



SYMPHONiCITY

DANIEL W. BOOTHE — MUSIC DIRECTOR & CONDUCTOR

New Package for the 2020-2021 "Symphonicity in the City" Series

SPONSORSHIP OPTIONS





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"It's not about standing still and becoming safe. If anybody wants to keep creating they have to be about change."

Miles Davis,
American Jazz Musician

In response to the temporary closure of our performing arts center due to the current health environment, we are excited to announce the new series "**Symphonicity in the City**" which will feature a combination of online events, both free and paid, and a variety of safe, public performances.

"**Symphonicity in the City**" also provides unique opportunities for our corporate sponsors including broadened online and social media exposure, exclusive VIP passes to the MOCA Chamber Series and more.

Please contact Lynette Andrews with any questions!

IMPACT

**Partner with us to ensure you
are heard throughout our
community!**



MAESTRO DANIEL W. BOOTHE

A SYMPHONICITY sponsorship will add
resonance to your company
through our music.

- 40-year history in Virginia Beach
- Our 200+ volunteers donate 14K annual hours to provide high-quality but low-cost classical music
- The arts contribute \$763.6 Billion to the economy including \$87.7 Million in VA Beach *
- Be seen and appreciated by our 20K+ annual patrons live + online

Our Mission & Goals

Mission

To provide high quality music for everyone, to afford an opportunity for performers, and to educate young musicians.



Goal #1

**Strengthen
Our Community
Through Partnerships**



Goal #2

**Mutual Visibility
for Businesses
& the Arts**



Goal #3

**Shared Revenue
to Invest
In A Vibrant Future**

- 66% Virginia Beach
- 11% Chesapeake
- 10% Norfolk
- 13% Other including tourists

Our Audience

Our patrons and 200+ volunteer musicians are members of our surrounding community and represent a wide demographic.

Many are involved in medicine, education, small and large business and more. Symphonicity reaches over 20,000 people each year through small and large performances and online engagement!



5K+ people who love great music provided at a low-cost.



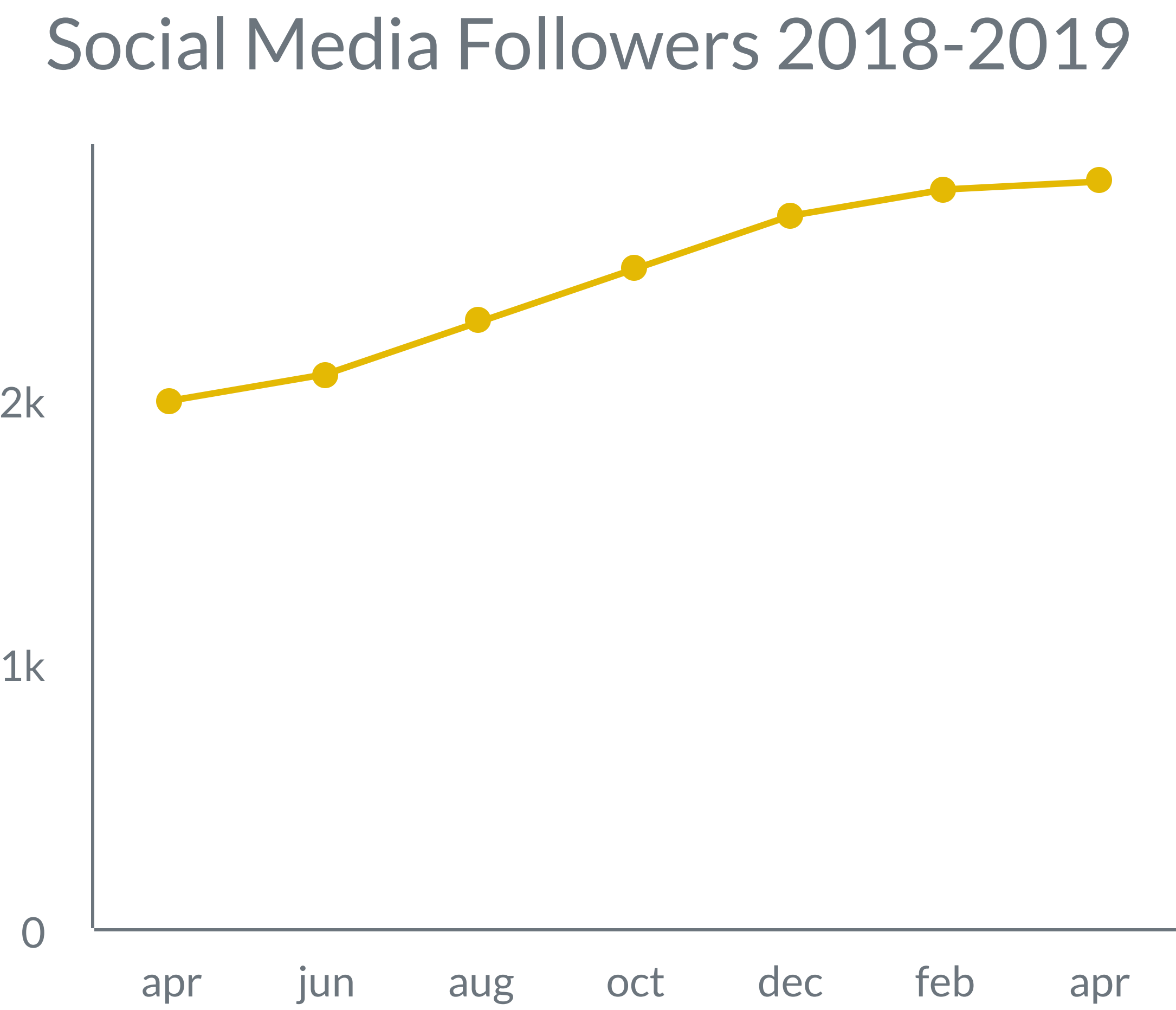
Excellent volunteer musicians who deserve an outlet to share their talents.



