

Corporate Partnerships & Underwriting Opportunities



our mission

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.

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*



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.”**

*Cone Communications, “2015 Cone Communications/Ebiquity Global CSR Study.” <http://www.conecomm.com/2015-global-csr-study>

- 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."

<http://www.nielsen.com/us/en/pressroom/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>

^Ibid.





maestro peter bay

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





learning & community engagement

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.



educational programs

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

OUR ANNUAL REACH

education demographics

65,000

School children are reached by ASO education programs at these Independent School Districts (ISDs)

Austin ISD

Serve all 79 AISD elementary schools, K – 5th grades annually;

Serve four (4) high school and two (2) middle school per year

At-risk students: 49%;

Economically disadvantaged: 53%;

Limited English proficiency: 28.5%

Title 1 schools: 47 elementary; nine (9) middle, and five (5) high schools

Round Rock ISD

Serve 4th and 5th grades.

Serve one (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; four (4) middle schools

Hays CISD

Serve 4th and 5th grades.

Serve three (3) Hays CISD high schools per year

Title 1 schools: 11 elementary; four (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

200,000

People reached each season through ticketed and community events and educational programs

1,900

Average attendance for performances in the Long Center

1,000,000

Page views on the austinsymphony.org website pre-COVID

26,000

Number of emails in ASO database that includes ticket buyers, donors and media. Open rate is 35%.

MASTERWORKS SERIES DEMOGRAPHICS:

Gender: Male 46%; Female 54%

Age:

18-25 - 5%

25-34 - 8%

35-44 - 12%

45-54 - 14%

55-64 - 15%

65-74 - 23%

74-84 - 19%

85+ - 4%

Race/Ethnicity:

American Indian or Alaskan

Native - 1%

Asian/Pacific Islander 2%

Black or African American - 1%

Hispanic/Latino - 8%

White Caucasian -85%

Multiple Ethnicity/Other - 3%

POPS SERIES DEMOGRAPHICS:

Gender: Male 28%; Female 72%

Age:

18-25 - 5%

25-34 - 15%

35-44 - 16%

45-54 - 16%

55-64 - 15%

65-74 - 32%

74-84 - 1%

85+ - 0%

Race/Ethnicity:

American Indian or Alaskan

Native - 0%

Asian/Pacific Islander 8%

Black or African American - 1%

Hispanic/Latino - 8%

White Caucasian - 82%

Multiple Ethnicity/Other - 1%

marketing value

DEMOGRAPHICS + REACH

BE AT THE SYMPHONY! (BATS)

Austin Symphony BATS, the ASO's young professionals group, in their 22nd season.

Age range is typically 25-45

Before COVID (18-19 season) we had 150 members

SOCIAL MEDIA STATS

Followers on each platform

FaceBook: 40,000+

Twitter: 5,000+

Instagram: 4,500+

ARBOR SERIES

The Arbor Series is a membership group spanning the season. The Arbor Series gives its members the opportunity to meet and visit with Maestro Peter Bay and the guest artist(s) prior to the upcoming performance. Members will learn about the composer and the music and are able to ask questions in an intimate setting. This is a warm, inviting experience designed to educate and entertain.

Age range is typically 55-84

Before COVID (18-19 season) we had 75 members



corporate sponsorship opportunities

FRIEND - \$2,500 +

- Two (2) tickets to MW1 & MW8
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to VIP concert receptions and youth programs
- Discounted tickets 25% off

SUPPORTER - \$5,000+

- Four (4) tickets total to Masterworks Series
- Two (2) VIP self-park passes
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to VIP concert receptions and youth programs
- Discounted tickets 25% off

ENTHUSIAST - \$10,000+

- Eight (8) tickets total to Masterworks series
- Eight (8) tickets total to Pops series
- Four (4) VIP self-park passes
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to VIP concert receptions and youth programs
- Discounted tickets 25% off

