Corporate Partnership & Sponsorship Opportunities

THE AUSTIN SYMPHONY
consider this...

...the majority (84%) of consumers say it is important to them that a company supports charitable causes...

Half (50%) of Americans say that they would switch to a company that supports a cause they believe in, rising to 61% of adult iGeneration consumers (aged 18-23) and Millennials (aged 24-41), respectively.*

*Mintel Press Report on Charitable giving
The mission of the Austin Symphony Orchestra Society, Inc. is to enhance the cultural quality of life for the adults and young people of Austin and Central Texas by providing excellence in music performance and educational programs. For over 110 years, the ASO continues to be a leading performing arts organization in Austin through public support and contributions.
Impact on your company

- Improved perception as a brand that gives back.
- Exposure to exclusive donors and potential new clientele.
- Opportunity to win over customers, from competing brands.

“90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.”*

• Higher consumer willingness to pay for your offerings.

According to a recent Nielsen study, 55% of online consumers would pay more for product or service offerings when a company is associated with social impact.*

• Higher employee satisfaction

The same Nielsen study cited that when deciding where to work, 67% of employees would rather work for an organization that was socially responsible.^

*Nielsen, “Global Consumers Are Willing to Put Their Money Where Their Heart is When It Comes to Goods and Services from Companies Committed to Social Responsibility.”

^Ibid.
Peter Bay became the Music Director and Conductor of the Austin Symphony Orchestra in 1998. He is also Conductor of the Big Sky Classical Festival Orchestra.

Maestro Bay has appeared with over eighty different orchestras and is the primary conductor for Ballet Austin. For Austin Opera, he has conducted A Streetcar Named Desire, La Traviata, Turandot, The Marriage of Figaro, and La bohème. He was inducted into the Austin Arts Hall of Fame in May 2016.

Peter is married to soprano Mela Sarajane Dailey, and they have a son Colin.
our music

MASTERWORKS SERIES
Eight concerts celebrating symphonic music from renowned works composers like Beethoven, Gershwin, Mozart, or Tchaikovsky.

THE SARAH AND ERNEST BUTLER POPS SERIES
Concerts paired with film presentations like The Wizard of Oz and Raiders of the Lost Ark and more contemporary concert offerings.

COMMUNITY CONCERTS
Expanding audiences and diverse programming including:

- Hartman Foundation Concerts in the Park
- Handel’s Messiah
- Soldiers at the Symphony
- Children’s Halloween Concert
- H-E-B Austin Symphony July 4th Concert & Fireworks
- Holidays and Christmas in the Community
The Austin Symphony Orchestra is committed to education and believes that learning happens at all ages. ASO’s educational programs engage with all ages of Austin Independent School District (AISD) and Central Texas students. Donations support ASO’s involvement with the diverse youth in our community, offering exposure to music for many children who might otherwise never have such opportunities. Your gifts make an immediate impact on the music of today and that of the future.
Shaping Central Texas’ students into educated and engaged music lovers through these educational programs:

**BANCROFT INITIATIVE**
Support for music and education programs promoting equity and access across central Texas

**BUILDING BLOCKS**
Pre-K - 3rd grade receive an intro to instruments

**YOUNG PEOPLE’S CONCERTS**
For 4th and 5th grades from AISD and other ISDs

**HIGH SCHOOL CONCERTS**
Serving Austin, Hays, Manor, and Round Rock ISDs

**CHILDREN’S ART PARK CONCERTS**
Experience the magic of mixing local musicians and storytellers at Austin area libraries

**THE SARAH & ERNEST BUTLER AUSTIN SYMPHONY TEXAS YOUNG COMPOSERS COMPETITION**
Texans under 18 compose and compete for the chance to perform their original works with the ASO
School children reached by ASO education program at these Independent School Districts (ISDs)

**AISD**
Serve all 79 AISD elementary schools, K – 5th grade annually;  
Serve 4 high school campuses per year; and  
2 middle school campuses per year  
At risk students: 49%;  
Economically disadvantaged: 53%;  
Limited English proficiency: 28.5%  
Title 1 schools:  
47 elementary schools; 9 middle schools, and 5 high schools

