



Maryland Symphony
ORCHESTRA

2018-19 Season | Beginnings

SPONSORSHIP BROCHURE



**Invest in your community.
Invest in your Maryland Symphony Orchestra.**

Maryland Symphony Orchestra (MSO) 2018-19 Season Snapshot

8

Eight concert experiences at the historic Maryland Theatre in downtown Hagerstown, Maryland.

1

One extraordinary free annual public concert celebrating Independence Day, "**MSO's Salute to Independence**," each year on the historic Antietam Battlefield

Over four dozen **educational programs** across Washington County, Western Maryland, and the four-state region.



THE MSO AUDIENCE

MSO annual audience:

55,000+ unique concert-goers; 55% women / 45% men

Income bracket:

Affluent (median household income of \$109,000)

Education level:

Highly Educated (29% hold a Bachelor's degree and 40% hold an advanced degree); 33% have children living at home

Interests: culture, entertainment, travel, sports, real estate, investing

From where is our audience?*

Maryland: 68%

Pennsylvania: 15%

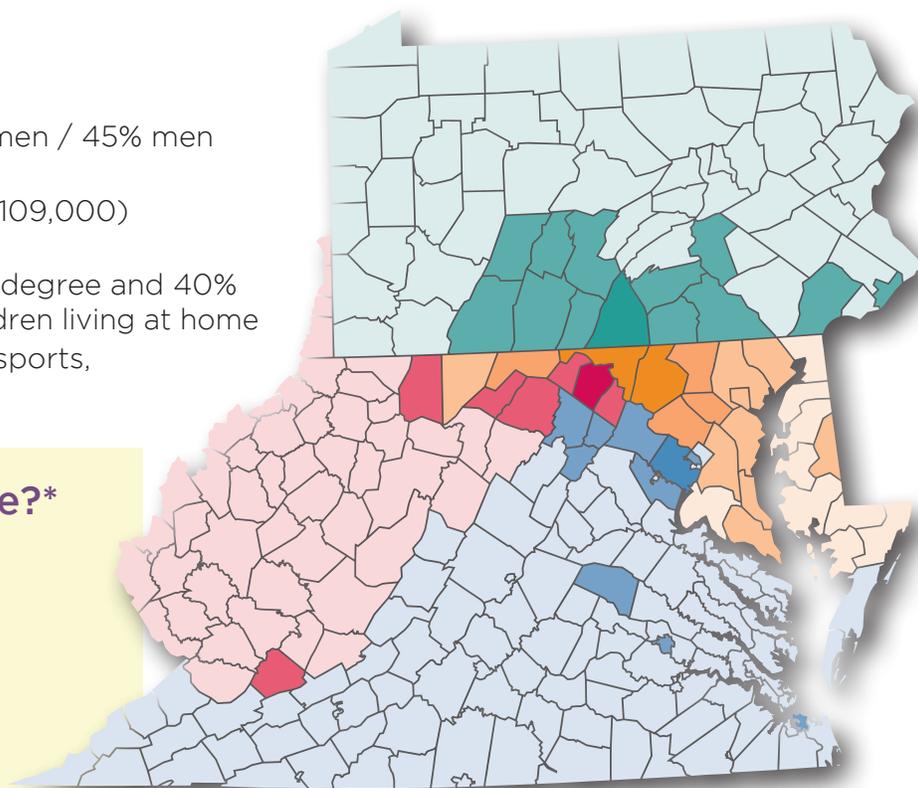
West Virginia: 12%

Other: 8%

Virginia: 3%

Washington, D.C.: < 1%

*Data based on analysis of 2016-17 concert season



• **Subscription sales are up for the MSO by 7% for the 17-18 season as compared to our 16-17 season**

EDUCATION AND COMMUNITY ENGAGEMENT

- **Five unique, acclaimed education programs** for pre-K to young adults: Symphony Saturdays, Kinder Konzerts, LinkUp Youth Concerts (through association with Carnegie Hall), Ensembles in the Schools, and High School Masterworks
- **Over two dozen community partners**, including Washington County Library, Washington County Public Schools, Beacon House, Hagerstown Choral Arts, Frederick County Library, Hub Opera, Barbara Ingram School for the Arts, the historic Maryland Theatre, Frostburg State University, Hagerstown Convention and Visitors Bureau, Hagerstown A + E District, Washington County Arts Council, and many more

- **Over 12,000 students** served annually
- In 2016-2017, **963 free student tickets** were redeemed to MSO concerts, at no charge to K-12 and college students across the four-state region

MSO 2018-19 Season Sponsor Benefits

Sponsor levels are listed below; each sponsorship level comes with commensurate sponsor benefits (numbered 1-15) articulated below — the benefits attached to each sponsorship level are listed by number to the right of the sponsorship level.



- **MSO 2018-19 Season Presenting Sponsor** (*only one available!*): \$50,000 (**1-7, 12-15**)
- **Concert Title Sponsor** (*only one available per concert*): \$10,000 (**1-6, 8-9, 12-15**)
- **Concert Artist Sponsor:** \$7,500 (**1-2, 4-6, 11-15**)
- **Concert Sponsor:** \$5,000 (**2, 4-6, 11-14**)
- **Concert Associate Sponsor:** \$2,500 (**4-6, 11, 13-14**)

Additional unique, one-of-a-kind sponsorship opportunities

(please inquire with MSO staff to learn more and discuss sponsor benefits — only ONE of each sponsorship listed below is available):

- **Youth 18 and Under Free Tickets Title Sponsor:** \$20,000
- **Kinder Konzerts Presenting Sponsor:** \$15,000
- **Symphony Saturdays Presenting Sponsor:** \$2,500

