

Shoals Symphony Orchestra

P.O. Box 667
Florence, AL 35631
(256) 710-1623



2019-2020 Corporate Sponsorships



The Shoals Symphony at UNA is the fourth largest symphony orchestra in Alabama (out of six professional orchestras recognized by the Alabama Council for the Arts), with a \$450,000 annual budget (through partnerships, sponsorships, grants, ticket sales, donations, and in-kind services), and has a half-million dollar economic impact on the Shoals region. As a 501c3 organization, the Shoals Symphony Orchestra accepts tax-deductible donations on behalf of the orchestra.

The Board of Directors of the Shoals Symphony Orchestra respectfully requests your consideration to underwrite one of the Shoals Symphony at UNA concerts for the 2019-2020 season.

Shoals Symphony Orchestra Sponsorship Options

Concert	Date	Style	Amount
Cirque de la Symphonie	October 2019	Premium Event	\$6,000-\$30,000
Cirque de la Symphonie	October 2019	School Concert	\$1,000-\$6,000
Joe Gray & the Moscow Mule	October 2019	Special Event	\$1,000-\$6,000
From the New World	November 2019	Standard Event	\$1,000-\$6,000
Handel's Messiah	December 2019	Standard Event	\$1,000-\$6,000
Midsummer Night's Dream with UMKC Ballet	February 2020	Standard Event	\$1,000-\$6,000
Valentines, Vinos, & Vivaldi	February 2020	Special Event	\$1,000-\$6,000
Preludes and Polovtsian Dances	March 2020	Standard Event	\$1,000-\$6,000
Raiders of the Lost Arc LIVE	May 2020	Premium Event	\$6,000-\$30,000

Sponsorship Levels

Type of Event	Type of Recognition	Total Amount
Standard	1/6 Naming Rights	\$1,000
Standard	½ Naming Rights	\$3,000
Standard	Sole Naming Rights	\$6,000
Premium	1/6 Naming Rights	\$6,000
Premium	1/3 Naming Rights	\$10,000
Premium	Sole Naming Rights	\$30,000

Shoals Symphony Orchestra Sponsorship Benefits

	\$1,000	\$3,000	\$6,000	\$10,000	\$30,000
Company Logo on Website	X	X	X	X	X
Program Ad	¼ Page	½ Page	Full Page	Full Page	Full Page Color
Season Tickets	2	2	4	6	8
Recognition in all New Printed Materials		X	X	X	X
Tickets Printed with Sponsor Name		X	X	X	X
Sponsor Name & Logo Displayed on Screen Before & After Concert		X	X	X	X
Option to Address Audience before Concert		X	X	X	X
Conductor's Circle Membership			2	2	4
4'x10' Lobby Banners			1	2	4
First Option at Sponsorship Renewal			X	X	X
VIP Meet & Greet				X	X
VIP Dinner					X

Your Sustaining Gift Matters

Underwriting funds contribute to the budget of the Shoals Symphony at UNA, covering such expenses as artistic and administrative personnel, publicity, sheet music, and copyright/performance fees for musical selections. As the unique content of each performance drives the budgetary requirements, the specific use of the underwriting funds is uniquely spent to offset a significant portion of the operational production cost of each concert. Ticket sales account for only 30% of annual operating expenses, with the remaining needs funded by the generosity of businesses and donors like you.

Underwriting Agreement Signature Page

Business/Individual Name: _____
(as you would like your name recognized in the program)

Type of Support: _____

Concert Date Preferred: _____

Total Commitment: \$ _____
(payments can be made at any time prior to your named event)

Underwriter

Shoals Symphony Orchestra

Name: _____

Name: _____

Title: _____

Title: Rick Smith, President

Today's
Date: _____

*All publicity materials printed after signing of the Underwriting Agreement will reflect your sponsorship.
We cannot guarantee your recognition on materials printed prior to that date.

2019-2020 Season Program Book Ad Specifications

Please circle your choice of size/rate:

<u>Rate</u>	<u>Description</u>	<u>Dimensions (w x h)</u>	<u>Color</u>
\$600	Inside front/bank cover	4.75" x 7.5"	(color)
\$500	Full Page	4.75" x 7.5"	(color)
\$400	Full Page	4.75" x 7.5"	(black/white)
\$250	Horizontal Half 1/2 Page	4.75" x 3.75"	(black/white)
\$250	Vertical Half 1/2 Page	2.375" x 7.5"	(black/white)
\$100	Horizontal Quarter 1/4 Page	4.75" x 1.875"	(black/white)
\$100	Vertical Quarter 1/4 Page	2.375" x 3.75"	(black/white)

Advertiser Information

Payment accompanies this form **Attached is my camera-ready ad**

_____ **Additional Donation (Tax-deductible)** _____ **Total Payment**

For best quality, ads must be submitted in electronic form: .jpg or .gif files, and should be submitted in a high quality file size. All non-electronic material must be CAMERA READY (b/w glossy). *Please DO NOT submit photo copies.*
Ads may be resized to fit the above dimensions.