**Round Rock ISD**
Serve grades 4 & 5.  
Serve 1 RRISD high school per year.  
At risk students: 34.9%;  
Economically disadvantaged: 26.6%;  
Limited English proficiency: 10.8%  
Title 1 schools:  
14 elementary schools; 4 middle schools

**Hays CISD**
Serve grades 4 & 5,  
Serve 3 Hays CISD high schools per year  
Title 1 schools:  
11 elementary schools; 4 middle schools

We also serve these school districts in Central Texas

**Manor ISD**
Elementary schools and High School

**Del Valle ISD**
Elementary schools

**Lake Travis ISD**
High School Orchestra students

This data is compiled from surveys from audience attendees and schools receiving educational services from ASO.
marketing value

DEMOGRAPHICS + ANNUAL REACH

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>200,000</td>
<td>People reached each season through ticketed and community events and educational programs</td>
</tr>
<tr>
<td>1,900</td>
<td>Average attendance for performances in the Long Center</td>
</tr>
<tr>
<td>1,000,000</td>
<td>Page views on the austinsymphony.org website pre-COVID</td>
</tr>
<tr>
<td>26,000</td>
<td>Number of emails in ASO database that includes ticket buyers, donors and media. Open rate is 35%.</td>
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**MASTERWORKS SERIES DEMOGRAPHICS:**

Gender: Male 46%; Female 54%

<table>
<thead>
<tr>
<th>Age</th>
<th>Race/Ethnicity</th>
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</thead>
<tbody>
<tr>
<td>18-25 - 5%</td>
<td>American Indian or Alaskan</td>
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<tr>
<td>25-34 - 8%</td>
<td>Native - 1%</td>
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<tr>
<td>35-44 - 12%</td>
<td>Asian/Pacific Islander 2%</td>
</tr>
<tr>
<td>45-54 - 14%</td>
<td>Black or African American - 1%</td>
</tr>
<tr>
<td>55-64 - 15%</td>
<td>Hispanic/Latino - 8%</td>
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<tr>
<td>65-74 - 23%</td>
<td>White Caucasian -85%</td>
</tr>
<tr>
<td>74-84 - 19%</td>
<td>Multiple Ethnicity/Other - 3%</td>
</tr>
<tr>
<td>85+ - 4%</td>
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**POPS SERIES DEMOGRAPHICS:**

Gender: Male 28%; Female 72%

<table>
<thead>
<tr>
<th>Age</th>
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<tbody>
<tr>
<td>18-25 - 5%</td>
<td>American Indian or Alaskan</td>
</tr>
<tr>
<td>25-34 - 15%</td>
<td>Native - 0%</td>
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<tr>
<td>35-44 - 16%</td>
<td>Asian/Pacific Islander 8%</td>
</tr>
<tr>
<td>45-54 - 16%</td>
<td>Black or African American - 1%</td>
</tr>
<tr>
<td>55-64 - 15%</td>
<td>Hispanic/Latino - 8%</td>
</tr>
<tr>
<td>65-74 - 32%</td>
<td>White Caucasian - 82%</td>
</tr>
<tr>
<td>74-84 - 1%</td>
<td>Multiple Ethnicity/Other - 1%</td>
</tr>
<tr>
<td>85+ - 0%</td>
<td></td>
</tr>
</tbody>
</table>

This data is compiled from surveys from audience attendees and schools receiving educational services from ASO.
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corporate benefits

Each level of corporate sponsorship, noted by corresponding dollar amounts, offers "Grateful Notes" (GNs) for you to apply toward a custom benefits package that meets the needs of your company. Are you looking to treat your clients to a performance, promote your brand to our audience, or contribute to education programs? Select your benefits from the chart totaling your "Grateful Notes."

