for more information or to become a sponsor today.

QUESTIONS? For more information about Mad Love Music Festival, visit madlovemusicfestival.org, or contact Caitlin Dockendorff at c.dockendorff@sscmusic.org or 339-788-0498.
work hard.
be kind.
have fun.

mad love.

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Future Rocker

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Future Rocker Poster

Included with Headliner, Rocker, Super Fan, and Lover sponsorships.
YES, WE WOULD LOVE TO SPONSOR MAD LOVE MUSIC FESTIVAL AS:

- Headliner Sponsor ($10,000)
- Rocker Sponsor ($5,000)
- Super Fan Sponsor ($2,500)
- Lover Sponsor ($1,000)
- Groupie Sponsor ($500)

Sponsorships are available on a first-come, first-served basis. To appear on event signage, please notify Caitlin Dockendorff of your commitment no later than Friday, September 27, 2019.

PAYMENT

- Our check is enclosed - Payable to South Shore Conservatory, “Mad Love Music Festival” in the memo
- Please charge our MasterCard/Visa:
  
  Number ..............................................................
  Expiration ...................................................... CVV ........
  Signature ...........................................................

RECOGNITION

Name (as you wish to be acknowledged on Mad Love materials)

Contact Person ................................................................
Street .........................................................................
City ................................................................. State ....
Zip ......................................................... Phone ...........................................................
Email ........................................................................

Visit SSCMUSIC.ORG/MAD-LOVE-MUSIC-FESTIVAL for more information or to become a sponsor today.

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A TOAST TO MAD LOVE
By Suzie O’Neill South Shore Conservatory

WHEN I WAS SEVEN YEARS OLD, I used to go with my mom and my sister every Monday night to the Ellison Center in Duxbury where they took guitar lessons from John McCarthy. Most of the time, I sat in the corner, listening as they learned the chords to “Time After Time” and “Don’t Stop Believin’,” but every once and awhile I would wait outside the room and talk to drum teacher Ed Sorrentino. I was a really shy kid, so when my mom found out that I liked talking to Ed, she signed me up for lessons with him. I’ve been taking them ever since.

I played percussion in the school band in elementary and middle school, but it wasn’t until a friend asked me to be in an SSC rock band in eighth grade that I really became passionate about playing music. I thought it was the coolest feeling when we played our songs on stage for the first time. We had mastered our specific musical parts, but when we put all our instruments together, we made unbelievable music. I was hooked on this music thing!

As I began high school at Notre Dame Academy (NDA) in Hingham, music became an even bigger part of who I was. I continued playing drums in an SSC rock band, and eventually got up the courage to sing a little bit too. I taught myself how to play the ukulele, started taking guitar lessons at SSC, and took a class called Songwriting and Composition with Erik Caldarone, all of which broadened my musical horizons.

After a few years of playing in bands in the SSC Rock Band program, Erik encouraged me to apply for the Dave Jodka Scholarship for Future Rockers, funded by Mad Love Music Festival, and one of the most incredible parts of my musical journey began. I am grateful and honored to be the drummer in the Mad Love band that came to be known as Toast.

The best way to describe Toast and the Mad Love community is as one big family: Kathleen, Clare, Andrew, Conor, and Matthew Jodka - who established Mad Love and the scholarship in memory of their husband/dad Dave - are truly inspiring, and seeing their smiling faces in the audience motivates Toast to continue working hard and spreading the Mad Love in the best way possible - by making music! (Continued on next page)
In addition, my fellow bandmates have become such good friends that I know I can always count on them. It is crazy to think we were complete strangers a year and a half ago, and now we are a Toast family that loves making music together!

One of my favorite parts of Toast and Mad Love is the Mad Love Music Festival. Last year, playing at the festival with Toast was an incredible experience because everyone was so happy to be together, sporting their Mad Love gear, talking with friends, and listening to music. The Mad Love Music Festival reminds me of the really important things in life, such as laughter, good friends, and of course, Mad Love.

Heading into my senior year of high school, amid loads of homework and many college discussions, I know I’ll be alright because of the love and support of Toast and Mad Love. Although I am not planning to study music in college, it will always be a part of me. I definitely want to play in a band with friends in college, and I will carry the many musical and life lessons that I have learned during my time at SSC with me wherever I go.

I am excited to be playing again this year with Toast at the festival, and of course, even when I head off to college next year, will always come back home for the Mad Love Music Festival!

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SCITUATE STUDENT MUSICIAN ROCKS ON THANKS TO JODKA SCHOLARSHIP

By Ruth Thompson

SCITUATE RESIDENT DAVID JODKA HAD A PASSION FOR MUSIC. A vocalist and musician who played guitar, bass and drums, Jodka had a career in finance, but music was always closest to his heart. In 2014, Jodka died from cancer at just 44 years old.

Wanting to honor his love of music and create a lasting legacy, Jodka’s wife Kathleen and their four children approached the South Shore Conservatory about establishing a scholarship in his name; and thus the David Jodka Scholarship for Future Rockers was launched.

The scholarship offers music students an opportunity to participate in a quality, actively gigging, coached rock band at the conservatory.

About 15 students from nearly every town on the South Shore auditioned for the band. Five were chosen.

Scituate’s Darcy Milligan is one of those five.

“I was honestly dumbfounded,” the Scituate High School freshman said after learning she was a recipient of the scholarship. “I was shocked.”