Please complete the following information:

Name of Sponsor _____

Contact Person _____ Phone _____

Address _____ City _____ Zip _____

SSO Contact _____

Mail to:
Attn: Gwen Schajatovic, Director of Operations
Shoals Symphony at UNA
P.O. Box 667
Florence, AL 35631

In-Kind Sponsorship Opportunities

Are you a....



...Restaurant?

- Cater our Musician Meals during concert weekend
- Host our Conductor's Circle Meals
- Host our After Concert Celebrations
- Host a restaurant fundraiser night
- Offer a percent of proceeds from a designated night
- Offer a dinner for 2 to be auctioned off at our Annual Silent Auction



....Hotel?

- Host our traveling musicians
- Host our Annual Board Retreat
- Offer your space as an event venue
- Offer an overnight stay for 2 to be auctioned off at our Annual Silent Auction



...Media Source?

- Advertise our upcoming events
- Host us on your show
- Partner with us for ticket giveaways



...Car Dealership?

- Offer a percent of automobile sale proceeds during a designated week/month
- Offer discounts on your vehicles to our Season Ticket Holders
- Donate a car for our Annual Silent Auction

In-Kind Sponsorship Benefits

	Total Cost
<ul style="list-style-type: none"> • Full-page advertisement/recognition in printed programs for ALL 2018-2019 performances (6,000+ pieces: <i>Value - \$400</i>) • Two 4' x 10' lobby banners at ALL 2017-2018 performances (<i>Value - \$300</i>) • Special VIP Meet and Greet (x4) with Guest Artists (<i>Value - \$100</i>) • 2 Conductor's Circle Memberships plus 2 additional guest season tickets (<i>V - \$946</i>) • PLUS benefits listed below this category 	\$10,000

	Total Cost
<ul style="list-style-type: none"> • Full-page advertisement/recognition in printed programs for ALL performances (<i>V - \$400</i>) • One 4' x 10' lobby banner at ALL 2018-2019 performances (<i>Value - \$150</i>) • Special VIP Meeting (x4) with Guest Artists (<i>Value - \$50</i>) • 2 Conductor's Circle Memberships - 2 VIP meals, 4 receptions (<i>Value - \$650</i>) • Preferred reserved parking • Preferred seating at pre-concert lectures • First option at underwriting renewal and first option for concert seat selection • PLUS benefits listed below this category 	\$6,000

	Total Cost
<ul style="list-style-type: none"> • 1/2-page advertisement/recognition in printed programs for ALL performances (<i>V - \$250</i>) • Concert vouchers and tickets will be printed with sponsor name • Recognition in all new printed materials (brochures, posters, press releases, etc.) • 2 reserved season tickets in TIER I seating (<i>V - \$246</i>) • Public presentation preceding the concert—we like to bring our donors on stage and have a moment to publicly acknowledge the impact of their underwriting contribution. • We invite you to take a brief moment to address the audience if you desire. • Business Name projected on stage before/after concert • SS@UNA Coffee Mug • PLUS benefits listed below this category 	\$3,000

	Total Cost
<ul style="list-style-type: none"> • 1/4-page advertisement/recognition in printed programs for ALL performances (<i>V - \$100</i>) • Company logo featured on the Shoals Symphony at UNA website • 2 reserved season tickets in TIER II or III seating (<i>V - \$206</i>) • SS@UNA Decal • Tax deduction of cost of underwriting minus expenses as allowable by law 	\$1,000

	Total Cost
<ul style="list-style-type: none"> • 1/2-page advertisement/recognition in printed programs for ALL performances (<i>V-\$250</i>) • Company logo featured on all promotions of package: facebook, instagram, email blasts, etc. (<i>V - \$250+</i>) 	\$500

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Partnership Agreement Signature Page

Business/Individual Name: _____
(as you would like your name recognized in the program)

Type of Support: _____

Total In-Kind Commitment Value: \$ _____

Partner

Shoals Symphony Orchestra

Signature: _____

Name: _____

Name: _____

Title: Gwen Schajatovic, Director of Operations

Today's Date: _____

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