

SAN LUIS OBISPO SYMPHONY

Sponsorship Guide



Bringing Classical Music To Your Community

Become A Sponsor

What makes the San Luis Obispo Symphony different from other orchestra's? We are YOUR community orchestra built from members of YOUR community. Local teachers, mechanics, office workers, all everyday people from San Luis Obispo with an extraordinary talent.

Maestro Sewell, a native of New Zealand and resident of Madison Wisconsin, but an honorary SLO community member spends countless hours creating a program that is unique and inclusive. He thoughtfully highlights and showcases the works of women, Native American, and African American composers. Our orchestra and maestro bring classical music to the Central Coast with the full intention of tugging at your heart strings! We believe classical music should be inclusive and accessible to everyone.

Supporting music in our community is truly a win-win. By sponsoring an event, educational program, or even the entire season, you can provide exciting and creative cultural experiences for clients, reward your employees, and demonstrate your philanthropic commitment to our community. You can do all this while connecting your business' name with thousands of music lovers from around the region.

As a non profit organization, the SLO Symphony relies on donations from our community to help us fulfil our mission statement! Founded in 1954 (later incorporated in 1961), The San Luis Obispo Symphony ignites a passion for music in our Central Coast community, creating connection and joy. By investing in promising local youth with the drive and determination to study orchestral music, SLO Symphony is building the next generation of musicians and music patrons. Through accessible performances and outreach opportunities, SLO Symphony enriches the region with cultural vitality and improved quality of life.

The San Luis Obispo Symphony is a 501c3 nonprofit organization. Please consult your tax preparer about deductibility and how to list this contribution on your taxes. Fed. tax ID #95-2493144

Music Education Sponsorship Opportunities and Levels



Music education is about more than just learning to play an instrument. Music helps us better connect to our world, express ourselves creatively, and communicate our emotions.

Our Music Education programs are dedicated to making music more accessible and comprehensive for children throughout the Central Coast. With programs for music students of every level, the San Luis Obispo Symphony makes a lasting impact on thousands of children each year. All money donated to our music education programs goes directly to the source! You can make a difference today!

Youth Symphony Sponsorship \$3,000

- 4 Tickets to a Symphony concert of your choice.
- A full-page ad in our electronic concert program for all season concerts
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all Youth Symphony emails and concert promotions
- Name mention in all media releases promoting Youth Symphony
- Name mention from the stage at Youth Symphony concerts

Youth Symphony Co- Sponsorship - \$1,500

- 2 Tickets to a Symphony concert of your choice.
- A 1/2 page ad in our electronic concert program for all season concerts
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all Youth Symphony emails and concert promotions
- Name mention in all media releases promoting Youth Symphony
- Name mention from the stage at Youth Symphony concerts

Instrument Petting Zoo Sponsorship-\$1,500



- 2 Tickets to a Symphony concert of your choice.
- A 1/2 page ad in our electronic concert program for all season concerts
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website



Season Sponsorship Opportunities and Levels

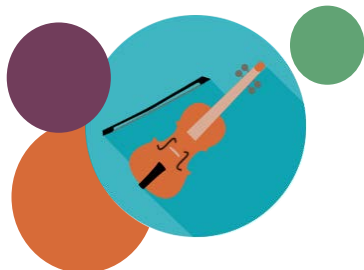
The San Luis Obispo Symphony presents five main stage concerts at the Performing Arts Center in SLO each season. Thousands of people throughout SLO county attend our concerts each year!

Season Sponsor - \$25,000

- 4 season subscriptions
- Your name and logo on all marketing materials for the season
- A full page ad in our electronic concert program
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season
- Name mention in all media releases promoting the season
- Name mention from stage, with up to 1,086 audience members, before each concert
- Lobby table or representative at each concert

Season Co-Sponsor - \$15,000

- 2 season subscriptions
- Your name and logo on all marketing materials for the season
- A 1/2 page ad in our electronic concert program
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season
- Name mention in all media releases promoting the season
- Name mention from stage, with up to 1,086 audience members, before each concert



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Concerts In The Cohan

Concert Sponsorship Opportunities and Levels

Maestro Sewell works hard at putting together a unique and entrancing program for each of our concerts. Showcasing classical music is not taken lightly by the Maestro and our musicians. You can take part in making the magic happen by becoming a concert sponsor!

