



Connecting our communities to
the future of live music...

CELEBRATING 64 YEARS!



60 plus years of bringing great music to life!

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.

Today, the orchestra is led by Music Director Alasdair Neale and has grown to include approximately 85 musicians. A majority of these musicians come from throughout the Bay Area and represent all the major performing arts organizations.

Audience

Market research shows that our audience is influenced by corporate support and is extremely loyal to the businesses and services who help make our performances possible.

Audience members appreciate the value of local support for their symphony orchestra. They think highly of the businesses and services that support the Marin Symphony.

They are more likely to patronize the businesses of corporate supporters than those of non-supporters.

A Marin Symphony survey revealed the following demographics about our audience:

93% are college graduates

33% have advanced degrees

34% have incomes in excess of \$150,000

63% have incomes in excess of \$100,000

73% have incomes of \$75,000 or more



Amenities & Highlights



Fully professional symphony orchestra led by beloved Maestro Alasdair Neale

Informative and inviting pre-concert presentations with Maestro Neale and guest soloists

Concerts in the historic Frank Lloyd Wright-designed Veterans Memorial Auditorium

World-class soloists such as Midori, Zuill Bailey, Jon Nakamatsu





Youth & Education Programs

Marin Symphony Youth and Music Education Programs are at the heart of **our mission** to foster the dreams and aspirations of young musicians.



Exposing young people early and continuing to engage them is one of the best ways to ensure that the next generation develops a love of music.

Multiple programs are designed to teach and inspire both young musicians and future concert goers.

Marin Symphony 2017 Season Schedule

Masterworks I – October 29 & 31, 2017

Holiday Pops – December 12, 2017

Masterworks II – January 28 & 30, 2018

Masterworks III – March 4 & 6, 2018

Family Concert – March 25, 2018

Masterworks IV – April 29 & May 1, 2018

***Reserved Seating at Marin Veterans' Memorial
Auditorium***

***VIP Green Room Access for Sponsors and
Donors***



Waterfront Pops 2017

Waterfront Pops kicks off the 2017 Marin Symphony season with a fun, family-friendly event at Lagoon Park at Marin Civic Center.

For 2017, we are offering enhanced sponsorships including, for the first time, a naming position (with the company's brand integrated into the event title), as well as a presenting level, with upper tier sponsors enjoying exclusive positioning by industry.

Other sponsorships are available and all can be customized. We are also encouraging large employers to consider sponsoring and using the family-friendly event as a way to entertain employees, customers and clients.

Waterfront Pops sponsors will also enjoy year-round connection to the valued Marin Symphony audience with standard Symphony sponsorship benefits added as part of the Pops package!



Waterfront Pops Amenities & Highlights

- Top notch entertainment
- Delicious mobile gourmet food
- Wine & beer tasting
- Ample parking
- Grass and chair seating options
- Local Youth performances
- Music teacher awards
- Community booths
- Instrument petting zoo
- VIP hospitality suite
- Fireworks finale



New wine, beer and food tasting experience

Today's best wines and beers deserve thoughtful tasting that use all your senses...

New this year, we are developing a robust wine and beer experience where guests can upgrade their general admission tickets to include time well spent tasting fine craft beers and premium wines. Local food purveyors will also participate, making this a feature of Waterfront Pops not to be missed by anyone who is a fan of fine crafted beverages and foods.



Corporate partners invited

An unparalleled opportunity to engage with our local Marin community

Our corporate partners will support the legacy of the Marin Symphony's Waterfront Pops and demonstrate their commitment to Marin as they advance their own strategic community relations and marketing objectives.

2017 Lead corporate partners will be integrated into all aspects of Waterfront Pops as well as the entire Marin Symphony Season and will in turn receive prominent visibility throughout the year!

In addition to some great in-market and in-event branding, there are some valuable hospitality benefits that go with the upper level positions and we are developing a robust wine and food tasting experience with sponsors.

Partnership with the 2017 Waterfront Pops and Symphony Season provides an excellent platform for partners to introduce the Marin Symphony audience to brands of superior quality.

