

MSI MARIN SYMPHONY



2015/2016
Sponsorship
Opportunities

Hear ^{15/16} SEASON
& Now!

The season starts...

Hear & Now! 15/16 SEASON

The Marin Symphony's 2015/2016 Season is ready to kick off Hear & Now! We have a short but very sweet Masterworks series plus our popular Holiday Pops concert lined up to create a year of high-quality, masterful performances conducted by Alasdair Neale in his 15th season as Music Director at the Marin Symphony.

Masterworks 1

RUSSIAN SPECTACULAR

November 1 & 3

Rachmaninoff: *Piano Concerto No. 3 in D Minor*

Tchaikovsky: *Symphony No. 5 in E Minor*



Soloist: Gleb Ivanov, piano



Holiday Pops

WINTER WONDERLAND

December 15

Beloved holiday pops classics, traditional carols and Holiday film themes with performances by our adult and Children's choruses.

Masterworks 2

THE ROMANCE OF RODRIGO

February 28 & March 1

Bartók: *Rumanian Folk Dances*

Rodrigo: *Concierto de Aranjuez for Guitar*

Brahms: *Symphony No. 4 in E minor*



Soloist Robert Belinic, guitar



Masterworks 3

BOLÉRO!

April 24 & 26

Duruflé *Requiem*

Bizet *Excerpts from Carmen Suites 1 & 2*

Ravel *Boléro*

MSI MARIN SYMPHONY

Your partnership with the Marin Symphony means more than dollars to support our orchestra and education initiatives. It means more than great exposure for your brand. It means that individuals and leaders within your organization have a stake in our community. And that you wish to have a culturally rich community in which to work and serve. It means that you've invested in a county that has a unique identity of its own – that is a community with its own symphony orchestra.

Marin is a unique place with plenty of educated, high-income and culturally-sophisticated individuals at all income levels. Yet is also has a growing population of elder and underserved communities. Your support of the Marin Symphony provides our entire community with the benefits of having a top-notch orchestra – and the educational and outreach programs associated with it – right here in Marin.

The following sponsorship levels include the tangible benefits of sponsorship – of which there are many. But the true benefits of sponsoring an arts institution are the intangibles. Those things we all take for granted like having a strong, healthy, culturally diverse and educated community.



Become a Marin Symphony Corporate Sponsor and align your company's reputation with the Marin Symphony Orchestra. The Marin Symphony is dedicated to a high level of artistic and technical excellence, community engagement and education. We attract a loyal audience of upscale, highly educated adults.

Partner with the Marin Symphony and

- Engage our audience with your brand.
- Increase the prestige of your institution
- Improve brand recognition and awareness
- Build a reputation for community engagement

The following benefits are just a start for our corporate sponsors. Benefits can be added or customized according to your needs.

Season Benefits	\$25,000 +	\$20,000 - \$24,999	\$15,000 - \$19,999	\$10,000 - 14,999	\$5,000 - \$9,999	\$1K - \$4,999
Ad in Season Program Book	full page	2/3 page	1/2 page	1/4 page		
Listing on sponsor page of Program Book	logo	logo	logo	logo	logo	logo
Logo & link on Marinsymphony.org	X	X	X	X	X	X
Logo on Concert postcards, posters and large print ads	X	X	X	X		
Logo on large lobby signs (2)	X	X	X	X	X	X
Logo on lobby monitors (2)	X	X	X	X	X	
Logo on Pre-concert stage projections	X					
Section I tickets to all concerts	10					
Section II Tickets to all concerts		8	6			
Section III tickets to all concerts				4	2	2
Conductor's Club Membership	10	8	6	4		
Tickets to Spring Gala	10	4	2			
Tickets to Prelude Concert(s)	10	4	2			
VIP Parking at Marin Center	5	4	3			
75 word listing in MS email newsletter	3x	2x	1x			
\$10 discounted ticket price for employees	X	X	X	X	X	X
40 tickets donated in your name to Symphony Kids	X	X	X	X		

Corporate Sponsorship

Presenting Season Sponsor - \$25,000+

Support the Marin Symphony at our top tier and receive a generous level of exposure for your business as well as free tickets, employee discounts, PR and recognition as a supporter of our Symphony Kids Program throughout the Marin Symphony 2015/2016 season.