Students and children who need inspiration and education.

Our 12-month Media Reach

Symphonicity connects vibrantly to our region through print, TV, radio and digital media.



Social media fans have increased 40% each year



Frequent Radio & TV Interviews on WHRO & Channel 13 have reached up to 1.7M people



Our videos online have reached up to 10K users



Chamber Music Series

Sponsored by MOCA and Symphoncity's Chamber Series will utilize the museum's indoor and outdoor space for these "walk-through concerts," providing an immersive 360-degree experience as patrons enjoy museum exhibits.

Pop Up Concerts & Ensembles For Hire



The "**Symphonicity in the City**" series presents new opportunities to connect with unique audiences.

The New Digital Ovation Series

This new membership-based online series replaces our traditional "live" masterworks season. It will include five full online concerts hosted by Dr. Raymond Jones and Maestro Daniel W. Boothe, consisting of personally curated selections from recent seasons.

This series will also feature our Lollipop Concert for Children & Families, highlighting some of the best of our recent concerts with Ballet Virginia. This 45-minute concert is perfect for the entire family!

Free Online & Social Media Celebrations

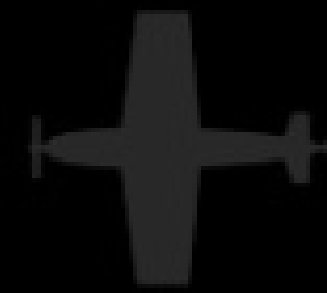
Everyone is invited to join us for a season-long celebration of Symphoncity's 40th anniversary! With regular visits to our website and social media pages, our community of supporters - even those across the country & around the world - can access an assortment of free content from the annual Messiah Sing-Along on December 23rd at 8 pm and video recordings of surprise Pop-Up concerts to a host of online video interviews celebrating those who have contributed to our 40-year success.

SEASON OVERVIEW



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IN THE CITY

2020/21	Digital Ovation Series	MOCA Chamber Series	Social Media Events	Spontaneous Pop Ups
SEASON OVERVIEW	Online for Members Only *	Subscribers Only	Free for the Public	Free for the Public
October	1st Masterworks Concert Sunday, Oct. 18, 3pm ONLINE		40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	Surprise City Locations
November	2nd Masterworks Concert Sunday, Nov. 22, 3pm ONLINE	VA Museum of Contemporary Art (Sunday Evening, TBA)	40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	
December			Handel's Messiah Sing-Along Wednesday, Dec. 23, 8pm & 40th Anniversary Interviews & Celebrations Twice a month on Sundays at 3pm	Surprise City Locations
January	Lollipop Concert Saturday, Jan. 9, 3pm ONLINE		40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	
February	3rd Masterworks Concert Sunday, Feb. 21, 3pm ONLINE		40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	Surprise City Locations
March	4th Masterworks Concert Sunday, March 21, 3pm ONLINE		40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	Surprise City Locations
April		VA Museum of Contemporary Art (Sunday Evening, TBA)	40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	
May	5th Masterworks Concert Sunday, May 2, 3pm ONLINE		40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	Surprise City Locations
June			40th Anniversary Interviews Twice Each Month Sundays at 3pm. Musician Spotlights, Historical Recordings	

Overview of Corporate Sponsorship Levels

NOTEworthy Sponsor \$1000

Your company logo (with your company link) will be visible on the homepage of Symphonicity's website in a "NOTEworthy Businesses" community sponsor section. Your company will receive one month of social-media focus to include company logo and a video.

