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

- 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

$10,000

Crescendo Club Sponsor (Sponsored)

- 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

$7,500

Masterworks Lounge Sponsor

- 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

$6,000
Concert Sponsor

- 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

$5,000

Concerto or Symphony Sponsor

- 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

$2,500

Musician Sponsor

- 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

$2,500

“Meet the Masterworks” Presenting Sponsor

- 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

$2,500
• 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

• 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

• 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 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 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

• 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

For more information, please contact Patrick J. Nugent
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