



## Corporate Sponsorship Opportunities 2018-2019 Season

**Pops in the Park Title Sponsorship.....\$15,000**

- Title sponsorship for Pops in the Park Concert, Sunday, September 2, 2018
- Consistent branding in all season collateral
- Recognition in one-page concert program (pending Rec & Parks approval)
- Recognition as major sponsor on Opening Night Celebration collateral
- Full-page greyscale ad in every *Bravo!* concert program
- Full season recognition in *Bravo!* program book, posters, and direct-mail postcards
- Logo placement on website, hallway banner at Maryland Hall
- 20 tickets (or 4 subscriptions) to Masterworks concerts
- Invitations to all major donor events
- Opportunity for customized, branded VIP reception (such as client or customer events)

**Holiday Pops Title Sponsorship.....\$10,000**

- Title sponsorship for December Holiday Pops Concert, consistent in all season collateral
- Full-page greyscale ad in concert program
- Full season recognition in concert programs and collateral
- Sponsor profile in Holiday Pops concert Program
- 15 complimentary tickets to Holiday Pops concert
- Invitations to all major donor events
- Opportunity for customized, branded VIP reception

**Holiday Pops Presenting Sponsorship.....\$5,000**

- As above, except:
- Concert is not named for sponsor
- 10 complimentary tickets to Holiday Pops

**Soloist Sponsor.....\$10,000**

- Sponsorship for guest artist at one Masterworks or Holiday Pops concert
- Logo and notation on *Bravo!* Concert program page (the page that lists the concert's works, composers, and artists—the most frequently and carefully read page of the program)
- Full-page greyscale ad in each *Bravo!* concert program
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Sponsor profile in sponsored concert program
- 20 complimentary tickets to sponsored concert, or 4 season subscriptions

- Recognition & speaking opportunity after concert at Crescendo Club major donor reception
- Invitations to all major donor events
- Industry exclusivity for sponsored concert
- Opportunity for customized, branded VIP reception

**Music Van Sponsor..... \$10,000**

- Title Sponsorship for Music Van, musicians mentoring in schools
- Sponsor logo on Music Van brochure
- Full-page greyscale ad in each *Bravo!* concert program
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Sponsor profile in one concert program
- 20 complimentary tickets to sponsored concert, or 4 season subscriptions
- Invitations to all major donor events
- Industry exclusivity for sponsored concert
- Opportunity for customized, branded VIP reception

**Crescendo Club Sponsor (Sponsored).....\$7,500**

- Presenting Sponsorship of donor reception
- Presentation & literature table available
- Prominent signage outside & inside the lounge
- Opportunity to interact with Symphony donors of \$1,000+
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Full-page ad in every concert program
- 12 complimentary tickets to a Masterworks concert, or 3 season subscriptions
- Invitations to all major donor events
- Opportunity for customized, branded VIP reception

**Masterworks Lounge Sponsor.....\$6,000**

- Naming of “Masterworks Lounge,” exclusive donor lounge, before every concert & and intermission
- Presentation & literature table available
- Prominent signage outside & inside the lounge
- Opportunity to interact with Symphony donors of \$500+
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Full-page ad in every concert program
- 10 complimentary tickets to a Masterworks concert, or 2 season subscriptions
- Invitations to all major donor events

**Concert Sponsor.....\$5,000**

- Sponsorship of one Masterworks weekend or Holiday Pops concert
- Logo and notation at top of *Bravo!* Concert program page (the page that lists the concert’s works, composers, and artists—the most frequently and carefully read page of the program)
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Full-page ad in every *Bravo!* concert program
- 10 complimentary tickets to Masterworks concerts, or 2 season subscriptions
- Invitations to major donor events
- Industry exclusivity for sponsored concert
- Opportunity for customized, branded VIP reception

**Concerto or Symphony Sponsor.....\$2,500**

- Sponsor one of the centerpiece works at one Masterworks concert
  - Most concerts have a “concerto” or similar piece featuring a guest soloist
  - Most concerts feature performance of an entire symphony
- Logo and notation on *Bravo!* Concert program page (the page that lists the concert’s works, composers, and artists—the most frequently and carefully read page of the program)
- Full-page ad in *Bravo!* concert program for the evening of the sponsored work
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Invitations to major donor events
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**Musician Sponsor..... \$2,500**

