



SAN LUIS OBISPO
SYMPHONY

2021-22 Sponsorships



4,700

people from San Luis Obispo County and beyond came to town to experience the excitement of a live orchestral music performance in 2019

\$1.4M

San Luis Obispo Symphony invested this amount each year before the COVID-19 pandemic, to bring concerts and music education to our community.

33%

of revenue comes from ticket sales and tuition; the other portion comes from supporter and sponsorships from our community.



5

main stage concerts will be presented this season, at the Performing Arts Center San Luis Obispo.

100

students from SLO County and Santa Maria will benefit from participation in our Youth Symphony this season.

THANK YOU

for your commitment to supporting music and music education in our community.



Celebrate a landmark anniversary for your SLO Symphony and be part of the triumphant return to stage!

San Luis Obispo Symphony's sponsorship opportunities offer a variety of ways for businesses to support and engage with the arts. By sponsoring an event, educational program, or even the entire season, you can provide exciting creative cultural experiences for clients, reward your employees, and demonstrate your philanthropic commitment to the community – all while connecting your business's name with thousands of music lovers from around the region.

Becoming a sponsor for the 2021-22 season will give your business great opportunities for visibility and you'll be supporting the arts at a most critical time. Season promotions and advertising run from September to May and can reach thousands of potential customers for your business.

Supporting music in our community is truly WIN-WIN - read on to learn how a sponsorship can benefit your company.



season sponsorship

Main Stage Series Sponsor - \$25,000

- Dinner and champagne delivered to your home ahead of each concert
- Opportunity for 10 to watch all concerts from home
- 2 VIP subscriptions for the season
- 30-second video ad included before each concert
- Your name and logo as the presenting sponsor on all marketing materials for the season
- A full page ad in our printed and electronic concert program
- Dinner for up to 10 with Music Director Andrew Sewell catered by a local restaurant
- Logo or your company name in our closing thanks scroll at every concert this season.
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website
- Your name or logo on all emails and promotional materials advertising the concerts
- Name mention in all media releases promoting the season and Virtual concert events
- Name mention from stage before each concert
- Lobby table or representative at each concert

Main Stage Supporting Sponsor - \$15,000

- Opportunity for 6 to watch from home
- 1 VIP subscription for the season
- 15-second video ad included before each concert
- A half-page ad in our printed and electronic concert programs
- Your name and logo as a co-sponsor on all marketing materials for the season
- Logo or your company name in our closing scroll at every concert this season
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website
- Name mention in all media releases promoting the season and Virtual concert events
- Name mention from stage before each concert
- Lobby table or representative at each concert

main stage concert sponsorship

Beethoven Sixth featuring Richard Dobeck & Lisa Nauful - 10/2/21

American Showcase featuring Ken Hustad - 11/13/21

Sound the Trumpet featuring Andrew Balio - 2/5/22

*Celebrating our Musicians featuring Emily Lanzone, Timothy Shanks,
Heidi Butterfield, Jessica Hoffman, & Marley Eder - 3/5/22*

Tchaikovsky Violin Concerto featuring Gilles Apap - 5/14/22

Solo Sponsor - \$12,000

- Dinner and champagne with Music Director Andrew Sewell ahead of the concert
- VIP parking for your sponsored concert
- One-minute opportunity to address our audience at your sponsored concert
- A full-page ad in our printed and electronic concert program for your sponsored concert
- Your name or logo in our closing scroll
- A lobby sign recognizing your sponsorship
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website upon request
- Your name or logo on all emails and concert promotions
- Name mention in all media releases promoting your sponsored concert
- Name mention from the stage at your sponsored concert
- Lobby table or representative greeter at your sponsored concert

