



## Sponsorship Opportunities

# MSI MARIN SYMPHONY

ALASDAIR NEALE | MUSIC DIRECTOR

# WATERFRONT POPS 9/12 2015



## Our vision is to...

- **Establish** Waterfront Pops as our signature event and make it an annual tradition in Marin.
- **Align** this event with our new Youth Education & Outreach program, **TEMPO**, to introduce and raise funds for this program onsite.
- **Sell subscriptions** to new audiences.
- **Introduce** the Marin Symphony to new audiences and people of all ages and backgrounds.
- **Provide** new audiences with the opportunity to experience live orchestral music in a relaxed environment.
- **Gather** our community together to enjoy live music outdoors while creating positive memories with family and friends.
- **Create** unique opportunities for sponsors to reach our audience and align their brand with a community oriented, family-friendly event.



## Amenities & Highlights

- Top notch entertainment
- Food Trucks
- Beer & Wine Vendors
- Ample parking
- Grass and chair seating options
- Local Youth performances
- Music Teacher Awards
- Instrument Petting Zoo
- VIP Hospitality Suite
- Fireworks Finale



## Event Details

Date: October 3, 2015

Time: 6:30 pm; Gates open at 3:00 pm

Location: Marin Center Lagoon Park,  
San Rafael

Ticket prices:

- \$35/adult Grass
- \$55/adult Chair Seating
- Youth \$20 (12-17)
- Children under 12 Free

Bring your own picnic, low-back chairs



## Audience

- Estimated 3,500 – 4,000 people
- Majority from Marin and greater North Bay
- Ages 7 – 70
- Coordinated groups, couples and families
- Upper middle through high income levels
- College or advanced degrees



## Marketing

- Newspaper
- Digital Display local targeting
- Paid Email blasts targeting music lovers
- Posters (250 local business distribution)
- Postcards (20,000 DM to target list & racks at Marin Center)
- Pandora Audio and display
- Marin Magazine (print/online)
- TV 30-sec spot (local)
- Website/SEO/SEM
- Bus Sides
- Sponsored Social Media/Facebook
- Yelp – featured event with contest



## Budget

Total Expenses	\$180,000
<u>Projected Ticket Revenue</u>	<u>\$80,000</u>
Sponsorship Needed	\$100,000

Ticket sales for Waterfront Pops have been strong and growing but traditionally have only covered 37% of the costs of production.

Year	2013	2014	2015 (est)
Attendees	2,200	3,000	3,500
Ticket Revenue	\$28k	\$68k	\$80k

## Sponsorship Opportunities

Sponsor level	tickets	stage banner	event advertising (space permitting)	program recognition	all event signage	t-shirt
50,000	20 VIP/50 GA	logo	logo	logo	logo	logo
35,000	15 VIP/40 GA	logo	logo	logo	logo	logo
25,000	10 VIP/40 GA	logo	logo	logo	logo	logo
20,000	6 Premium/20 GA	logo	logo	logo	logo	logo
10,000	30 GA	logo	listing	logo	logo	logo
7,500	20 GA	logo	listing	logo	logo	logo
5,000	10 GA	logo	listing	logo	logo	logo
2,500	6 GA	logo		logo	logo	logo
1,000	4 GA	logo		logo	logo	logo

### Additional Exclusive Naming Opportunities

(First come, first served. One per sponsor.)

# Marinites Waterfront Pops!

...But we can't do it without the support of major sponsors like you!

To sponsor Waterfront Pops 2015/2016 please contact  
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