- Sponsor one of the Symphony’s professional musicians for a whole season, or twelve months after gift is committed
- Listing on the Musician Sponsorship page in *Bravo!* program book
- Listing on Donor page at \$2,500 level
- Logo on corporate sponsorship program page
- Half-page ad in *Bravo!* concert program all season or twelve months (9 books), or Full-page ad in 3 program books
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Invitations to major donor events
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**“Meet the Masterworks” Presenting Sponsor.....\$2,500**

- Sponsor the Symphony’s series of multimedia presentations by Dr. Rachel Franklin before each concert
- 200 attendees per weekend
- Signage outside concert call during Meet the Masterworks program

- Logo and presenting sponsor notation on Meet the Masterworks ad in at least 5 concert programs (if committed by August 15)
- Logo on corporate sponsorship program page for full season and remaining season marketing materials
- Half-page ad in *Bravo!* concert program all season or twelve months (9 books), or Full-page ad in 3 program books
- Invitations to major donor events
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**“Symphony Study” Presenting Sponsor.....\$2,500**

- Sponsor the Symphony’s evening multimedia presentations by Dr. Rachel Franklin
- 6 sessions per year, in three pairs, 35 participants each night, mostly repeating customers
- Logo and presenting sponsor notation on Symphony Study ads in concert programs
- Logo on corporate sponsorship program page for full season and remaining season marketing materials
- Signage at Symphony Study program
- Half-page ad in *Bravo!* concert program all season or twelve months (9 books), or Full-page ad in 3 program books
- Invitations to major donor events
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**“Meet the Masterworks” Weekend Sponsor.....\$1,000**

- Sponsor one weekend of the Symphony’s series of multimedia presentations by Dr. Rachel Franklin before each concert
- 200 attendees per weekend
- Signage outside concert hall during Meet the Masterworks program
- Logo and presenting sponsor notation on Meet the Masterworks ad in at least 5 concert programs (if committed by August 15)
- Logo on corporate sponsorship program page for full season and remaining season marketing materials
- Half-page ad in 3 *Bravo!* concert programs, or Full-page ad in 1 program book
- Invitations to major donor events
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**“Symphony Study” Session Co-sponsor.....\$1,000**

- Sponsor one pair of sessions of the Symphony’s evening multimedia presentations by Dr. Rachel Franklin
- 6 sessions per year, in three pairs, 35 participants each night, mostly repeating customers
- Logo and notation on Symphony Study ads in concert programs
- Logo on corporate sponsorship program page for full season and remaining season marketing materials
- Half-page ad in 3 *Bravo!* concert programs, or Full-page ad in 1 program book
- Invitations to major donor events

- 5 complimentary tickets to a Masterworks concert, or 1 season subscription

**Masterworks Lounge Weekend Co-Sponsor.....\$1,000**

- Sponsor “Masterworks Lounge” for one weekend
- Exclusive donor lounge, before every concert & and intermission
- Literature table available
- Signage inside the lounge
- Opportunity to interact with Symphony donors of \$500+
- Full season recognition on sponsorship page of concert programs and remaining season collateral
- Full-page ad in *Bravo!* concert program book on weekend of sponsorship
- 5 complimentary tickets to a Masterworks concert, or 1 season subscription
- Invitations to all major donor events
- Logo on corporate sponsorship program page for full season and remaining season marketing materials

## CONCERT SPONSORSHIP: MEDIA OPPORTUNITIES AND IMPRESSIONS

Sponsor ad in program: 8,200 (1,400 per Masterworks weekend)

Your company & logo listed on title page of ASO website: 1,200 unique visitors per month

*What's Up? Annapolis Magazine* (logo placement)

- 9 half- or full-page ads
- 40,000 impressions per ad
- 360,000 total impressions

*Annapolis Home Magazine*

- 1 full-page ad
- 30,000 impressions per ad

Concert emails: 3,000 per concert = 21,000 (logo placement)

General emails: 78,000 (logo placement)

1,430 Facebook friends

Annapolis *Capital* print ads: 30,000 per advertisement (logo placement for sponsors of \$5,000 and higher for larger ads, or \$10,000 and higher for smaller ads)

## AUDIENCE DEMOGRAPHICS

Symphony subscribers:

- 71% of ASO audience
- HNI median \$150,000

Symphony donors

- ~35% of ASO audience (overlaps subscribers)
- HNI median \$250,000

Total ASO Subscription Households (not seats): 507

Largest ASO ZIP Codes:

- 21401: 35%
- 20413: 20%
- 21012: 8%
- 21146: 7%

Median concertgoer age: 63