Benefits Package

Brand Awareness

- Full page ad in program book. (1x/year x 7 concerts) Reach 10,500 readers (Value \$2,750)
- Corporate logo at the top of the "Season Sponsor" page in program book
- Logo and link at top of marinsymphony.org on Season Sponsor page
- Logo on all large print ads, postcards and posters for all individual concerts in the 15/16 Season
- Logo on large onsite lobby signage at all concerts
- Logo listed on lobby monitors
- Logo on pre-concert stage projections as Presenting Sponsor

Social

- Up to 10 tickets to each concert in premium Section I (reserved upon request)
- Conductor's Circle Membership allowing admission for up to 10 guests to enter private Green Room receptions
- Up to 10 tickets to Spring Gala with top tier benefits
- Up to 10 tickets each for any 2015/2016 in-home Prelude concert (dates to be announced)
- VIP Parking Passes at Marin Center (5)

Employee Benefit

- Discounted \$10 tickets for employees (promo code provided)

PR

- 75 word news or event listing with links in up to three Marin Symphony email newsletters under "More to see and do" (Reach: 5K per blast)

Give Back

- 40 tickets donated in your name to our Symphony Kids* program

**Symphony Kids is the Marin Symphony's Outreach Program and benefits Big Brothers Big Sisters of the North Bay, Sunnyhill's Children's Services, Boys and Girls Clubs of Marin and Southern Sonoma Counties, and St. Vincent's Timothy Murphy School.*

Reach

- Program Book: The season's program book reaches an average of 1,500 per concert x 7 concerts for a total season reach of 10,500 readers.
- Email Blast: Our regular email newsletters go out to over 5,000 Marin Symphony email subscribers with each blast.
- Concert Signage: Our concerts sell between 1,200 to 1,900 tickets. The average concert will reach 1,500 individuals times seven regular season concerts for an individual reach of 10,500 Symphony goers.

Demographics

- Marin Symphony goers are between 50 – 80 years old. They are highly educated, culturally sophisticated and have high household incomes.

Corporate Sponsorship

Season Underwriter - \$20,000 - \$24,999

Support the Marin Symphony at our top tiers and receive a generous level of exposure for your business as well as free tickets, employee discounts, PR and recognition as a supporter of our Symphony Kids Program throughout the Marin Symphony 2015/2016 season.

Benefits Package

Brand Awareness

- 2/3 page ad in program book. (1x/year x 7 concerts) Reach 10,500 readers (Value \$2,100)
- Corporate logo on the "Season Sponsor" page in program book
- Logo and link on marinsymphony.org on Season Sponsor page
- Logo on all large print ads, postcards and posters for all individual concerts in the 15/16 Season
- Logo on large onsite lobby signage at all concerts
- Logo listed on lobby monitors

Social

- Up to 8 tickets to each concert in premium Section II (reserved upon request)
- Conductor's Circle Membership allowing admission for up to 8 guests to enter private Green Room receptions
- Up to 4 tickets to Spring Gala with top tier benefits
- Up to 4 tickets each for any 2015/2016 in-home Prelude concert (dates to be announced)
- VIP Parking Passes at Marin Center (4)

Employee Benefit

- Discounted \$10 tickets for employees (promo code provided)

PR

- 75 word news or event listing with links in up to two Marin Symphony email newsletters under "More to see and do" (Reach: 5K per blast)

Give Back

- 40 tickets donated in your name to our Symphony Kids* program

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Reach

- Program Book: The season's program book reaches an average of 1,500 per concert x 7 concerts for a total season reach of 10,500 readers.
- Email Blast: Our regular email newsletters go out to over 5,000 Marin Symphony email subscribers with each blast.
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Demographics

- Marin Symphony goers are between 50 – 80 years old. They are highly educated, culturally sophisticated and have high household incomes.

Corporate Sponsorship

Season Sponsor - \$15,000 - \$19,999

Support the Marin Symphony at our top tier and receive a generous level of exposure for your business as well as free tickets, employee discounts, PR and recognition as a supporter of our Symphony Kids Program throughout the Marin Symphony 2015/2016 season.

