

PRINCETON SYMPHONY ORCHESTRA

2021-22 *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 9, 2022 at Jasna Polana. The event will feature a cocktail hour, silent auction, Fund-a-Need and fine dinner paired with musical selections of *Saint-Saëns'* humorous work *Le Carnaval Des Animaux*.

This year's event will be the first Gala since the joining of two organizations, the Princeton Symphony Orchestra and the Princeton Festival, and draw over 200 patrons from around the greater Princeton and Bucks County community. The Gala is the single biggest fundraising event of the season and represents **more than 10% of the PSO's total budgeted income**, and proceeds support the Princeton Symphony Orchestra's extensive artistic and educational programming.

2022 Gala Fast Facts

Carnival of the Animals
6 pm Saturday, April 9, 2022
Jasna Polana, Princeton

Over 200 loyal, enthusiastic, well-connected arts patrons will be in attendance to celebrate the PSO and its programs.

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 and Bucks County areas. Your message will be delivered to both our Gala attendees and to our concert-goers, a group of well-connected individuals with significant discretionary income.



All Gala sponsorships directly benefit the PSO's many concerts and community events, its flagship Princeton Festival and PSO BRAVO! education programs. For more information about these programs please visit our website at princetonsymphony.org

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. A recent merger with the Princeton Festival has strengthened the organization, and the PSO is well positioned to establish Princeton as a cultural destination of national importance. 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, lecture events, children's programs, innovative collaborative programming, as well as a month-long festival in June, the orchestra is Princeton's hub for classical music knowledge and a gateway to the exploration of new music and performance practices.

Please contact Eva Kastner-Puschl at evakp@princetonsymphony.org or call (609) 497-0020 with questions.

P.O. Box 250, Princeton, NJ 08542 • 609-497-0020 • princetonsymphony.org

PRINCETON SYMPHONY ORCHESTRA

2021-22 Gala

PSO corporate sponsorship packages offer significant advertising benefits for businesses looking to reach influential patrons in the greater Princeton area.

\$10,000 Lead Sponsor (\$8,000 tax-deductible)

- Prominent listing in the Gala program
- Company name/logo prominently listed on the PSO website
- Full-page advertisement in the Gala program, seen by a well-connected and enthusiastic donor base of over 200 individuals from Central New Jersey
- Six tickets to the Gala
- Full-page, season-long ad in all PSO 2021-2022 season digital concert programs provided to ticket buyers (over 10,000 views)
- Season-long listing in all digital concert programs provided to ticket buyers
- Six complimentary tickets to any PSO concert or Festival event



\$5,000 Sponsor (\$3,500 tax-deductible)

- Prominent listing in the Gala program
- Company name/logo prominently listed on the PSO website
- Full-page advertisement in the Gala program, seen by a well-connected and enthusiastic donor base of over 200 individuals from the greater Princeton area
- Four tickets to the Gala
- Full-page, season-long ad in all PSO 2021-2022 season digital concert programs provided to ticket buyers (over 10,000 views)
- Season-long listing in all concert programs distributed at Richardson Auditorium
- Four complimentary tickets to any PSO concert or Festival event

\$3,000 Sponsor (\$2,000 tax-deductible)

- Prominent listing in the Gala program
- Company name/logo prominently listed on the PSO website
- Full-page advertisement in the Gala program, seen by a well-connected and enthusiastic donor base of over 200 individuals from the greater Princeton area
- Two tickets to the Gala
- Full-page, season-long ad in all PSO 2021-2022 season digital concert programs provided to ticket buyers (over 10,000 views)
- Season-long listing in all digital concert programs provided to ticket-buyers
- Two complimentary tickets to any PSO concert or Festival event

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2021-22 Gala

Corporate Sponsor Response Form

Gala 2022 – *Carnival of the Animals*

Saturday, April 9, 2022

Corporate Support Levels

- _____ \$ 10,000 (*\$8,000 tax-deductible*)
- _____ \$ 5,000 (*\$3,500 tax-deductible*)
- _____ \$ 3,000 (*\$2,000 tax-deductible*)

Business Name _____

Contact Name _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

Sponsor RSVP Deadline: Friday, February 25, 2022

Payment Information

- Please send invoice
- Mailing check payable to: Princeton Symphony Orchestra, PO Box 250, Princeton, NJ 08542
- MC/Visa/Amex (complete information below):

_____ Exp. _____ Security Code: _____

Name as it appears on the card: _____

Thank you for your support of the Princeton Symphony Orchestra!

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*Advertising **Benefits** for 2022 Gala Sponsors*

GALA PROGRAM BOOK

- Gala sponsors receive an ad placement in the Princeton Symphony Orchestra's Gala Program, to be distributed at our elegant black-tie event at Jasna Polana on April 9, 2022.
- Programs reach a well-connected and enthusiastic donor base of over 250 individuals from Central New Jersey and Bucks County communities.

2021-22 PSO SEASON CONCERT PROGRAMS

- Exposure of your business to our philanthropic, deeply loyal, and growing concert attendee base, with a full-page ad featured in digital programs in the season following the Gala.



Gala program book cover example

ADDITIONAL ADVERTISING AND ENTERTAINMENT BENEFITS

- Direct link to your business' website on the PSO's website.
- Opportunity to promote special offers on PSO's Social Media platforms (Facebook, Instagram and Twitter).
- Two complimentary concert tickets to any concert or Festival event - for your own listening pleasure or to share with important clients, customers, and friends.
- Gala Tickets, acknowledgement on the invitation, and on-site recognition on April 9, 2022



Season program book cover example

Led by internationally acclaimed Music Director Rossen Milanov, the Princeton Symphony Orchestra and its flagship performing arts program, the Princeton Festival, are bringing in-person concerts back to our diverse community. The months ahead are filled with exciting orchestra concerts to be presented at Richardson Auditorium! This June, Maestro Milanov, Executive Director Marc Uys, and Festival Director Gregory J. Geehern invite patrons to the beautiful grounds of Morven Museum and Garden to experience a variety of stellar musical performances in a premier festival ambiance that draws people from near and afar.

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