



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*

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## 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*

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## 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*

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## 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.*

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### 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](http://slosymphony.org).*

## VIOLIN I

Emily Lanzone, Concertmaster - sponsored by Clifton and Jane Swanson  
Kristine Pacheco, Acting Associate Concertmaster - sponsored by, Susan Minker, Kathy Long  
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  
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 Joan Gellert-Sargen  
Ingrid Kovacs - sponsored by Eric and Karen Warren  
Sonya Lanzen-Castellanos - sponsored by John and Becky Baer  
Leanna Marchell - sponsored by Anna James, Bryan, and Cassidy Miller,  
Richard Andrews and Martha Michalojko Kettelkamp

## VIOLA

David Hennessee, Principal - sponsored by Susan Minker  
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 - sponsored by John and Mary Frey

## 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, Richard Andrews & Martha Michalojko Kettelkamp  
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 and 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 and 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, Carol Boche  
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 Nauful, Principal - India D'Avignon and Ignatios Vakalis, Kathryn L. and Brendan V. McAdams  
Jennifer Galvan, Principal - sponsored by Len Jarrott  
Larisa Vredevoe - sponsored by Julie Meyers  
Sean Holmes - sponsored by Craig and Skye Christakos  
Greg Magie - sponsored by Ray Gallo

## TRUMPET

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

## TROMBONE

Michael Johnson - sponsored by Lawrence and Marilyn Vredevoe  
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~~ Sponsored by June McIvor in Memory of Bonnie McIvor

~~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, Len Jarrott

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