



JOHN LARRY GRANGER, MUSIC DIRECTOR

2009/10 SEASON SPONSORSHIP OPPORTUNITIES

For More Information

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WHO WE ARE

The Orchestra

The Santa Cruz County Symphony orchestra is “*one of the most prominent symphony orchestras in Northern California,*” according to Entertainment Editor Wallace Baine of the Santa Cruz Sentinel. Music Director John Larry Granger leads 56 contracted musicians who provide exceptional music performance and education to our community. All players are represented by the AFM Local 153. The local musicians strengthen music in Santa Cruz as they work here as music teachers, performers in smaller ensembles, and supporters of the arts. The local musicians are joined by musicians throughout the Bay Area, with many of them playing in orchestras as far away Santa Rosa, Modesto and Monterey.

The Organization

The Symphony is one of the largest arts organizations in the county, with attendance of over 14,000 people. We truly serve the whole county, with “home” theaters in both Santa Cruz and Watsonville. Ticket revenue provides 40% of our income – which is the average for symphony orchestras in the United States. The balance comes from foundations, individuals and businesses in the form of donations and sponsorships.

The Season

The concert season runs from September through May. The Classic series is four Saturday evening performances at the Santa Cruz Civic Auditorium. The Encore series consists of four Sunday matinee performances at the Mello Center for the Performing Arts, Watsonville. The Symphony also offers lighter classical fare through the fun, entertaining Benefit Concerts. The popular Youth & Family Program includes free performances and, visits to elementary schools throughout the county, and an affordable concert for family audiences the weekend following the free performances.

Mello Music Makers

To help build support and to eventually expand the number of concerts presented at the Mello, the Symphony has helped organize a group of individuals who feel passionate about our Watsonville concerts. Individuals pledge at least \$500 annually for a period of three years to ensure our continued presence and audience growth in Watsonville.

“The Santa Cruz Symphony, now launched into its second half-century, is increasingly a cultural treasure of our community.”

Santa Cruz Sentinel, 2008

HOW WE PROMOTE YOU AND YOUR BUSINESS

Sponsorship is an excellent way to promote your business to our affluent, educated, mature audience, reinforcing your position as a leader in the community. As a Concert Sponsor, your name or company name appears on Symphony advertising and at the concert itself.

Your Name in Lights and Sound!

Season and Concert Sponsor's name, company name or logo is projected in the concert hall for all concertgoers to see. The projection appears before the concert during the pre-concert lecture and during intermission as a way to show our audiences how much we value your support. In addition, season and concert sponsors are thanked verbally just before the music begins.

Your Name in Print Advertising!

Concerts are promoted in each of the following publications. See following pages for listing requirements.

- ❖ **Santa Cruz Sentinel:** Three ads per concert. Daily circulation: 30,000
- ❖ **Good Times:** Two ads per concert. Weekly circulation: 47,000
- ❖ **Metro Santa Cruz:** Two ads per concert. Weekly circulation: 40,000
- ❖ **Register-Pajaronian:** One ad per concert. Daily circulation: 9,000
- ❖ **Aptos Times:** One ad per concert. Bi-monthly circulation: 15,000
- ❖ **La Ganga:** Family Concert only. (Spanish Language.) Weekly circulation: 25,000
- ❖ **Growing Up Santa Cruz:** Family Concert only. Monthly circulation: 20,000

Season Brochure

12,000 brochures are mailed to the Symphony's donors and audience members, and wider performing arts audiences. The brochure lists the season schedule and has a full season (9 month) shelf life.

Sponsors who have made a commitment by March 31 are listed in the brochure.

Program Book

Over 5,000 program books are printed and distributed to symphony concertgoers. These professional publications which include the season schedule, program notes and guest artist bios, are used by concertgoers throughout the concert season.

Post-Concert Invitations

The Symphony honors its musicians, sponsors and Maestro Granger at receptions held at Board members' homes or downtown restaurants after the concert. Special post-concert invitations are mailed to all sponsors and donors who have made a contribution of \$500 or over within the last two years.

Postcards

The Symphony produces 1,500 to 3,000 four-color postcards for each classical concert. The postcards are mailed to our single ticket buyers and to targeted cultural consumers, as well as distributed throughout the county to high-end retail and leisure businesses. 10,000 post cards are printed for the Family Concert and distributed to the schools and family retail businesses.

