



Standard Concert Sponsorship Packages

Concert Series Sponsorship: \$10,000+ Investment

Benefits:

- Multi-Concert Sponsorship of Legacy Hall Series or Family Pops Series Concerts
- 150 ticket vouchers to any CSO concert in Bill Heard Theatre (\$5,850 value)
- 10 tickets to the Legacy Hall series concert (\$350 value)
- Premium full-page, color ad to run in CSO digital program book and mobile app for entire season (\$1,600 value; 20,000+ ad impressions per year)
- Name/logo displayed as Series Sponsor in all CSO e-Newsletters when promoting events (distributed to 6,500+ subscribers)
- Name/Logo listed at the top of the title page of both the digital and printed program for the night of your sponsored concert(s)
- Social media recognition throughout the Concert Season
- Verbal sponsorship recognition during sponsored concert(s)
- Logo to appear on all print and television advertisements promoting sponsored concert(s)
- Logo featured on the CSO website and mobile app

Presenting Sponsorship: \$5,000 Investment

Benefits:

- Single Concert Sponsorship
- 75 ticket vouchers to any CSO concert in Bill Heard Theatre (\$2,925 value)
- Half-page, color ad to run in CSO digital program book and mobile app for entire season (\$625 value; 20,000+ ad impressions per year)
- Name/logo displayed as Presenting Sponsor in all CSO e-Newsletters when promoting events (distributed to 6,500+ subscribers)
- Name/Logo listed on title page of digital and printed program for the night of your sponsored concert
- Social media recognition throughout the Concert Season
- Verbal sponsorship recognition during sponsored concert
- Logo to appear on all print and television advertisements promoting sponsored concert
- Logo featured on the CSO website and mobile app

Supporting Sponsorship: \$2,500 Investment

Benefits:

- Single Concert Sponsorship
- 35 ticket vouchers to any CSO concert in Bill Heard Theatre (\$1,365 value)
- Half-page, B&W ad to run in CSO digital program book and mobile app for entire season (\$475 value; 20,000+ ad impressions per year)
- Name/logo displayed as Presenting Sponsor in all CSO e-Newsletters when promoting events (distributed to 6,500+ subscribers)
- Name/Logo listed on title page of digital and printed program for the night of your sponsored concert
- Social media recognition throughout the Concert Season
- Verbal sponsorship recognition during sponsored concert
- Logo to appear on all print and television advertisements promoting sponsored concert
- Logo featured on the CSO website and mobile app

**** All packages can be customized to fit your organization's desired benefits and investment level.**



Custom Sponsorship Opportunities

SPONSORSHIP OPTIONS: Sponsorship value can be given in cash dollars, trade dollars, or a combination of the two towards any of the following initiatives.

1. Custom Concert Sponsorship: \$1,000 Minimum Investment

- Single Concert Sponsorship with custom designed benefits package based on needs of organization
- *Benefits may include:* Concert ticket vouchers, digital program advertisements, logo recognition in various print and digital media, etc.

2. CSO Musician Chair Sponsorship: \$1,000 Minimum Investment

- Underwrite a Columbus Symphony Orchestra Musician's Chair
- Name listed as a Musician Chair Sponsor in digital program book and CSO website.

3. Guest Soloist Sponsorship: \$2,500 Minimum Investment; varies per guest artist

- Underwrite a visiting Guest Soloist's performance fee
- *Benefits may include:* Concert ticket vouchers, digital program advertisements, logo recognition in various print and digital media, etc.

4. Open Rehearsal Sponsorship: \$1,000 Investment

- Community Outreach Sponsorship of our Open Rehearsals Program
- Name/logo recognition in all print and digital media as "Open Rehearsals presented by <insert organization>"
- Sponsorship sign located in the RiverCenter lobby prior to each event
- *Program Description:* Open Rehearsals take place during the dress rehearsal of each Classical Series concert in Bill Heard Theatre and Legacy Hall. It is free viewing of the orchestra in an informal setting that eliminates financial barriers and is inclusive for all. It is perfect for families with small children, those with mobility difficulties, those who cannot afford the evening ticket prices or travel at night, and many other barriers that prevent community members from participating in our art. The rehearsals are conducted with the performance hall doors open and the house lights on to create a sensory-friendly environment for all.

5. Know the Score Sponsorship: Varies based on number of events. Estimated at \$250 per concert.

- Educational Sponsorship of our Know the Score Pre-Concert Lecture Series
- Name/logo recognition in all print and digital media as "Know the Score presented by <insert organization>"
- Sponsorship sign located in the RiverCenter lobby and/or viewed on Video Broadcast prior to each event
- *Program Description:* The CSO offers a casual, pre-concert lecture series led by Maestro George Del Gobbo offering insight into the repertoire of upcoming concerts as well as occasional visits from guest artists and musicians. The program format occurs sometimes in-person and/or via video broadcast.

6. CSO Mobile App Sponsorship: \$1,000 Annual Investment

- Community Outreach Sponsorship of our CSO Mobile App
- Logo to appear on app's opening screen
- *Description:* Patrons utilize the mobile app to easily purchase tickets, view our event calendar, participate in ongoing educational activities, take surveys, and read informative program notes about the concert repertoire.