MSO SYMPHONY BALL

Saturday, November 3, 2018

Fountain Head Country Club, Hagerstown MD

- **Symphony Ball Presto Sponsor** (*only ONE available!*): \$10,000 (**2-6, 12-14**), *plus* two tables at the event
- **Symphony Ball Vivace Sponsor:** \$5,000 (**2, 4-6, 12-14**), *plus* one table at the event
- **Symphony Ball Allegro Sponsor:** \$2,500 (**4-6, 13-14**), *plus* one table at the event
- **Symphony Ball Andante Sponsor:** \$1,000 (**6**), *plus* four seats at the event
- **Table Sponsorship** (8 seats): \$1,500

SALUTE TO INDEPENDENCE

Saturday, July 7, 2018

Historic Antietam Battlefield, Sharspsburg MD

- **Event Partner:** \$35,000+ (**1-6, 9, 12-15**), *plus* VIP parking
- **Liberty Sponsor:** \$20,000 (**1-6, 10, 12-15**), *plus* VIP parking
- **Fireworks Sponsor:** \$18,000 (**1-6, 11-14**)
- **Red, White, and Blue Sponsor:** \$10,000 (**2-6, 12-14**)
- **Victory Sponsor:** \$5,000 (**2, 4-6, 12-14**)
- **Patriot Sponsor:** \$2,500 (**4-6, 13-14**)

- 1 Recognition on select print and web-based promotional materials, including half-page or larger advertising in *BRAVO!* program book and on-stage sponsor recognition
- 2 Sponsor acknowledgement in press releases sent to media outlets
- 3 Sponsor acknowledgement on social media outlets
- 4 Sponsor branding and credit in all *BRAVO!* program books throughout the season
- 5 Sponsor branding and acknowledgement in pre- and post-concert e-mails
- 6 Active link to company's website, or static listing, on MSO's website throughout the season
- 7 Four season subscriptions, in prime VIP seating (including all subscriber benefits)
- 8 Two season subscriptions, in prime VIP seating (including all subscriber benefits)
- 9 40 tickets for performance of sponsored concert
- 10 25 tickets for performance of sponsored concert
- 11 10 tickets for performance of sponsored concert
- 12 Invitation to exclusive engagement events and networking opportunities throughout the season
- 13 Invitation to "Meet and Greet" events with guest artists and/or MSO conductor Elizabeth Schulze
- 14 Invitation for representative and guest to annual Conductor's Circle Celebration event
- 15 Backstage tour at dress rehearsal upon request



MSO 2018-19 Gold Chair Sponsorship

For the 2018-19 concert season, the MSO is proud to announce a new sponsor opportunity – the **Gold Chair Sponsorship**. The Gold Chair Sponsorship is a unique opportunity to personally sponsor an MSO musician for the duration of our 2018-19 season.

MSO 2018-19 CONCERT SEASON / GOLD CHAIR SPONSORSHIP LEVELS

- **Principal player:** \$6,000
- **Assistant or associate principal:** \$5,500
- **Section player:** \$5,000

Benefits include unique engagement opportunities with your sponsored player; invitation to exclusive networking and event opportunities with orchestra members and conductor Elizabeth Schulze; invitation to attend MSO Conductor's Circle events; and recognition in *BRAVO!* program book and on marylandsymphony.org



GOLD CHAIR SOCIETY

What is the Gold Chair Society?

The Gold Chair Society is a group of individuals who have chosen to sponsor an orchestra “chair” (or member) for a season. The sponsorship covers the direct operating cost of paying the musician for the season. Gold Chairs may be in your name or in honor/in memory of a loved one.

What is the process for selecting which musician I will sponsor?

MSO staff will have a discussion with you about which “chair,” or musician, you wish to sponsor. People choose for many reasons. Some choose a particular instrument, perhaps because they love that instrument or study it themselves. Others choose a particular musician because they can see him or her clearly on the stage or have met that musician.

Is this different from my Annual Fund gift?

All Gold Chair gifts are part of our Annual Fund

and are used specifically for the purpose stated. For some, this is their total contribution for the fiscal year. For others, the Gold Chair sponsorship is part of a larger annual gift to the Maryland Symphony.

When do I renew my Gold Chair commitment?

Gold Chair commitments are renewed by signing a Gold Chair pledge form at the beginning of our fiscal year (July/August). Your sponsorship may be made in one payment or on a payment plan.

Do I have an opportunity to meet my musician?

Yes! We arrange for special opportunities for you to meet your musician. This may happen at a special reception for all Gold Chair musicians and sponsors as part of our Conductor's Circle event. Less formal opportunities, such as meeting at intermission or after the concert, are also possibilities. We want you to know your musician!

SOME STATS ON MSO MARKET REACH:

- **MSO website** – marylandsymphony.org – and affiliated sites receive 44,000+ unique monthly visitors
- **MSO social media channels** – Facebook, Twitter, and Instagram – have 4,000+ unique followers, reaching over 1 million unique individuals through content sharing/reach
- **MSO emails** reach 3,400+ individuals
- **MSO publications** include *BRAVO!* magazine (1,500+ issues per concert), concert postcards (1,000+ mailing), and season brochure (5000+ copies; will be included if confirmed by Feb 9, 2018)
- MSO routinely featured in **regional media** including WDMV, Herald-Mail, Frederick News, Antietam Broadband, other outlets

Maryland Symphony
Orchestra (MSO)

2018-19 SEASON SPONSORSHIPS

Contact:

Emily Socks,
Director of Advancement
301-797-4000, ex. 106
esocks@marylandsymphony.org

MSO 2017-18

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Maryland Symphony
ORCHESTRA

ENTERTAINING. ENGAGING. EXCITING. EXTRAORDINARY.