



CORPORATE PARTNERSHIPS

A GUIDE TO STRATEGIC PARTNERSHIPS WITH THE ASO



AN INVESTMENT IN COMMUNITY EXCELLENCE

ASO Quick Facts

- The ASO is the only professional orchestra serving Lenawee County.
- The ASO draws the best musicians from a 100-mile radius around Adrian. These musicians perform in other professional orchestras: Toledo, Ann Arbor, Lansing, Saginaw Bay, and Windsor, Ontario as well as the Michigan Opera Theater.
- The orchestra performs a variety of concerts to serve a wide audience drawn from across the Lenawee County and beyond.
- Its Education Program is unmatched and includes concerts and events for children from infants-12th grade.

A point of local pride, the ASO's continued success helps make Lenawee County a vibrant place of employment and residence.

An investment in the ASO means you care about quality. You understand what it means to appreciate the quality of an excellent musical experience. You understand that music matters in our culture. You understand the importance of education and the arts.

Together, we can provide high-quality musical performances that enhance and enrich the lives of our residents as we strive for community excellence.

WAYS TO GET INVOLVED

We need heroes like you to bring the concerts, events and programs to life each year.

The ASO is supported through ticket sales, but that only makes up a portion of our annual budget.

Other revenue sources include:

- **Sponsorship**
- **Advertising**
- **Contributions**
- **Gala & Auction**



LAST SUNDAY'S PERFORMANCE WAS BOTH ENTERTAINING AND UPLIFTING. WHAT A WONDERFUL TREASURE WE HAVE IN THE FORM OF THE ASO!" - GLEN

Sponsorship

CONCERT SPONSORSHIP PROVIDES SUPPORT DIRECTLY TO THE MUSIC MAKING

With many levels of support to choose from, Concert Sponsorship can be suited for many different budgets

Series Sponsor

There are 3 Sponsorship Series: Season, Classical and Pops. These sponsors receive recognition as the presenting Sponsor for the concerts in their series. This sponsorship provides core support for the ASO.

Single Concert Sponsor

Concert Sponsors support single concerts and receive recognition for that concert along with other great benefits.

Hospitality Host

As an important part of our audience development program, each concert includes "extras" like a post-concert reception. Hospitality Hosts receive recognition as host and other great benefits.



THANK YOU SO MUCH FOR THE TICKETS TO THIS EVENT!
WHEN I SHOWED UP AND SAW THE RED RIBBON AROUND OUR
SEATS, AND THE THANK YOU NOTE FOR MY SERVICE, I'D NEVER
BEEN MORE FLATTERED! A WONDERFUL PERFORMANCE BY
WONDERFUL PEOPLE TOO!" - JAMES



Concert Sponsor *Benefits*

	Season Sponsor \$14,000	<i>Classical</i> Series Sponsor \$8,000	Pops Series Sponsor \$6,000	Major Concert Sponsor \$5,000	Co-Sponsor \$2,500	Partial Sponsor \$1,500	Hospitality Host \$500
Company Logo on 2019-2020 Season Brochure (6,000+ units)	✓	✓	✓				
Complimentary tickets to the ASO Gala & Auction on Friday, November 1st, 2019	8 tickets (\$600 value)	4 tickets (\$300 value)	4 tickets (\$300 value)				
Complimentary tickets to sponsored concert(s)	24 Season Tickets (\$5,376 value)	12 Season Tickets (\$2,688 value)	6 Season Tickets (\$1,344 value)	20 (\$640 value)	10 (\$320 value)	6 (\$192 value)	4 (\$128 value)
Employee Discount: Company employees can purchase tickets for all concerts at the discounted Group Rate	✓	✓	✓				
VIP Backstage Tour one hour before concert performance (Limit 6 people, mutually agreed upon time)	✓	✓	✓				
Invitations to Special Events throughout the season, such as Up Close with an ASO Musician, Open Rehearsal	✓	✓	✓				
Reduced Program Advertising rate	✓	✓	✓				
Logo on the front cover of concert program	✓	✓	✓				
Lobby display (signs/banners) at sponsored concerts	✓	✓	✓	✓			
Photo with Guest Artist(s) taken by professional photographer after the concert performance	✓	✓	✓	✓			
Logo on Adrian Symphony Orchestra website	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	
Logo on Program Page of Sponsored Concert	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	
Logo on printed concert promotional items including, but not limited to: posters, postcards, print ads	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	
Name in press release for sponsored concert(s) distributed to area newspapers, publications, and radio	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	
Name recognition from the stage at concert	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	✓
Company Logo or Listing on large auditorium screen display prior to concert	Logo ALL Concerts	Logo 4 Classical Concerts	Logo 3 Pops Concerts	Logo Sponsored Concert	Logo Sponsored Concert	Logo Sponsored Concert	Company Listing Sponsored Concert
Listed as a 2019-2020 concert sponsor all season in each program	✓	✓	✓	✓	✓	✓	✓
Listed on program page of sponsored concert	ALL Concerts	4 Classical Concerts	3 Pops Concerts	✓	✓	✓	✓

Advertising

**PROGRAM
ADVERTISING
PROVIDES SUPPORT TO
THE ASO AND GIVES
VISIBILITY TO YOU!**

ASO patrons care about the arts, support local businesses, and pay attention to the advertisers in our program books. If you want to introduce your business, services, or organization to a quality crowd, there is no better value than investing in advertisements in our magazine-quality program book.

With our full-color, magazine-style concert program format, the response has been very positive from our patrons. They love the new style and enjoy reading about upcoming performances and guest artist bios.

