

# *Celebrate and Support* PRINCETON SYMPHONY ORCHESTRA *2019-20 Gala Sponsorship Opportunities*



## OUR SINGLE BIGGEST FUNDRAISING EVENT

**Thank you** for considering a sponsorship of the Princeton Symphony Orchestra's Gala which will take place on Saturday, April 18, 2020 at Jasna Polana. The event will feature a cocktail hour, live auction, dinner paired with musical selections of Saint-Saëns' humorous work *Le Carnaval Des Animaux*, and an after-party.

Each spring, over 200 patrons from around the greater Princeton community gather to celebrate the Princeton Symphony Orchestra at its single biggest fundraising event of the season. The Gala represents **more than 10% of the PSO's total budgeted income**, and proceeds support the Princeton Symphony Orchestra's extensive artistic and educational programming.

## 2020 Gala Fast Facts

*Carnival of the Animals*  
6 pm Saturday, April 18, 2020  
Jasna Polana, Princeton

*Over 200 loyal, educated, high-income arts patrons will be in attendance to celebrate the PSO.*

## WHY A GALA SPONSORSHIP?



A sponsorship of the Princeton Symphony Orchestra offers **unique advertising benefits**, a perfect fit for the company looking to build brand awareness and increase visibility among patrons of the greater Princeton area. Your message will be delivered to both our Gala attendees and to our concert-goers, a group of well-educated individuals with significant discretionary income.

All Gala sponsorships directly benefit the PSO's many concerts, community events, and PSO BRAVO! education programs.

## ABOUT THE PRINCETON SYMPHONY ORCHESTRA (PSO)

Since its founding in 1980, the Princeton Symphony Orchestra (PSO) has evolved into a professional orchestra of the highest artistic quality. Throughout the year, we create the space for our community to *think, feel, question, and enjoy* the experience of live music in this fast-paced world. Offering orchestral, pops, and chamber music concerts, as well as lecture events, children's programs, and innovative collaborative programming, the orchestra is Princeton's hub for classical music knowledge and a gateway to the exploration of new music and performance practices.

**PSO BRAVO!** is the PSO's educational arm, consisting of programs and events that serve more than 10,000 local students each year both in and out of the classroom. Programs include teaching performances in over 35 schools, masterclasses for young musicians, "instrument petting zoos", School Day Concerts, and an arts and creative writing response program. Thanks to the support of our past sponsors and Gala patrons, we were able to bring the full orchestra to Trenton for two School Day Concert performances in spring 2018, and in April 2019 we brought PSO musicians into all thirteen of Trenton Public School District's elementary schools for teaching performances! Thank YOU for helping to make this possible.

Please contact Audrey Yeager at [ayeager@princetonsymphony.org](mailto:ayeager@princetonsymphony.org) or call (609) 497-0020 with questions.