Special Concert Sponsor \$2500

Sponsor either the Messiah Sing-Along OR the Lollipop Concert for Families & Children and your own special advertisement will air at the beginning of the online video concert. Your company will also receive special social-media recognition for the respective month of your sponsorship to include your logo and video advertisement. All season long your logo will be displayed on Symphonicity's homepage.

Bronze Sponsor \$5,000

Your company logo will be displayed on the homepage of Symphonicity's website all season long. A dedicated page on the website will feature your business to include an overview, your unique personal message, and links to your business website. Your logo will also appear on all print and digital Symphonicity Season Overviews.

Silver Sponsor \$10,000

All the Benefits of the Bronze Sponsors PLUS the exclusive opportunity for your company logo and materials of choice to be included in our "Concert in a Box" delivered to subscribers or those who purchase it online.

Gold Sponsor \$15,000

All the Benefits of the Bronze Sponsor PLUS be featured in a special 40th anniversary online interview series hosted by the Maestro. The 30-minute interview may be used to highlight your company. Your company logo will be featured for one month on social media, in print materials, and all digital marketing campaigns. Additionally, you will receive verbal mentions during a Digital Ovation Series concert.

Diamond Sponsor \$30,000

All the Benefits of the Gold Sponsor PLUS your company logo on all subscriber vouchers and membership passes, as well as 30 complimentary Digital Ovation Series passes and 10 VIP invitations to the exclusive subscriber-only concert series at MOCA where your corporate signage will be displayed.

Choose Any Sponsorship or Customize Your Own

"Symphonicity in the City" Corporate Sponsorship Packages		NOTEworthy Sponsor	Special Online Concert Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Diamond Sponsor	Create Your Own Sponsorship
			Choose the Messiah Sing- Along or the Lollipop Concert					
Determine Your Company's Level of Exposure through Symphonicity Platforms		\$1,000	\$2,500	\$5,000+	\$10,000+	\$15,000+	\$30,000+	
SOCIAL MEDIA TO 3K+ FOLLOWERS								
Company logo featured for one month			✓			✓	✓	
Company logo and video featured for one month (respective of sponsored concert)			✓					
Company logo and video featured for one month		✓						
SYMPHONICITY'S WEBSITE								
Home Page - Company Logo & Link			✓	✓	✓	✓	✓	
NOTEworthy Business Page - Company Logo & Link		✓		✓	✓	✓	✓	
NOTEworthy Business Page - Company Overview				✓	✓	✓	✓	
NOTEworthy Business Page - Company Advertisement				✓	✓	✓	✓	
SYMPHONICITY'S SEASON OVERVIEW								
Digital Version - Company Logo				✓	✓	✓	✓	
Print Version - Company Logo				✓	✓	✓	✓	
"CONCERT IN A BOX" EXCLUSIVE GIFT TO SUBSCRIBERS & ONLINE PURCHASERS								
Company Logo Included					✓			
Company Advertisement and/or Material					✓			
ONLINE 40th ANNIVERSARY CELEBRATIONS - Free and Open to the Public								
Company Representative Featured as Special Guest						✓	✓	
Company Advertisement at Beginning of the Sponsored Concert			✓					
DIGITAL EMAIL MARKETING CAMPAIGNS TO 3K								
Company logo featured in one digital marketing campaign						✓		
Company logo featured in all digital marketing campaigns (up to 6)							✓	
ONLINE DIGITAL OVATION SERIES TO 3K								
Online Video Shout-Out by Maestro Boothe						✓	✓	
Logo in one of the Masterworks Online Concerts						✓		
Logo in all five Masterworks Online Concerts							✓	
Verbal mention in one of the Masterworks Online Concerts						✓		
Verbal mention in all five Masterworks Online Concerts							✓	
SUBSCRIBER VOUCHERS AND MEMBERSHIP PASSES TO 300+								
Company logo included							✓	
DIGITAL OVATIONS SERIES MEMBERSHIP PASSES								
30 Digital Ovation Series Passes							✓	
VIRGINIA MUSEUM OF CONTEMPORARY ARTS CONCERT SERIES								
10 VIP Invitations							✓	
Public Signage at the Event							✓	



THANK YOU

*Corporate Sponsors play the most integral part in
ensuring affordable access to meaningful and
enriching music for our community!*