Adagio Supporting Sponsor - \$5,000

- Post-concert cocktails with Music Director Andrew Sewell
- VIP parking for your sponsored concert
- A half-page ad in our printed and electronic concert program for your sponsored concert
- Your name or logo in our closing scroll
- A lobby sign recognizing your sponsorship
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website upon request
- Your name or logo on all emails and concert promotions
- Name mention in all media releases promoting your sponsored concert
- Name mention from the stage at your sponsored concert
- Lobby table or representative greeter at your sponsored concert

youth symphony sponsorship

100 local students ranging from middle school to high school will participate in weekly ensemble and sectional instruction through our Youth Symphony program. Our Youth Symphony will showcase their accomplishments at community concerts scheduled for November 20, 2021 & May 22, 2022

Youth Symphony Sponsor - \$3,000

- 4 VIP tickets & parking for Youth Symphony concerts
- One-minute opportunity to address our audience at Youth Symphony concerts
- A full-page ad in our printed and electronic concert program for all season concerts
- A lobby sign recognizing your sponsorship at Youth Symphony concerts
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website upon request
- Your name or logo on all Youth Symphony emails and concert promotions
- Name mention in all media releases promoting Youth Symphony concerts
- Name mention from the stage at your Youth Symphony concerts
- Lobby table or representative greeter at Youth Symphony concerts

Youth Symphony Co-Sponsor - \$1,500

- 2 VIP tickets & parking for Youth Symphony concerts
- One-minute opportunity to address one audience at a Youth Symphony concert
- A half-page ad in our printed and electronic concert program for all season concerts
- A lobby sign recognizing your sponsorship at Youth Symphony concerts
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website upon request
- Your name or logo on all Youth Symphony emails and concert promotions
- Name mention in all media releases promoting Youth Symphony concerts
- Name mention from the stage at your Youth Symphony concerts
- Lobby table or representative greeter at Youth Symphony concerts

music education sponsorship

Instrument Petting Zoo - Various Concert Lobby & Community Event Dates
Scholarships
Musical Instrument Rentals & Loan
Music Education General Support

Instrument Petting Zoo - \$1,500

- 4 tickets to your choice of concerts or events where Instrument Petting Zoo will be held
- Signage on our Instrument Petting Zoo tables all season
- A quarter-page ad in our printed and electronic concert programs all season
- A lobby sign recognizing your sponsorship all season concerts
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website upon request
- Your name or logo on all Instrument Petting Zoo emails and concert promotions
- Name mention in all media releases promoting the Instrument Petting Zoo
- Name mention from the stage at season concerts and events with Instrument Petting Zoo
- Lobby table or representative greeter at concerts and events with Instrument Petting Zoo

Youth Symphony Scholarships - \$580 per student

- 1 VIP ticket & parking for Youth Symphony concerts
- Your name or logo on all Youth Symphony emails and concert promotions
- Name mention from the stage at Youth Symphony concerts

Musical Instrument Rentals & Loan - \$100 per instrument

- Your name on the instrument case of your sponsored instrument
- Your name or logo on all donor lists throughout the year

Music Education General Support - any amount

- Your gift will be used in support of music education in the year it's given
- Your name or logo on all donor lists throughout the year

DIAMOND POPS

event sponsorship



Celebrate SLO Symphony's 60th Anniversary on August 14, 2021, with Diamond Pops at Sinsheimer Stadium, conducted by Music Director Andrew Sewell, featuring energetic and patriotic selections by Williams and Sousa, with Concertmaster Emily Lanzone performing Phoenix from The Red Poppy Suite, and young cellist Colin Guan performing Dvorak Cello Concerto in B minor.

Exclusive Event Sponsor - \$10,000

- Dinner and champagne delivered to your home ahead of the event
- 10 VIP tickets
- A full-page ad in printed and electronic concert programs
- A banner provided by you at the entry gate
- Dinner with Music Director Andrew Sewell catered by a local restaurant
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website
- Your name or logo on all emails and event promotions
- Name mention in all media releases promoting the event
- Name mention from stage before the event
- Your promotional table or representative greeter at guest entry area

Event Supporting Sponsor - \$5,000

- 5 VIP tickets
- A half-page ad in printed and electronic concert programs
- A banner provided by you at the entry gate
- Social media mentions on our Instagram and Facebook
- Placement on our website and link to your company website
- Your name or logo on all emails and event promotions
- Name mention in all media releases promoting the season and Drive-In concert events
- Name mention from stage before the event
- Your promotional table or representative greeter at guest entry area

musician sponsorship



This is your chance to choose your favorite instrument or musician, and support them with a sponsorship this season! For the most up-to-date information, visit slosymphony.org.