2009/10 SPONSORSHIP BENEFITS

CLASSICAL CONCERTS

Season Sponsor: \$15,000

The Season Sponsor is acknowledged with:

- Name or company logo is projected in lights in the concert hall in the top position at all eight concerts.
- Verbal recognition from the concert stage preceding all eight performances.
- Top position listing in all promotion; including season and individual concert print ads, the Symphony Season Brochure, the Symphony Program Book and all individual Concert Programs.
- A short biography of the Season Sponsors is included in the program book.
- Acknowledgement in all post-concert reception invitations.
- Listing on all web pages, with a link to sponsor's website.
- Honor at all post-concert receptions and annual meeting, with invitations to sponsor's guests.

Concert Sponsor: \$6,000

The Concert Sponsor is acknowledged with:

- Name or company logo is projected in lights at the sponsored concert in the secondary position.
- Verbal recognition from the concert stage preceding the sponsored performance.
- Listing in promotion including concert newspaper ads, the Season Brochure, Program Book and the individual Concert Program.
- Acknowledgement in all post-concert reception invitations.
- Web listing next to sponsored concert with link to sponsor's webpage.
- Honor at the post-concert reception and annual meeting, with invitations to sponsor's guests.

Soloist Sponsor: \$4,000

The Artist Sponsor is acknowledged with:

- Name projected in lights at the sponsored concert, if space allows.
- Verbal recognition from the concert stage preceding the sponsored performance.
- Listing in promotion including concert newspaper print ads, the Season Brochure, Program Book and sponsored Concert Program.
- Acknowledgement in all post-concert reception invitations.
- Web listing next to sponsored artist.
- Honor at sponsored post-concert reception and annual meeting, with invitations to sponsor's guests.
- Introduced to the soloists, with the opportunity to give flowers to the soloist on stage

Sponsor the Maestro: \$5,000

Sponsors of Maestro Granger are acknowledged in the Symphony Program Book, on the Music Director page. Sponsors have an opportunity to have dinner with Maestro Granger and attend a rehearsal. Sponsors are invited to all concert receptions and are recognized at the Symphony's Annual Meeting.

Concert Co-Sponsor: \$3,000

The Concert Co-Sponsor is acknowledged with:

- Verbal recognition from the concert stage preceding the sponsored performance.
- Listing in promotion including concert newspaper print ads, the Season Brochure, Program Book and sponsored Concert Program.
- Acknowledgement in all post-concert reception invitations.
- Web listing next to sponsored concert.
- Honor at the post-concert reception and annual meeting, with your guests invited to attend.

Soloist Co-Sponsor: \$2,000

- Verbal recognition from the concert stage preceding the sponsored performance
- Listing in the Season Brochure, the Program Book and Concert Programs.
- Acknowledgement in all post-concert reception invitations.
- Web listing next to sponsored artist.
- Honored at sponsored post-concert reception and the annual meeting.

Sponsor the Concertmaster: \$2,000

Sponsors of the Concertmaster are acknowledged in the Symphony Program Book specially placed next to the Concertmaster's photograph, and have an opportunity to meet the concertmaster personally. Sponsors are invited to all post-concert concert receptions and are invited and recognized at the Symphony's Annual Meeting.

Principal Player Sponsor: \$1,000

Sponsors are acknowledged in the Symphony Program Book next to the player's name and have an opportunity to meet the sponsored player. Sponsors are invited to all post-concert receptions and are recognized at the Symphony's Annual Meeting.

Section Player Sponsor: \$500

Sponsors are acknowledged in the Symphony Program Book next to the player's name and have an opportunity to meet the sponsored player at a rehearsal. Sponsors are invited to all post-concert receptions and are invited and recognized at the Symphony's Annual Meeting.

Mello Music Makers: \$500 and \$750

Mello Music Makers are acknowledged in the Season Program Book, in the Concert Program of the sponsored concert, in the post concert reception invitation, and are honored at the post-concert reception of the sponsored concert. In addition, they are asked to special planning meetings, and encouraged to ask friends to attend Mello concerts and post concert receptions as guests of the Symphony. Pledges are made for a three year period.

"John Larry Granger has been building the Santa Cruz Symphony into an orchestra, which is one the finest in California."

Peninsula Reviews, 2005

"A first class orchestral ensemble.... The flute lines of the opening theme were crystal clear and beautifully penetrating. The continuation and counter balance between winds, strings and brass were impressive. The strings, horns and brass along with the percussion brought forth all the beauty Brahms had intended in the second movement. The delicate interplay of brass, winds with supporting strings of the third Allegretto grazioso were hauntingly beautiful. The tympani rolls opening the final Allegro con spirito movement were balanced to perfection. "

Register Pajaronian, 2007

YOUTH & FAMILY CONCERTS

Youth Concerts

- Each year, over 4,500 4th and 5th graders participate in the Santa Cruz County Symphony's Youth Education Program. They are prepared for the experience with in-classroom presentations by professional Symphony musicians and volunteer docents. The students then attend one of four free concerts at the Civic Auditorium in Santa Cruz and Mello Center in Watsonville.