Your advertising support helps bring live musical performances to our friends and neighbors.

Your ad will run in the concert programs from October through June, and be seen by thousands!

AD SIZE & LOCATION	WIDTH	HEIGHT	SEASON RATE
Back Cover	8"	10.5"	\$2,000
Inside Front Cover	8"	10.5"	\$1,600
First Page	8"	10.5"	\$1,400
Inside Back Cover	8"	10.5"	\$1,600
Last Page	8"	10.5"	\$1,400
Full Page	8"	10.5"	\$1,200
½ Page Horizontal	8"	5"	\$850
½ Page Vertical	3.75"	10.5"	\$850
¼ Page	3.75"	5"	\$500
⅛ Page (Business Card)	3.75"	2.5"	\$250



Advertising Sizing and Rates

Back Cover \$2000

Inside Cover \$1600

Full Page \$1200

8" x 10.5"

1/2 pg vertical

3.75" x 10.5"

\$850

1/4 pg

3.75" x 5"

\$500

1/2 pg horizontal

8" x 5"

\$850

1/8 pg

3.75" x 2.5"

\$250

Contributions

A GIFT FROM THE HEART TO SUPPORT THE PROGRAMS OF THE ASO

Direct charitable contributions play a big role in ensuring our work continues for many generations.

- Annual Giving - Individuals and Business Contributions
- Planned Giving - Planning for your Legacy
- Pledged Gifts of Support - Pledging gifts over multiple years helps us to plan and budget

Educating and enriching children has long been an important part of the mission of the Adrian Symphony Orchestra. For over 20 years, the ASO has served the youth of our region through our successful Youth Education Programs.

The ASO Youth Education Programs are tailored to suit children of every age: toddlers, elementary students, and middle/high school students. They consist of three Young People's Concerts, Music Moves Me programs, and Instrument Petting Zoos. Participation in these concerts continue to grow with record attendance each season!



“

THANK YOU FOR TAKING THE TIME TO PLAY FOR OUR SCHOOL! I AM VERY INSPIRED BY ALL OF YOU, AND SOMEDAY I WANT TO PLAY MY VIOLIN LIKE YOU GUYS DO. THANK YOU VERY MUCH! I ENJOYED IT!” - CAMI

Annual Gala & Auction

Friday, November 5, 2021 6:00 PM

(doors open at 5:30 PM)

Adrian Tobias Center at Adrian College

Tickets \$75 each

Cash Bar

Get involved

- Donate an Item
- Attend
- Sponsor the Event



- Silent & Live Auctions
- Professional Auctioneer
- Outstanding Plated Dinner
- Live Entertainment
- Complimentary Valet Parking

Raise your paddle
and join the fun!

Annual Dinner & Auction LEVELS OF SUPPORT

Premiere Symphony \$10,000+

Company Logo on save-the-date card, event invitation, website, and Auction booklet
Recognition in concert program all season (Oct-June)
Two tables of eight at the event (\$1,200 value)
Sixteen drink tickets
Verbal Recognition
Signage at the event and logo on large display screen at event
One ¼ page ad in concert program all season
Eight tickets to December Holiday concert

Concerto \$5,000+

Company Logo on event invitation, website, and Auction Booklet
One table of eight at event
Eight drink tickets
Verbal recognition
Logo on large display screen at event
Listed in concert program

Overture \$3,000+

Company Logo on website and Auction Booklet
Four free tickets to event
Four drink tickets
Verbal recognition
Logo on large display screen at event
Listed in concert program

Nocturne \$1,000+

Listed on website and Auction Booklet
Two free tickets to event
Two drink tickets
Verbal recognition
Listed in concert program

Interlude \$500+

Listed in Auction Booklet
Two free tickets to event
Verbal recognition

Medley \$250+

Listed in Auction Booklet



ADDITIONAL IDEAS...

There's a lot that goes into putting the orchestra on stage, from the music on the stands to the flights for the guest artist. Are you looking for another way to help? Here are some additional ideas:

Classical Conversations

(4 total; \$300 for the season or \$100 each)

- Pre-Concert talk with Music Director Bruce Anthony Kiesling
- Takes place one hour before each Classical concert (4 total)
- Sponsor logo/name on auditorium screen during talk

Program Notes

(\$500 for the season)

- Notes about the composers and concert repertoire being performed
- Appear in concert programs all season
- Sponsor listed as sponsor on these pages throughout season

Other Sponsorships

- Email Blasts
- Car Rental
- Air Travel
- Hotel Accommodations
- Young People's Concert Teacher Packets
- Student Tickets
- Music Rental Fees



...WE ESPECIALLY ENJOYED THE ASO'S INSPIRING PERFORMANCE OF STRAVINSKY'S "THE FIREBIRD"-SUCH A MAGICAL PIECE! THE MUSICAL DIRECTOR'S LIVELY AND VIVID DESCRIPTIONS OF THE MUSIC PRIOR TO EACH PERFORMANCE GAVE US AN OPPORTUNITY TO ENJOY THE MUSIC WITH EVEN GREATER UNDERSTANDING AND APPRECIATION. THANK YOU FOR THE WONDERFUL EVENING TOGETHER!" - SARA & MATT

THANK YOU FOR YOUR INTEREST AND SUPPORT OF THE ASO



**FOR MORE INFORMATION,
PLEASE CONTACT**

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The Adrian Symphony Orchestra is
a 501(c)3 Non-Profit Corporation
MICS 9617