VIOLIN I

Emily Lanzone, Concertmaster - sponsored by Clifton and Jane Swanson, Susan Minker, & Kathy Long

Kristine Pacheco, Acting Associate Concertmaster

Sharon Holland - sponsored by Jim Black and Liz Vogler, Nancy Webber and Roger Vogler

Carol Kersten - sponsored by Dean Miller, Minke WinklerPrins, Marion Gregory and Bill Newman

Michele Meyers - sponsored by Tom and Carol Weiss & Anonymous

Ginette Reitz - sponsored by Dr. David Yeh, Central Coast Neurological Surgery

Grace Seng - sponsored by Mary and Thomas Tanner

Philip Shanks - sponsored by Craig H. Russell, Dean Miller

Eva Werner - sponsored by John and Patricia Ashbaugh, Jill Anderson and Steve Jobst

VIOLIN II

Timothy Shanks, Principal - sponsored by Roger and Jan Verity

Tanya Streder - sponsored by Garrett Foulke and Dorothy Correa

Barbara Blanke - sponsored by Melinda and Jim Avila

Clay Froelich - sponsored by Joey Leslie, Matchfire

Valarie Koos - sponsored by Marica Koos-Mortensen

Ingrid Kovacs - sponsored by Eric and Karen Warren

Sonya Lanzen-Castellanos - sponsored by John and Becky Baer

Leanna Marchell - sponsored by Anna James, Bryan, & Cassidy Miller

VIOLA

David Hennessee, Principal - sponsored by Susan Minker & Anonymous

Karen Loewi Jones - sponsored by Kathryn L. and Brendan V. McAdams

Peter Liepman - sponsored by Rosemary and Kathleen Thorne

Jack Marzano - sponsored by Jim and Kathleen Walker

Dorothy Rose - sponsored by Margaret King

Margaret Whitson - sponsored by Michael and Ursula Fitzgerald

Kimberly Wilkins

CELLO

Nancy Nagano, Principal - sponsored by Kathrine Coull

Barbara Hunter-Spencer - sponsored by Miki Gillman and Larry Batcheldor

Nan Hamilton - sponsored by Cricket Handler and Jerry Boots, PG&E Employee Matching

Tracy Sparks - sponsored by Gina Kirk

Bradley Taylor - sponsored by Cindy Marie Absey & Peggy Lance Little

Rosslyn Thorp-Clauson - sponsored by Victoria Grostick

Drew Van Duren - sponsored by Roxanne Carr

Min Lee - sponsored by Dave and Judy Slade

musician sponsorship



BASS

Ken Hustad, Co-Principal - sponsored by Jay and Yolanda Waddell
Lara Lehmer, Co-Principal - sponsored by David and Diana Salmon
David George - sponsored by Victoria Grostick & Ryan Ross
Ed Harris - sponsored by Hilding Larson
Peter Saxby - sponsored by Carol Fine
Clifton Swanson - sponsored by Fred and Rochelle Friedman & Michael and Maryellen Simkins

FLUTE

Marley Eder, Principal - Cynthia Johnson-George, Rosemary & Kathleen Thorne & Betsy Murton-Mendoza
Bonnie Richan - sponsored by Cindy Marie Absey, Mark Sherman and Denise Barilla
Nancy Smee - sponsored by Sandi Sigurdson and Steve McGrath

OBOE

Jessica Hoffman, Principal - sponsored by Ke-Ping and Su Tsao
Heidi Butterfield - sponsored by Laurie and Richard Ellison and PG&E Employee Matching