6. Toast of the Town Sponsorship Packages: Varies from \$550 to \$5,000. Custom packages are also available.

- Sponsorship of Annual Fundraising Gala for the Columbus Symphony Orchestra
- Packages can be viewed at the end of this packet

7. Digital Program Advertisement Opportunities: Varies \$250 to \$1600

- Ad Packages can be viewed at the end of this packet



Concert Season Sponsorship Contract

Sponsorship Package:

☐ **Concert Series Sponsorship:** \$10,000+ (multi-concert)

☐ **Presenting Sponsorship:** \$5,000 (single concert)

☐ **Supporting Sponsorship:** \$2,500 (single concert)

☐ **Custom Sponsorship Package:** Amount: _____ Designation: _____

(Custom designed to fit your business' needs)

Custom Package Details: _____

Business: _____

Billing

Address: _____

City: _____ State: _____ Zip: _____

Contact Person/Title: _____

Phone: _____ Email: _____

Signature: _____

Need your ad designed? [] Yes, I need my ad designed. (Ad design fee is \$50.)

Total Amount to be billed: \$ _____ Sponsorship Package Amount

\$ _____ Design fee (if applicable)

\$ _____ **Total**

Please make check payable to: Columbus Symphony Orchestra

Mail to: P.O. Box 1499 / Columbus, GA 31902

Credit Card payment is also accepted.

For questions please contact: Courtney Huffman | chuffman@csoga.org | 706.256.3645



Synovus Toast of the Town Sponsorship Packages

Synovus Toast of the Town is an annual gala event held in the spring benefiting the Columbus Symphony Orchestra. It is the largest single fundraiser for the CSO. For more information, visit: ToastColumbus.com

Mezzanine Package: \$5,000 Investment

Benefits:

- Logo and listing on the Synovus Toast of the Town website
- Inclusion in the Synovus Toast of the Town mobile web site marketing campaign
- Logo inclusion in the Synovus Toast of the Town event program
- Logo on sponsor signs displayed night of event
- Logo displayed in the symphony e-newsletter (distributed to 3,500+ monthly)
- Logo displayed on video presentation in lobby at CSO concerts
- Twelve (12) tickets to the Grand Tasting event
- Six (6) tickets to the culinary experience and the Grand Tasting event
- Thirty-six (36) tickets to CSO concert event

Orchestra Package: \$3,000 Investment

Benefits:

- Logo and listing on the Synovus Toast of the Town website
- Logo inclusion in the Synovus Toast of the Town event program
- Logo on sponsor signs displayed night of event
- Logo displayed in the symphony e-newsletter (distributed to 3,500+ monthly)
- Logo displayed on video presentation in lobby at CSO concerts
- Eight (8) tickets to the Grand Tasting event
- Four (4) tickets to the culinary experience and the Grand Tasting event
- Twenty-eight (28) tickets to CSO concert events

Balcony Package: \$1,500 Investment

Benefits:

- Logo and listing on the Synovus Toast of the Town website
- Logo inclusion in the Synovus Toast of the Town event program
- Logo on sponsor signs displayed night of event
- Logo displayed in the symphony e-newsletter. (distributed to 3,500+ monthly)
- Four (4) tickets to the Grand Tasting event
- Two (2) tickets to the culinary experience and the Grand Tasting event
- Twelve (12) tickets to CSO concert events

Box Office Package: \$500 Investment

Benefits:

- Listing (no logo) on Synovus Toast of the Town website
- Listing (no logo) on Synovus Toast of the Town Grand Tasting event program
- Listing (no logo) on sponsor video board in the Synovus Toast of the Town Grand Tasting event
- Six (6) tickets to the Grand Tasting event



Digital Program Ad Contract

2022-2023 Concert Season
(September to May)

Ad Details:

- One price for the entire season!
- 6,500+ patrons per year
- 20,000+ ad impressions per year
- Logo featured on the CSO website
- Logo featured on the CSO mobile app
- Recognition on the CSO social media pages

Ad Options: *Partial season ads accepted at a prorated cost.*

Quarter Page ad (Vertical) (2.125" W x 3.65" H)

☐ Black/white ad: \$250

☐ Color ad: \$350

Quarter Page ad (Horizontal) (4.5149" W x 1.75" H)

☐ Black/white ad: \$250

☐ Color ad: \$350

Half Page ad (4.514" W x 3.97" H)

☐ Black/white ad: \$475

☐ Color ad: \$625

Full Page ad (4.5" W x 7.5" H)

☐ Black/white ad: \$950

☐ Color ad: \$1,225

*Premium ad (4.5" W x 7.5" H)

☐ Black/white ad: \$1,350

☐ Color ad: \$1,600

**Highest visibility locations within digital program - spaces limited*

Name of Advertiser: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Email: _____

Signature: _____

Need your ad designed? [] Yes, I need my ad designed. (Ad design fee is \$50.)

Total Amount to be billed: \$ _____ Ad Size

\$ _____ Design fee (if applicable)

\$ _____ **Total**

The balance will be due in 30 days.

Please make check payable to: Columbus Symphony Orchestra

Mail to: P.O. Box 1499 / Columbus, GA 31902

Credit Card payment is also accepted.

For questions please contact: Heather Grover | hgrover@csoga.org | 706.256.3640