Concert Sponsor - \$12,000

- Your name and logo on all marketing materials for the season
- A guest pass to each concert of the season
- A 1/4 page ad in our electronic concert program
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season
- Name mention in all media releases promoting the season
- Name mention from stage, with up to 1,086 audience members, before your sponsored concert

Concert Co- Sponsor -\$6,000

- Your name and logo on all marketing materials for the season
- Two guest passes to the concert you are sponsoring
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season
- Name mention in all media releases promoting the season
- Name mention from stage, with up to 1,086 audience members, before your sponsored concert



No Ties Allowed And Symphonic Foray's Sponsorship Opportunities and Levels

No Ties Allowed dress rehearsals are a fun, casual, engaging way to experience the Symphony. Give community members a sneak peek behind the scenes as Music Director Andrew Sewell leads the orchestra in rehearsal. No Ties Allowed takes place at 11 AM the day of each main stage concert, in the Performing Arts Center SLO. Be a part of a truly unique experience that lets our community see exactly what it takes for an orchestra to master a piece of music.

Maestro Andrew Sewell and a special guest have an engaging discussion at 6:30 PM prior to each performance in our Concerts in the Cohan series at the PAC. We call this a "Symphonic Foray." By sponsoring our Symphonic Foray's discussions you can give our audience members the opportunity to learn more about the history and meaning of the music the symphony is playing at each concert, and get an insider's view into why each piece was chosen. Audience members will also get to know each of our featured soloist.

No Ties Allowed Sponsorship - \$10,000

- Your name and logo on all marketing materials for the season
- A guest pass to each concert of the season
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season
- Name mention in all media releases promoting the season
- Name mention from stage, with up to 1,086 audience members, before each "No Ties Allowed" event

Symphonic Foray's Sponsorship - \$2,000

- Social media mentions on Instagram and Facebook
- A guest pass to the concert of your choice
- Your name or logo in our electronic concert or event programs
- Placement on slosymphony.org 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



Media Sponsorship Opportunities

As a non profit the Symphony needs to get creative when it comes to promoting our concerts. If we don't sell tickets we don't have an audience to perform to! We rely heavily on the local media to help get the word out about our concerts! The media plays an integral part in helping to ensure we can continue to bring classical music to the Central Coast.

Media Sponsorships

- Your name and logo on all marketing materials for the season or special event
- Your logo in all of our electronic programs for the season or special event
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org and link to your company website
- Your name or logo on all emails and promotional materials advertising the season or special event
- Name mention in all media releases promoting the season or special event
- Name mention from stage at all concerts for the season or at the special event
- 4 tickets to each concert of the season or seating at our special event.



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Special Event Sponsorship Opportunities and Levels

The San Luis Obispo Symphony holds special events through out each year, whether it be our annual POPS concert held at Avila Beach Golf Resort or our galas and fundraisers. Help us throw a party while supporting a worthy cause!

Special Event Sponsor - \$5,000

- 10 tickets for table seating, includes champagne or wine and food
- A full-page ad in our electronic concert or event programs
- A banner provided by you on stage
- Social media mentions on Instagram and Facebook
- Placement on slosymphony.org 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 at guest entry area

Special Event Co- Sponsor -\$2,500

- Social media mentions on Instagram and Facebook
- Two tickets to the event you are sponsoring
- Your name or logo in our electronic concert or event programs
- Placement on slosymphony.org 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



Musician Sponsorship Opportunities and Levels

San Luis Obispo symphony musicians are talented members of our community. Show your appreciation for their hard work and honor their accomplishments by sponsoring the chair of an orchestra member.

Musician Sponsorships

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Section Player Sponsorship - \$1,500

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Section Player Co-Sponsorship - \$750

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Section Lead Sponsorship - \$1,800

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Concertmaster Sponsorship - \$2,000

I would like to sponsor : _____
musician's name

Pay for musician's snacks backstage : \$ _____
amount enclosed

Sponsorship Commitment Form

Contact Information :

Business Name _____
Name _____
E-mail _____
Address _____
Phone _____

I would like to sponsor : _____

Amount Enclosed : \$ _____

☐

Check Enclosed

☐

Please mail an invoice for payment

Credit Card Info # _____ exp date _____ CVV _____

- Season Commitments Due 9/1/2023
- Concert commitments: 60 days prior
- Logo due 9/25/2023
- Ads due 30 days prior to concert
- Submit ads/logos to tess@slosymphony.org
- Send logo in JPG, EPS, or PDF format
- Video ads in complete .mov or .mp4
- Call 805-356-1438 with questions

Please return this form to our office :

San Luis Obispo Symphony
75 Higuera St Suit 160
San Luis Obispo CA, 93401

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Thank You!



Thank you for your commitment to supporting music and music education in our community!

You are the reason the San Luis Obispo Symphony can continue to fulfil our mission!

Your gift will help support **YOUR** SLO Symphony! For over 60 years and into the future, your support provides music experiences and education. The music is possible because of you!





75 Higuera Street | Suite 160
San Luis Obispo, CA 93401

805-356-1438 | slosymphony.org