CLARINET

Richard Dobeck, Principal - sponsored by Darlene Hagenow
Ian Murton - sponsored by Judy and George Shepard
Shannon McNeely - sponsored by John Dilworth and Carole Maurer, Cliff and Lynette Branch

BASSOON

Lisa Naufal, Principal - India D'Avignon & Ignatios Vakalis, Kathryn L. & Brendan V. McAdams
Jennifer Galvan, Principal - sponsored by Len Jarrott
Larisa Vredevoe - sponsored by Julie Meyers
Sean Holmes - sponsored by Anonymous
Greg Magie - sponsored by Ray Gallo

TRUMPET

Devin Henderson, Principal - sponsored by Carol Fine & Anonymous
Rich Ward - sponsored by Kathryn L. & Brendan V. McAdams
Al Streder - sponsored by John and Rebecca Baer, Jeff and Melodee Brady

TROMBONE

David Landers, Principal
Michael Johnson - sponsored by Craig and Skye Christakos
Mark Miller - sponsored by Craig H. Russell

TUBA

Rod Mathews, Principal - sponsored by Sharon Turner

HARP

Marcia Dickstein, Principal - sponsored by Jim and Beverly Smith in honor of Natalie Fredman

PIANO

Susan Davies, Principal - sponsored by James and David Gealy

TIMPANI

John Astaire, Principal - sponsored by Richard and Catherine Lockett

PERCUSSION

Marshall Granger, Principal - sponsored by Brendan V. and Kathryn L. McAdams, Mark Sherman
and Denise Barilla, Jim and Beverly Smith
Dennis Cementina - sponsored by Larry and Victoria Schmidt
John Beck - sponsored by Jim and Kathleen Walker

sponsor commitment form



Contact Information:

Business Name _____

E-mail _____

Address _____

Phone _____

SELECT YOUR SPONSORSHIP

Season sponsor - \$25,000

Season Co-Sponsor - \$15,000

Diamond Pops Sponsor - \$10,000

Diamond Pops Co-Sponsor - \$5,000

Concert Sponsor - \$12,000

~~10/2/21~~

~~11/13/21~~

2/5/22

~~3/5/22~~ Sponsored by Jeff & Melodee Brady

~~5/7/22~~

Concert Co-Sponsor - \$5,000

~~10/2/21~~ Co-Sponsored by Kathryn & Brendan McAdams, Jim & Bev Smith, Minke WinklePrins

~~11/13/21~~ Co-Sponsored by Mary & Thomas Tanner, Roger & Jan Verity, Melinda & Jim Avila

2/5/22

~~3/5/22~~

5/14/22 Co-Sponsored by Peggy Lance Little, Thomas Miller & Pam Dassenko

Youth Symphony Sponsor - \$3,000

Youth Symphony Co-Sponsor - \$1,500

Instrument Petting Zoo Sponsor - \$1,500

Scholarship Sponsor - \$580 x _____ (quantity)

Musical Instrument Sponsor - \$100 x _____ (quantity)

Music Education General Support - \$ _____ (amount)

Payment:

Check Enclosed

Credit Card _____ Exp. ____/____ Code _____

MUSICIAN SPONSORSHIPS

Section Lead Sponsor - \$1,500

Section Player Sponsor - \$750

Section Player Co-Sponsor - \$375

I would like to sponsor _____

(musician's name)

- Season Commitments Due 9/1/2021
- Concert commitments: 60 days prior
- Logo due 9/25/2021
- Ads due 30 days prior to concert
- Submit ads/logos to kristen@slo-symphony.org
- Send logo in JPG, EPS, or PDF format
- Video ads in complete .mov or .mp4
- Call 805-543-3533 with questions

Please mail an invoice for payment

Return this form to SLO Symphony, 75 Higuera Street #160, San Luis Obispo, CA 93401



BRAVO! Your Support is Music to our Ears



slosymphony.org
(805) 543-3533