



MEMPHIS SYMPHONY ORCHESTRA

Robert Moody, MUSIC DIRECTOR

EXCLUSIVE SPONSORSHIP OPPORTUNITIES



2021 - 2022 CONCERT SEASON

WHY SPONSOR MSO?

BRAND RECOGNITION & AWARENESS



Concert attendees by zip codes

Memphis

38104, 38111, 38103, 38112

East Memphis

38117, 38119, 38120

Germantown

38138, 38139

Collierville

38017

Cordova

38016, 38018

MSO Audience Impressions

25,000+

Marketing &
Social Media Reach

20,000+

Annual
Attendance

2.1 Million

Outdoor, print, and digital
Media Impressions
Memphis metropolitan area

MOSAIC CHARACTERISTICS OF MSO TICKET BUYERS

Affluent Suburbia: The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer.

The seven Types in the Affluent Suburbia group comprise the wealthiest households in the nation. These segments outrank all other Mosaic Types in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly college educated. With their managerial and executive positions paying six-figure-plus incomes, These are the Americans who drive luxury cars, belong to country clubs and travel abroad Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

AUDIENCE PASSION & LOYALTY



SEASON SPONSORSHIP

Masterworks is MSO's signature series and most popular among our patrons. Masterworks consists of six concerts with performances on Saturday evening and Sunday afternoon. .

\$75,000 – FULL SEASON

- Naming rights
- 25 tickets/ VIP parking passes for each MW performance
- Admission to VIP Golden Circle Intermission for each MW performance
- 30 second in-concert promo (live or recorded) for each MW performance
- Full page ad in next Experience program
- Marketing table in lobby (trade show booth)
- 30 promo posted to all social media outlets prior to each MW performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$50,000 – SATURDAY MASTERWORKS

- Naming rights
- 25 tickets/ VIP parking passes for each MW Saturday performance
- Admission to VIP Golden Circle Intermission for each MW Saturday performance
- 30 second in-concert promo (live or recorded) for each MW Saturday performance
- Full page ad in next Experience program
- Marketing table in lobby (trade show booth)
- 30 second promo posted to all social media outlets prior to each MW Saturday performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$50,000 – SUNDAY MASTERWORKS

- Naming rights
- 25 tickets
- Admission to VIP Golden Circle Intermission for each MW Sunday performance
- 30 second in-concert promo (live or recorded) for each MW Sunday performance
- Full page ad in next Experience program
- Name and logo in all media and day of event signage placement
- Marketing table in lobby (trade show booth)
- 30 second promo posted to all social media outlets prior to each MW Sunday performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

Some benefits may be customizable.

UNPLUGGED SERIES SPONSORSHIP

In the modern setting of downtown Memphis' Halloran Centre, Memphis Symphony Orchestra Music Director Robert Moody brings you inside the minds and music of composers to discover new connections and meaning to incredible works of art. So come spend an evening at Halloran, and experience live orchestral music with a unique twist only Robert Moody can provide!

\$25,000 – FULL SERIES

(6 performances)

- Naming rights
- 25 VIP tickets/ VIP parking passes for each performance
- 30 second in-concert promo (live or recorded) for each performance
- Name and logo in all media and day of event signage placement
- Full page ad in next Experience program
- Marketing table in lobby (trade show booth)
- 30 promo posted to all social media outlets prior to each UNPLUGGED performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$10,000 – SINGLE PROGRAM AT HALLORAN

(2 performances)

- Naming rights
- 20 VIP tickets/ VIP parking passes for each performance
- 30 second in-concert promo (live or recorded) for each performance
- Name and logo in all media and day of event signage placement
- Full page ad in next Experience program
- Marketing table in lobby (trade show booth)
- 30 second promo posted to all social media outlets prior to performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$5,000 – SINGLE PERFORMANCE

- Naming rights
- 20 tickets/ VIP parking passes for each performance
- 30 second in-concert promo (live or recorded) for ONE performance
- Name and logo in all media and day of event signage placement
- Full page ad in next Experience program
- 30 second promo posted to all social media outlets prior to each performance
- Welcome from stage from Music Director Robert Moody
- Opportunity to host pre or post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

The ORCHESTRA UNPLUGGED is presented in partnership with the Orpheum Theatre Group. All performances take place at the Halloran Centre . 225 S. Main Street, Memphis, TN 38103

SINGLE CONCERT SPONSORSHIP

\$15,000 – PREMIUM CONCERT

(2 performances)

- Naming rights
- Company Name printed on tickets
- 25 tickets/ VIP parking passes
- 30 second in-concert promo (live or recorded)
- Name and logo in all media and day of event signage placement
- Full page ad in next Experience program
- Admission to VIP Golden Circle Intermission
- Marketing table in lobby (trade show booth)
- Welcome from stage from Music Director Robert Moody
- Opportunity to host post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$10,000 – PRESENTING SPONSOR

- Naming rights
- 20 tickets / VIP parking passes
- 30 second in-concert promo (live or recorded)
- Name and logo in all media and day of event signage placement
- Full page ad in next Experience program
- Admission to VIP Golden Circle Intermission
- Welcome from stage from Music Director Robert Moody for both performances
- Opportunity to host post-concert backstage party
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$5,000 – SUPPORTING SPONSOR

- 10 tickets/ VIP parking passes (limited)
- Half page ad in next Experience program
- Mentioned in all media and day of event signage placement
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising

\$2,500 – ASSOCIATE SPONSOR

- 6 tickets/VIP parking passes (limited)
- Half page ad in next Experience program
- Mentioned in all media and day of event signage
- Logo on website, social media mention on all MSO platforms and all print and digital media advertising.

Some benefits may be customizable.

Contact Lindsey Stanfill, Development Manager for more information.

lindsey.stanfill@memphissymphony.org | 901-779-7826

SPONSORSHIP AGREEMENT

SPONSORSHIP AMOUNT \$ _____

Company or Sponsorship Name _____

Contact Name (s) and Title (s) _____

Address _____

City, State Zip _____

Main Phone _____

Contact Phone _____

Email _____

Website _____

Signature

Date

Agreement Submission:

Please return this completed form along with a hires logo (pdf, png or jpg files) to MSO to the attention of Lindsey Stanfill, Development Manager via scan/email or mail.

E-Mail: lindsey.stanfill@MemphisSymphony.org

Mail: Memphis Symphony Orchestra | 610 Goodman Street | Memphis, TN 38111

Memphis Symphony Orchestra thanks you for your support and interest in concerts and community outreach work!