ADVOCATE - \$15,000 +

- Sponsor one (1) Masterworks concert
- Eight (8) tickets total to Masterworks series
- Eight (8) tickets total to Pops series
- Four (4) VIP self-park passes
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to VIP concert receptions and youth programs
- Discounted tickets 25% off

CHAMPION - \$25,000+

- Ensemble performance at the business office
- Expand social media/print recognition
- Sponsor one (1) youth program
- Sponsor one (1) Masterworks concert
- Eight (8) tickets total to Masterworks series
- Eight (8) tickets total to Pops series
- Four (4) VIP self-park passes
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to VIP concert receptions and youth programs
- Discounted tickets 25% off

LEADER - \$50,000+

- Sponsor two (2) Masterworks concert sponsorships
- Expand social media/print recognition
- Sponsor one (1) youth program
- Eight (8) tickets total to Masterworks series
- Eight (8) tickets total to Pops series
- Four (4) VIP valet passes
- Media/Print Package (website list & link, program(s) list, all banners/signs or display for the season)
- Social media feature
- Invitation to all VIP concert receptions and youth programs
- Discounted tickets 25% off

Please note the H-E-B Austin Symphony July 4th Concert and Fireworks has a separate benefits package. Contact us for additional information.

Miranda Darr
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underwriting opportunities

INTERN SCHOLARSHIP - \$25,000 PER STUDENT

Provide an internship offering opportunities for college students to gain experience working at a major American orchestra. Typically, an internship lasts a semester and is offered in the Fall, Spring, and Summer, following the usual academic calendar. Available in operations, education, production, marketing/PR, and fundraising.

TICKET EVENVELOPE - \$15,000

Logo positioned on the front and back of the ASO Season 2022-2023 Ticket Envelope.
Impressions: 20,000 envelopes printed

MESSIAH CONCERT - \$15,000

Underwrite this annual holiday tradition of Handel's Messiah. Enhance the season with a performance full of rejoicing!
Location: Riverbend Centre
Attendance: approximately 2,500

CONCERT VIP RECEPTIONS - \$10,000 PER CONCERT

Our pre-concert and post-concert receptions, held before and after each Masterworks Concerts are attended by the ASO's Symphony Society Members. Host and network with our VIP guests. Underwriting is per concert (two performances, held on Friday and Saturday evenings) at The Long Center for Performing Arts. Receptions are typically held in the Kodosky Donor Lounge, Mezzanine. Attendance: approximately 500 (250, per night)

TICKET BACK - \$15,000

Underwrite the 2022-2023 season's tickets and your logo will be printed on the back of all tickets as well as print at home tickets.
Impressions: 50,000 printed

ASO LIBRARY - \$5,000

The ASO Music Library is a collection of scores, chamber music, and symphonic works that is currently located in the symphony office. The library is staffed by two librarians who care for the collection and prepare the sheet music used by the musicians of the ASO for performances year-round.

FRONT PORCH FRIDAY - \$1,500 EACH

Held 4-6 times throughout the year, our Front Porch Friday (FPF) happy hour events are held at the ASO offices (on our beautiful, wrap-around porch - weather permitting). Featuring ASO ensembles in a casual, networking environment. As underwriter of a FPF, you will be recognized in all event communication, signage at the event(s), and have the opportunity to speak if desired.
Attendance: varies, approximately 50-100

COMMUNITY CONCERTS - \$2,000

Pop Up ensemble concerts held throughout the community expanding audience through diverse programming: Sounds of the Season

VALET/PARKING SPONSOR - \$25,000

Exclusive Official Automotive Sponsor includes car(s) on display at designated concerts and opportunity for valet key fob advertisement.
Attendance: 100,000+

CHILDREN'S PROGRAM UNDERWRITERS

- Young People's Concerts - \$10,000
- Building Blocks - \$10,000
- Halloween Concert - \$10,000
- Tuneful Tales - entire summer series \$30,000 or individual event \$3,000
- High School Concert Program - \$10,000
- Connecting with Music - \$10,000

Underwriters for all the above programs will receive the same benefits as the \$10,000 "Enthusiast" Sponsorship Level

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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

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