

Program Advertising & Season Sponsorship Information 2013-2014 Season



In Residence at
Georgia Perimeter College
Clarkston Campus



Fyodor Cherniavsky
Music Director & Conductor

WHO WE ARE

Nearly a half century strong, DeKalb Symphony Orchestra (DSO) is regarded as one of the region's outstanding community orchestras and as a highly respected arts organization in metro Atlanta.

DSO performs throughout DeKalb County and the region to large and loyal audiences who can become your customers and clients. Our diverse audiences enjoy guest soloists and concerts of the highest artistic caliber, and our patrons enjoy intimacy and involvement - access that is not always possible in larger halls.

OUR SEASON

DSO plays a full season throughout the year to appeal to our multi-generational audiences. From well-known soloists and all orchestral concerts to pops concerts and our ever popular Children's Concert, DSO performs in a variety of locations and communities at prices that are deliberately kept affordable.

YOUR PRESENCE AT OUR CONCERTS

Keeping admissions affordable means that ticket sales cover only a portion of the costs of the programming. You can help fill that gap by becoming a sponsor or an advertiser in the concert program. Either way benefits both you and DSO. The name of your business or practice is in front of our patrons regularly, confirming for them that you actively improve the quality of life in your community by supporting access to wonderful live music - DeKalb Symphony Orchestra.

THANK YOU FOR YOUR SUPPORT

"Enriching Lives through Music"

SPONSORSHIPS

We invite you to Sponsor DSO. Ticket sales cover a small percentage of expenses of DeKalb Symphony Orchestra. In this regard, DSO is no different than other orchestras in the country; the difference is that this orchestra is yours! We hope you will become a Sponsor of DSO as we launch this new source of revenue to assist the orchestra in its mission to present concerts of traditional and contemporary symphonic repertoire while bringing the highest level of artistic quality to our diverse audiences.

Your donation provides DSO with a stronger financial base in support of our vision to become one of the best community symphony orchestras in the area.

SPONSORSHIP LEVELS AND BENEFITS

ALLEGRO CIRCLE: at least \$2,500

Sponsor logo on DSO website that links to Sponsor's website

Merchandise discount at DSO store

Ticket vouchers for DSO performances

Sponsor logo in each concert program

PRESTO CIRCLE: at least \$5,000

Allegro Circle benefits plus:

Sponsor logo on DSO communications and PR material for the 2013-2014 season

CRESCENDO CIRCLE: at least \$7,500

Presto Circle benefits plus:

Sponsor signage displayed in auditorium lobby for each concert

Announcement thanking Sponsor at each concert

Special passes to DSO dress rehearsals including meet-and-greet with conductor and/or soloist

FORTISSIMO CIRCLE: at least \$10,000
































Crescendo Circle benefits plus:

Customized publicity for Sponsor to include photos with conductor and/or soloist

Personal appearance by DSO conductor, musician or soloist at Sponsor event

Sponsorship Level	At least
Fortissimo Circle	\$10,000
Crescendo Circle	\$7,500
Presto Circle	\$5,000
Allegro Circle	\$2,500

All sponsors get a text listing in the back of each concert program in the Donor section

	Fortissimo Circle	Crescendo Circle	Presto Circle	Allegro Circle
Sponsor logo on DSO website's Sponsor page				
Link to Sponsor website				
Merchandise discount for DSO merchandise				
Ticket Vouchers per concert	 8	 6	 4	 2
Sponsor logo in each concert program on PROGRAM page				
Sponsor logo on promotional flyer for each concert, PR materials and all DSO communications for 2013-2014 season				
Sponsor-provided signage displayed in auditorium lobby for each concert				
Announcement thanking Sponsor at beginning of each concert				
Special passes to DSO dress rehearsals including meet-and-greet with conductor and/or soloist	 6	 4		
Customized publicity (visibility) for Sponsor to include photos with conductor and/or soloists				
Personal appearance by DSO individuals (conductor, musician or soloist) at Sponsor event				

DEKALB SYMPHONY ORCHESTRA
SPONSORSHIP & PROGRAM ADVERTISING AGREEMENT
2013 - 2014 Season

I/We agree to the insertion of an advertisement in the 2013-2014 Program booklet or a season sponsorship of DeKalb Symphony Orchestra as indicated below. I/we further agree that payment of the indicated charge will be made immediately upon billing or is attached to this Agreement. Payment should be made by check payable to DeKalb Symphony Orchestra.

The Agreement is made on the understanding that the advertisement will appear in the Program Booklet which will have a printing of at least 3000 copies and which will be distributed free at subscription performances of DeKalb Symphony Orchestra between September 2013 and August 2014.

A copy of the finished booklet will be sent to all advertisers.

Please attach any special billing instructions.

ADVERTISEMENT SIZES AND PRICES

_____ Full Page	\$500 (8" h X 5" w actual print area)
_____ Half Page	\$300 (4" h X 5" w)
_____ Quarter Page	\$200 (2" h X 5" w)
_____ Full Page - Back Cover	\$750 (8" h X 5" w)
_____ Full Page - Inside Front Cover	\$625 (8" h X 5" w)

All ads include 2 ticket vouchers which may be exchanged for tickets to any concert during the 2013-2014 season, including the Summer Pops concert.

Please email advertising copy to advertising@DeKalbSymphony.org

SPONSORSHIP LEVELS

_____ Fortissimo Circle	At least \$10,000
_____ Crescendo Circle	At least \$7,500
_____ Presto Circle	At least \$5,000
_____ Allegro Circle	At least \$2,500

Signature

Company Name

Print Name

Billing Address

Telephone Number

City, State, Zip

Email Address

____ Please Bill ___ Payment Attached

Forms of payment:

Checks should be made payable to DeKalb Symphony Orchestra and noted as "Program Ad."

Credit Card information:

Cardholder's Name (Please Print) _____

Card Type: _____ MasterCard _____ Visa _____ American Express

Card # _____

Expiration Date (month/year) _____ CVV _____

Cardholder's Signature:

Send this form with ad copy to:

DeKalb Symphony Orchestra
PO Box 1313
Tucker, GA 30085

or email to: advertising@DeKalbSymphony.org

Please call the DSO office with any questions: 678-891-3565