<table>
<thead>
<tr>
<th>Level</th>
<th>2 GNs</th>
<th>6 GNs</th>
<th>10 GNs</th>
<th>20 GNs</th>
<th>30 GNs</th>
<th>40 GNs</th>
<th>50 GNs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPPORTER</td>
<td>Masterworks Series tickets for four</td>
<td>Sponsor(s) six Front Porch Fridays</td>
<td>Sponsor(s) one Masterworks Series Concert</td>
<td>Sponsor(s) a Principal Musician for the Season</td>
<td>Sponsor the Season of Butler Pops</td>
<td>Sponsor all education programs for season: Building Blocks, Young People’s Concerts and High School Concerts</td>
<td>Sponsor Technology: new equipment, software, concert production</td>
</tr>
<tr>
<td>LIAISON</td>
<td>Supporting Sponsor for Handel’s Messiah</td>
<td>Sponsor(s) Halloween Children’s Concert</td>
<td>Sponsor(s) Children’s Day Art Park Symphony Storytime at the Central Library</td>
<td>Sponsor(s) 16 receptions with the Masterworks</td>
<td>Virtual Concert Sponsor for season concerts (3 allowed in 2/22)</td>
<td>Sponsor Ten premium Masterworks and Butler Pops Series</td>
<td>Sponsor the Maestro for the Season 2021-2022</td>
</tr>
<tr>
<td>ENTHUSIAST</td>
<td>Sponsor(s) 16 Concert Conversations: pre-concert lectures</td>
<td>Two Butler Pops tables (10 ea.) for one concert at Palmer Events Center</td>
<td>Sponsor one of the following: Building Blocks, Young People’s Concerts or High School Concerts</td>
<td>Underwriting Sponsor for college-level ASO Intern(s)</td>
<td>Sponsor Ten premium Masterworks and Butler Pops Series</td>
<td>4 Private ASO ensemble performances</td>
<td>Sponsor Masterworks Series (8 concerts)</td>
</tr>
<tr>
<td>ADVOCATE</td>
<td>Sponsor ASO’s Music Library; including music rental fees of scores that are not owned by ASO</td>
<td>Ticket envelope sponsor; two opportunities</td>
<td>Sponsor(s) all Community Pop-Up Concerts</td>
<td>Sponsor Texas Young Composers Competition</td>
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<td>Sponsor Texas Young Composers Competition</td>
<td>Sponsor Texas Young Composers Competition</td>
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<tr>
<td>CHAMPION</td>
<td>$5,000-$9,999</td>
<td>$10,000-$14,999</td>
<td>$15,000-$24,999</td>
<td>$25,000-$49,999</td>
<td>$50,000-$74,999</td>
<td>$75,000-$99,999</td>
<td>$100,000+</td>
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<tr>
<td>LEADER</td>
<td>2 GNs</td>
<td>6 GNs</td>
<td>10 GNs</td>
<td>20 GNs</td>
<td>30 GNs</td>
<td>40 GNs</td>
<td>50 GNs</td>
</tr>
<tr>
<td>PARTNER</td>
<td>2 GNs</td>
<td>6 GNs</td>
<td>10 GNs</td>
<td>20 GNs</td>
<td>30 GNs</td>
<td>40 GNs</td>
<td>50 GNs</td>
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MEDIA/PRINT BENEFIT PACKAGE APPLIES TO ALL CORPORATE SPONSORS:

- Media/Print Package (website list & link, program(s) list, all banners/signs or displays for the season);
- Social media mentions for each performance;
- Invited to receptions with donors of ASO;
- Discounted tickets, 25% off

Please contact us for exclusive sponsorship opportunities or if you prefer to donate and decline all benefits. Please note, July 4th has a separate benefit package. Contact: development@austinsymphony.org

Advanced notice is required for scheduling of benefits to ensure all requirements are met.
in closing

“People are going to want, and be able, to find out about the citizenship of a brand, whether it is doing the right things socially, economically and environmentally.”

Mike Clasper
President of Business Development
Proctor and Gamble

www.austinsymphony.org

David Pratt
Executive Director/CEO
(512) 890-3488
dpratt@austinsymphony.org

Marilyn Willson
Development Director
(512) 890-3488 x 1212
mwillson@austinsymphony.org
Thank You

Photography Credits for pictures in The Long Center: Chris Sibley Alchemist Arts