



Dunedin Symphony Orchestra

# 2020 CONCERT SERIES

## SPONSORSHIP OPTIONS

A promotional graphic for the 2020 Concert Series. It features the DSO logo in the top left corner. In the center, the text 'BTMVN 2020' is displayed above a collage of ten portrait photographs of musicians and conductors. To the right, the text '2020 CONCERT SERIES' is written in a purple and black font. At the bottom right, a purple rectangular box contains the website address 'dso.org.nz' in white text.

**DSO**  
Dunedin Symphony Orchestra

**2020**  
CONCERT  
SERIES

**BTMVN**  
2020

[dso.org.nz](http://dso.org.nz)

## **NAMING-RIGHTS CONCERT SPONSORSHIP FOR THE INTERNATIONAL SERIES CONCERTS**

For the sum of \$5,000 (plus GST) we offer sponsorship for one of the International Series concerts in 2020. The dates of the available concerts in the Series are:

- 4 April
- 2 May

The focus of the International Series will be a celebration of 250 years since Beethoven's birth, and three of his masterworks are included:

- Saturday 4 April - Beethoven's Violin Concerto
- Saturday 2 May - Beethoven's Third Piano Concerto

Beethoven's Symphony No. 9 is in the third concert in the series, and the naming rights sponsorship for this concert is already taken.

### **BRANDING BENEFITS**

A naming rights sponsor's name would be included in the title of the concert and used in all references to the concert and in all concert publicity. A sponsorship partnership offers these significant benefits:

- A high quality opportunity to host guests.
- Prominent acknowledgement at the selected concert.
- High-profile publicity exposure throughout Otago, especially directly to all the Orchestra's civic, sponsorship and audience supporters via the DSO's communications to its database of over 3,500.

This partnership would result in an enhanced profile for the sponsor, particularly as the partnership would be with one of New Zealand's main professional performing arts organisations and Otago's largest. The orchestra's audience surveys reveal a very high awareness of Orchestra's sponsors.

### **CONCERT BENEFITS**

#### **HOSTING GUESTS**

- 30 prime area complimentary tickets to the selected International Series concert. The retail value of these tickets is between \$1,380 incl. GST and \$2,040 incl. GST.
- Exclusive right to host the sponsor's guests in Chester's Lounge in the Dunedin Centre for a pre-concert and/or interval functions, and/or

post-concert functions (conductor and soloist attending post-concert functions) (catering at the sponsor's cost). The DSO is able to provide photographs of the occasion.

- The right to purchase further tickets for the selected concert at an exclusive discount.

#### **ENHANCING THE AWARENESS OF A SPONSOR'S BRAND**

- With publicity at the concert, the opportunity to reach out to c. 1,000 people, being the expected attendance at the concert, the demographic of which is most with household incomes over \$50,000 p.a. and one-third earning over \$80,000 p.a., 80% graduates and over the age of 55 years.
- Acknowledgement of the sponsorship in the conductor's speech to the audience.
- Opportunity to reach out to the 60 strong orchestra musician base, many of whom are young professionals.
- Opportunity to display signage in the Town Hall foyer and in Chester's Lounge.
- Inclusion of a complimentary full-page advertisement in the concert programme book and the sponsor's logo on the programme book cover and its title page.

#### **PRE- AND POST-CONCERT PUBLICITY BENEFITS**

- Press advertising: Comprehensive print and on-line advertising in the Otago Daily Times and The Star, supplemented with press articles.
- Flyers and Posters: Strategically-located displays of full-colour A4, A3 and A1 posters; full-colour flyers distributed throughout central Dunedin's high foot-traffic retail areas.
- Digital marketing: Websites and listings including the Orchestra's own, Otago Daily Times, Eventfinda, the Ticketmaster, TicketRocket, Dunedin City Council Events, DunedinNZ, Enterprise Dunedin, Regent Theatre etc; Facebook advertising on Orchestra's Facebook page; Twitter; Emails to the Orchestra's database.
- Orchestra Newsletter: A newsletter (both hard copy and electronic) focussing on the concert to the DSO's database (c. 3,500 entries).
- Student campaign: An intensive concert campaign focussing on the student market on campus and in the halls of residence. Use is made of the Orchestra's Student Ambassadors.
- National and Local Radio Publicity: Live interviews with concert artists on the national radio station RNZ Concert (also subsequently on the radio's website).

## PRINCIPAL GUEST CONDUCTOR SPONSORSHIP

For the sum of \$3,500 (plus GST) we offer sponsorship of the orchestra's acclaimed Principal Guest Conductor Simon Over.

This London-based conductor heads the dynamic Southbank Sinfonia and also conducts the UK Parliament Choir. He has been the orchestra's Principal Guest Conductor since 2015 overseeing a continuous rise in the orchestra's artistic standards.

At this sponsorship level we offer the following benefits:

- 26 complimentary tickets which can be used in any combination at any of the five International or Matinee Series concerts;
- Recognition of your business through acknowledgement on the page exclusively for this, with your logo under the photograph of the Principal Guest Conductor in the series programme books, and your logo on our website, linking to your company website if you so wish;
- Priority booking privileges which include priority booking for any other special concerts.



## CONCERTMASTER SPONSORSHIP

For the sum of \$2,500 (plus GST) we offer sponsorship of the orchestra's Concertmaster Tessa Petersen.

Since late 2015, Tessa has led the orchestra. She has been the steward of an increasing standard of the playing of the orchestra. She is also the Violin Lecturer at the University of Otago.

At this sponsorship level we offer the following benefits:

- 20 complimentary tickets which can be used in any combination at any of the five International or Matinee Series concerts;
- Recognition of your business through acknowledgement on the page exclusively for this, with your logo under the photograph of the Concertmaster in the series programme books, and your logo on our website, linking to your company website if you so wish;
- Priority booking privileges which include priority booking for any other special concerts.



## **PRINCIPAL MUSICIAN SPONSORSHIPS**

**For the sum of \$1,350 (plus GST) we offer sponsorships of the following 11 section principals:**

Second violin, viola, cello, double bass, flute, oboe, clarinet, bassoon, French horn, trumpet, timpani, percussion

At this sponsorship level we offer the following benefits:

- 14 complimentary tickets which can be used in any combination at any of the International or Matinee Series concerts;
- Recognition of your business through inclusion of your logo under the photograph and name of the player being sponsored, on a special Principal Musician Sponsorship page in the series programme books, and your logo on our website, linking to your company website if you so wish;
- Priority booking privileges as outlined above.

## **CORPORATE SPONSORSHIPS**

**For the sum of \$1,000 (plus GST) we offer the following benefits:**

- 10 complimentary tickets which can be used in any combination at any of the International or Matinee Series concerts;
- Recognition of your business featured in a montage of sponsor logos in our series programmes and on our website, and your logo on our website, linking to your company website if you so wish;
- Priority booking privileges as outlined above.

## MUSICIAN SPONSORSHIPS

For the sum of \$600 (plus GST) we offer the following benefits:

- 6 complimentary tickets which can be used in any combination at the International Series concerts;
- Recognition of your business featured in a montage of sponsor logos in our series programmes and on our website, and your logo on our website, linking to your company website if you so wish;
- Priority booking privileges as outlined above.