Benefits Package

Brand Awareness

- 1/2 page ad in program book. (1x/year x 7 concerts) Reach 10,500 readers (Value \$1,550)
- Corporate logo on the "Season Sponsor" page in program book
- Logo and link on marinsymphony.org on Season Sponsor page
- Logo on all large print ads, postcards and posters for all individual concerts in the 15/16 Season
- Logo on large onsite lobby signage at all concerts
- Logo listed on lobby monitors

Social

- Up to 6 tickets to each concert in premium Section II (reserved upon request)
- Conductor's Circle Membership allowing admission for up to 6 guests to enter private Green Room receptions
- Up to 2 tickets to Spring Gala with top tier benefits
- Up to 2 tickets each for any 2015/2016 in-home Prelude concert (dates to be announced)
- VIP Parking Passes at Marin Center (3)

Employee Benefit

- Discounted \$10 tickets for employees (promo code provided)

PR

- 75 word news or event listing with links in one Marin Symphony email newsletters under "More to see and do" (Reach: 5K per blast)

Give Back

- 40 tickets donated in your name to our Symphony Kids* program

**Symphony Kids is the Marin Symphony's Outreach Program and benefits Big Brothers Big Sisters of the North Bay, Sunnyhill's Children's Services, Boys and Girls Clubs of Marin and Southern Sonoma Counties, and St. Vincent's Timothy Murphy School.*

Reach

- Program Book: The season's program book reaches an average of 1,500 per concert x 7 concerts for a total season reach of 10,500 readers.
- Email Blast: Our regular email newsletters go out to over 5,000 Marin Symphony email subscribers with each blast.
- Concert Signage: Our concerts sell between 1,200 to 1,900 tickets. The average concert will reach 1,500 individuals times six regular season concerts for an individual reach of 9,000 Symphony goers.
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Corporate Sponsorship

Season Partner - \$10,000 - \$14,999

Support the Marin Symphony at the Season Partner level and receive mid-level exposure for your business as well as free tickets, employee discounts, PR and recognition as a supporter of our Symphony Kids Program throughout the Marin Symphony 2015/2016 season.

Benefits Package

Brand Awareness

1/4 page ad in program book. (1x/yr – 7 concerts) Reach 10,500 (Value \$2,750)
 Corporate logo on "Season Sponsor" page in program book
 Logo and link on marinsymphony.org on Season Sponsor page
 Logo on all large print ads, postcards and posters for all individual concerts in the 15/16 Season
 Logo on large onsite lobby signage at all concerts
 Logo listed on lobby monitors

Social Employee Benefit Give Back

Up to 4 tickets to each concert in premium Section III (reserved upon request)
 Conductor's Circle Membership allowing admission for up to 4 to Green Room receptions
 Discounted \$10 tickets for employees (promo code provided)
 40 tickets donated to our "Symphony Kids*" program supporting underserved youth in Marin

**Symphony Kids is the Marin Symphony's Outreach Program and benefits Big Brothers Big Sisters of the North Bay, Sunnyhill's Children's Services, Boys and Girls Clubs of Marin and Southern Sonoma Counties, and St. Vincent's Timothy Murphy School.*

Reach

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Demographics

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Corporate Sponsorship

Season Supporter - \$5,000 - \$9,999

Support the Marin Symphony at the Season Supporter level and receive brand awareness and tickets to events throughout the 2015/2016 season.

Benefits Package

Brand Awareness

- Listing in Program book under Season Supporter
- Corporate logo on the "Season Sponsor" page in program book
- Logo and link on marinsymphony.org on Season Sponsor page
- Logo on large onsite lobby signage at all concerts
- Logo on lobby monitors

Social

- Up to 2 tickets to each concert in premium Section III (reserved upon request)
- Discounted \$10 tickets for employees (promo code provided)

Friend of the Symphony - \$2,000 - \$4,999

Support the Marin Symphony at the Friend of the Symphony level and receive brand recognition in our program book, website and concert signage and a pair of tickets to the concert of your choice in the 2015/2016 season.

Benefits Package

Brand Awareness

- Listing in Program book under Friend of the Symphony
- Corporate logo on the "Season Sponsor" page in program book
- Logo and link on marinsymphony.org on Season Sponsor page
- Logo on large onsite lobby signage at all concerts

Social

- Up to 2 tickets to one 2015/2016 concert in premium Section III (reserved upon request)
- Discounted \$10 tickets for employees (promo code provided)

Reach

- Program Book: The season's program book reaches an average of 1,500 per concert x 7 concerts for a total season reach of 10,500 readers.
- Email Blast: Our regular email newsletters go out to over 5,000 Marin Symphony email subscribers with each blast.
- Concert Signage: Our concerts sell between 1,200 to 1,900 tickets. The average concert will reach 1,500 individuals times six regular season concerts for an individual reach of 9,000 Symphony goers.
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MARIN SYMPHONY

In addition to general support for our concert season, you can help the Marin Symphony through support of any of the following individual programs. These special opportunities offer their own, intrinsic set of benefits.