Top Level Sponsorship Integration

Title, Presenting and Supporting sponsors will be the official “Brand” partners of Waterfront Pops and the Marin Symphony, enjoying exclusivity across the entire platform of all Marin Symphony events, performances, and special promotions. Brand will be integrated into all marketing and advertising for each. Specifically, upper level sponsors will receive:

Marin Symphony Season Sponsorship

- Premium seats at each concert with VIP parking
- Naming and/or admission to private Green Room receptions
- Invitations to special home concert events
- Invitations to the Maestro’s Dinner sponsor event
- Discounted tickets for employees
- Tickets donated in the company’s name to the Symphony Kids program
- Ad and sponsor page recognition in the program book
- Logo and link on symphony website
- Brand recognition on lobby signage and monitors

Title Sponsor

The Marin Symphony is proud to announce that for the first time, Waterfront Pops will have a **Title Sponsor** with the company name integrated into the event so that every official reference will be “COMPANY Marin Symphony Waterfront Pops”.

Company Name will be integrated throughout the grounds wherever referenced in print, digital, and verbal. The **Title Sponsor** will have the most prominent brand integration into all advertising for the event as well as Marin Symphony promotional channels throughout the 2017 season.

Title Sponsor will have a branded hospitality tent at the event with food and beverages as well as a **Marin Symphony Season Sponsorship** valued at \$10,000. And why not invite a deserving nonprofit to attend the event: This sponsorship also includes 50 general admission tickets to donate to the community organization of their choice.

This is a unique opportunity in the North Bay for one company to have its brand integrated into the name of a high profile event. We will customize the sponsorship package to make it as valuable as possible for our naming partner.

Presenting & Supporting Sponsors

The Marin Symphony is offering two Presenting Sponsor positions as well as a myriad supporting level opportunities.

The sponsors at these levels will enjoy:

- Prominent brand exposure
- Access to first class hospitality
- Custom benefits at the Waterfront Pops event
- Tickets for employees and community groups
- Plus, year round sponsorship benefits with the Marin Symphony



Sponsor Structure



Sponsor Benefits

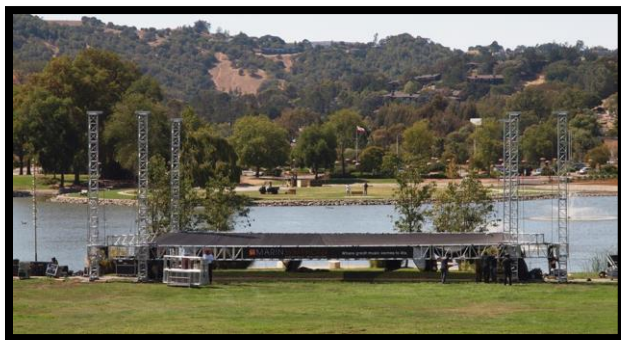
Benefits will be scaled proportionate to the level of investment

Positioning & Onsite Branding

Name of company placed immediately below event name in all printed and electronic materials.
Category exclusivity for marketing-based sponsorships (top 3 levels)

On-Site branding

- Brand integration into large stage banners
- Co-branded hospitality tents with food and beverages, seating for guests outside of tent
- Conductor visit prior to show, master of Ceremony recognition on stage



Sponsor Benefits – Marketing & Hospitality

Benefits will be scaled proportionate to the level of investment

Marketing recognition will be incorporated into advertising for the event including

- Newspaper (Marin IJ, SF Chronicle, Pacific Sun), Marin Magazine (Print & On-line)
- Golden Gate Transit, regional high traffic bus shelter signs
- Marin Cable via Comcast, Radio on KDFC (sponsor mentions limited to top two levels)
- Marin Center e-blasts, Direct Mail (20,000 postcards to target list)
- Social Media including Facebook, Twitter & Instagram, Website/SEM/SEO
- Inclusion in full color ad in Marin Symphony program promoting the event

Hospitality

- Co-branded hospitality tent with food and beverages (wine and beer) w/seating for guests outside of tent
- Conductor visit prior to show (for upper two levels)
- Master of Ceremony recognition on stage
- General Admission tickets to a community organization chosen by the sponsor



Thank you for considering a partnership with the Marin Symphony!

Market research shows that our audience is influenced by corporate support and is extremely loyal to the businesses and services who help make our performances possible.

For more information, please contact:

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