Milligan’s mom had found information about the scholarship on the internet.

“It was a page on David Jodka, and about how his wife established the program with the Conservatory to continue his life-long legacy of playing music and uniting people together to enjoy and love music, as well as the ideas it brings to society,” Milligan said. “I overall loved the idea, top to bottom. The idea that you can meet all of these amazing and hard-working musicians that are your age from all over the South Shore and learn music and play with them is such an out-of-this-world idea; a once in a lifetime opportunity, definitely.”

Add the fact that “the inspirational man himself lived in my very town and walked the very streets and ground that I’ve touched for almost my entire life,” Milligan continued.

“Mrs. Jodka, and her work to bring the music and his memory all over the South Shore, is and was incredibly inspiring, and for that reason, I could not resist this opportunity.”

When she applied for the scholarship Milligan hoped that she would not only learn from the Conservatory’s great coaches but that she would also breed herself into an intellectual musician, not only with her ear but with her mind as well.

(Continued on next page)
"I hoped that I would be able to manipulate music theory so that even breaking the rules made an art piece that everyone can enjoy," she said. "And I thought that under the guidelines and incredible coaching that was mentioned in the article, that I would be able to achieve just that."

When she went for the call back with Erik Caldarone, who teaches guitar, bass, and composition at SSC as a part of the Jazz/Rock/Pop Department, Milligan said she was so terrified she could barely speak.

"I played as much as I could, and I thought that I had a pretty average audition. But Erik saw hope in me, I guess."

The other scholarship recipients were Elizabeth Croteau from Hingham, Jack Holland from Plymouth, Suzie O’Neil from Duxbury, and Rose Cataudella from Marshfield.

Together, and under the guidance of Caldarone, they formed the band, Toast.

"I just would like to say that the other band members are all amazing and incredible people, and I’m definitely sure that if not for them, I wouldn’t be as good of a musician as I am today," Milligan said.

"AN EARLY START"

Milligan plays guitar, bass, trombone, drums, and plays around with the flute, euphonium, and the tuba. She has been involved with music since the age of 3, she said.

"I have always had at least one guitar at my fingertips. Whether it was when I was younger and dancing to Madonna tapes or playing at gigs with one of my bands, at least one has been with me. I started seriously thinking of music and instruments when I was about 8."

She believes she inherited her sense of curiosity for learning new instruments from her mother, who used to play the flute and the French horn in high school.

"She always told stories of her going into her band room early on school mornings, and playing whatever was there and trying to figure out how it worked," Milligan said. "Now, she sings in the Choral Arts Society as a soprano. My father never played or did anything musical, so a lot of the musical background in my family came from my mom’s side."

(Continued on next page)
Milligan took vocal lessons with Nicole Poulter at BOSSE in Weymouth, but learned most of her guitar skills in school.

“I used to participate in these little jam sessions with one of my biggest inspirations for playing guitar, my elementary school music teacher, Mr. (Peter) Mundt,” she said. “There, he taught me how to play a gnarly 12 bar blues and how to solo well. Without him and his sessions, I probably would have never been a part of any band, never mind ‘Toast.’”

She also took trombone lessons during parts of the school day for the school concert band through elementary and middle school.

“I also don’t think I would have taken trombone seriously without Mr. (Greg) Lessard, the band director of Gates and my coach on trombone,” she said. “In other words, I probably would have never made it to SEMSBA or Districts, which are festival bands that you have to try out for, without him.”

Since receiving the David Jodka Scholarship for Future Rockers, Milligan has “definitely manipulated music theory.”

“I no longer shake or stutter, I just play like I do with my door shut in my bedroom.”

“Under the inspiration of Erik Caldarone, I have officially written a song that has absolutely no foundation of a standard drum beat whatsoever and have snuck polyrhythms into it; it is one interesting song.”

Polyrhythms are basically different rhythms, she explained.

She has also gained confidence in her performance skills, too.

“I no longer shake or stutter, I just play like I do with my door shut in my bedroom.”

Milligan is interested in pursuing a career in music, she said.

“I’m definitely thinking of doing something with engineering, more specifically a Luthier (building guitar models), and maybe on the outside of that career being a part of a band.”

Already she is one of the main songwriters for Toast and has written three songs that have been approved by Caldarone.

“That means he thinks they will add specifically beneficial sounds to our band,” she said, pointing out she has also participated in three Junior SEMSBA festivals and one Junior District festival. (Continued on next page)
“I feel the tremendous coaching of Erik and his idea of not only assessing each musician’s skill but also their character, gave Toast and the Future Rocker’s Program a great name.”

The Conservatory has done a great job with this program, Milligan added.

“Nancy, the Campus Manager, has integrated the idea that Mrs. Jodka proposed into one of the great programs in the Jazz/Pop/Rock Department - a department in the Conservatory that not a whole lot of people know about,” Milligan said. “Not only has it brought more popularity to the department, but it also inspires more kids and teenagers to follow rock, jazz, and pop bands.”

The Jazz/Pop/Rock Department does a great job of bringing together musicians from across the South Shore and, through the relationships that each musician develops with each other, inspires a safe environment for their improvement as well as a sense of unity and teamwork, one that not many people ever truly experience in their lifetimes, she said.

Toast is on Spotify. They also play at the Mad Love Music Festival in October, and have monthly basement shows at the Conservatory in Duxbury. Find them on Instagram at @toast_music

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