TEMPO SUPPORTER - \$100 to \$999

Youth music education is our mission. Your financial support of our TEMPO Programs will provide needed funding to pay for musician services and classroom materials for Marin Symphony Outreach Tours and Visiting Artists at Marin County Schools during the school year. These programs are designed to enrich school curricula with music education.

YOUTH ORCHESTRA CONCERT SPONSOR - \$1,000

The Marin Symphony Youth Orchestra, Crescendo Orchestra and Overture Ensembles perform their Winter and Spring concerts at College of Marin each season. These students study hard all year and draw quite a crowd at each concert. Your sponsorship will help cover expenses associated with these concerts where our youth can show off all they've learned. Sponsors will be recognized in the concert programs and onsite.

VIP RECEPTION SPONSOR - \$3,000

Our VIP Reception Sponsor will have an exclusive opportunity for branding at all VIP Receptions during the season. Put your name on signage, place brochures and even introduce Alasdair Neale! There will be a total of ten concert intermissions and post-concert receptions this season. These events are small but offer an audience of high net-worth, connected individuals and offer an ideal partnership for financial institutions, automotive dealerships and real estate brokerages.

ADOPT A MUSICIAN - \$5,000

Our Concertmaster and principle players are supported through individual chair donations so why not the rest of our talented players? Your contribution will underwrite a general member of the orchestra for the season. Choose your favorite instrument or select an individual player to support. We'll help match you to a worthy orchestra member and provide a chance to meet your sponsored player. You will be recognized in the Season Program and in an online Thank You video shared via social media.

PRELUDE CONCERT SPONSOR - \$8,000

Each year, the Marin Symphony produces an exclusive, intimate, in-home concert featuring a Guest Artist. Your exclusive sponsorship will support the event and offer an opportunity to be included on all event invitations, email blasts, program and onsite signage. You can even welcome guests and introduce the performers if you like.

SYMPHONY DAY - \$10,000+

A key element of our Youth & Education Outreach Programs is Symphony Day. This will be an annual concert for school age children performed by our full orchestra at the Marin Center. We want to create an educational, enjoyable and memorable field-trip experience for Marin's 4th grade students but must raise \$80,000 to cover our costs. Your contribution— at any level — can help and will be recognized onsite at Symphony Day.

MARIN SYMPHONY

INSPIRED IN MARIN

The Marin Symphony Association is one of the longest-running, most prestigious, cultural organizations in Marin County and the Bay Area. The orchestra was the inspiration of a small group of professional and amateur musicians who wished to bring classical music, performed by local artists, to the people of Marin. Originally chartered as the Symphony Guild of Marin, the new organization was also committed to providing programs to give young people in Marin an incentive for musical study and accomplishment.

HIGHLIGHTS

The Marin Symphony's first official concert was held on December 14, 1952 at Marin County Catholic High School. The Symphony's performances remained there through the succeeding 13 seasons. The Symphony's second home through 1970 was the auditorium at the College of Marin. In 1971, the Symphony moved to its permanent home in the newly opened, 2,000-seat Marin Veterans' Memorial Auditorium where it remained until October, 1989, when seismic reinforcement to the hall necessitated a two-year hiatus. During this brief interval, the Symphony performances moved to Angelico Hall at Dominican University. On the occasion of the auditorium's 20th Anniversary on November 17, 1991, the Symphony returned to its home in the Marin Veterans' Memorial Auditorium, where it performs to this day.

Today, the orchestra has grown to include approximately 85 musicians, 70% union players and 30% non-union community players. A majority of these musicians come from throughout the Bay Area and represent all the major performing arts organizations.

Since 1954, the organization has supported a variety of youth programs. Today, our secondary mission is to reach as many students as we can with classical music and education. Our prestigious training programs include the Marin Symphony Youth Orchestra, Crescendo Orchestra and Overture Ensemble. We also provide educational enrichment programs for Marin Schools through our TEMPO programs.

Our core mission remains our classical concert programming. Each year, the Marin Symphony presents a series of Masterworks classical concerts at the Marin Veterans' Memorial Auditorium. Additionally, specialty concerts and events such as the Holiday Concerts by Candlelight and Prelude Recitals are offered with pride to the community for its inspiration and enrichment.

To learn how your organization can help support the Marin Symphony,

Please contact Jeff vom Saal
Executive Director
415-479-8100 | jeff@marinsymphony.org