Family Concerts

- In addition to the four free Youth Concerts for students, the Symphony presents two reduced-admission Family Concerts: one at the Civic Auditorium in Santa Cruz and a second concert at Watsonville's Mello Center. Families and children of all ages are invited to attend these educational concerts on Saturday and Sunday afternoons.



Concert Sponsor: \$5,000

- Name or company logo projected in lights at the sponsored concert
- Verbal recognition from the concert stage preceding the sponsored performance
- 12 concert tickets

Sponsorship acknowledgement (primary position) on:

- All print ads
- 10,000 post cards distributed to over 4,000 4th & 5th graders and their families, mailed to our list of affluent symphony goers, and distributed to day care centers, schools and children's retail shops
- Season Brochure, Program Book, and Concert Program
- Web site with link to sponsor's webpage

Concert co-Sponsor: \$2,500

- Verbal recognition from the concert stage preceding the sponsored performance
- 6 concert tickets

Sponsorship acknowledgement (secondary position) on:

- All print ads
- 10,000 post cards distributed to over 4,000 4th & 5th graders and their families, mailed to our list of affluent symphony goers, and distributed to day care centers, schools and children's retail shops
- Season Brochure, Program Book, and Concert Program
- Web site

WHITE ALBUM ENSEMBLE WITH THE SANTA CRUZ COUNTY SYMPHONY

All sponsors receive:

- Acknowledgement in the Symphony Season Program Book
- Invitations to all Season concert receptions and the Symphony's annual donor appreciation event for two years after the sponsorship

St. Pepper's Lonely Hearts Club - \$5,000 Sponsor

- Your company's name or logo in lights projected on the walls during intermission and before the concert in the primary position
- Verbal recognition from the Concert stage preceding the performance
- Twelve seats in the premium seating area of the Civic
- Your name or logo featured prominently in:
 - the Concert program
 - Posters & Postcards
 - Newspaper advertisements (Santa Cruz Sentinel, Good Times, Metro and Pajaronian)

Magical Mystery Tour - \$3,000 sponsorship

- Name in lights at the secondary position
- Eight seats in the premium seating area of the Civic
- Advertisement in the Concert Program
- Verbal recognition
- Name or logo on the post card, poster and advertisements

Penny Lane - \$1,500 sponsorship

- Four seats in the premium seating area of the Civic
- Listing in the Concert program and larger advertisements
- Verbal recognition from the stage

When I'm Sixty-Four - \$500 sponsorship

- Acknowledgement in Concert program advertisement
- Four complimentary stadium seats



2009/10 Season Program

October 3 <i>Civic Auditorium</i>	“OLD WORLD – NEW WORLD” <i>Finlandia</i>	Sibelius
October 4 <i>Mello Center</i> 2009	Piano Concerto <i>Anton Nel, pianist</i> Symphony No. 9, <i>New World</i>	Grieg Dvorak
January 30 <i>Civic Auditorium</i>	“BOLD & BEAUTIFUL” Symphony No. 4	Beethoven
January 31 <i>Mello Center</i> 2010	Piano Concerto No. 1 <i>Jon Nakamatsu, soloist</i>	Brahms
March 1 <i>Civic Auditorium</i>	FREE YOUTH CONCERTS for 4 th and 5 th graders, their teachers and support persons	
March 2 <i>Mello Center</i> 2010		
March 6 <i>Mello Center</i>	FAMILY CONCERTS	
March 7 <i>Civic Auditorium</i> 2010		
March 27 <i>Civic Auditorium</i>	“ROMANTIC RHAPSODIES” <i>Adagio for Strings</i>	Barber
March 28 <i>Mello Center</i> 2010	Violin concerto <i>Tessa Lark, soloist</i> Symphony No. 3	Tchaikovsky Mendelssohn
May 8 <i>Civic Auditorium</i>	“RITES OF PASSION” <i>Carmina Burana</i>	Orff
May 9 <i>Mello Center</i> 2010	Cabrillo Symphonic Chorus Soloists TBA	
May 22 <i>Civic Auditorium</i> 2010	White Album Ensemble with the Santa Cruz County Symphony	