

When music hits you, you feel no pain.



Niagara Symphony
Orchestra

SPONSORSHIP OPPORTUNITIES



2024/2025 Concert Season



2024/2025 Concert Season

The Niagara Symphony Orchestra (NSO) has been enriching the quality of life for Niagara residents since 1948, growing from a small community ensemble into a fully professional orchestra of over 50 musicians.

The NSO improves, enhances, and inspires our community; entertaining and educating with imaginative and diverse performances as well as its educational programs.

A commitment to excellence and innovation has marked the tenure of Music Director, Bradley Thachuk, whose leadership since 2010 has increased the orchestra's profile.

From its home in the FirstOntario Performing Arts Centre, Maestro Thachuk and the NSO feature performers of national and international acclaim while showcasing current Canadian composers alongside treasured classic repertoire.



Sponsorship opportunities are customized for your business's greatest impact.

***Lisa Donati (she/her) - Director of Development & Fundraising
lisa.donati@niagarasymphony.com 905-687-4993 ext. 224***



The Niagara Symphony Audience

The Niagara Symphony serves a geographically diverse audience base consisting of Niagara residents, GTA residents, and tourists. It offers unique programming for all ages with pricing for seniors, adults, families, and students.

In the Season

Concerts: 10 Programs - 15 Performances

Audience Capacity

Partridge Hall: 770

Audience: 10,000

Online

Social Media Followers - 4,500

Facebook: NiagaraSymphony

Instagram: @niagarasymphonyorchestra

Weekly Post Reach (combined) - 15,000

E-Blast Database - 4,500

Open Rate - 45% Click Rate - 2.7%

Demographics

- Music lovers with discretionary income and time for lifestyle spending
- Average household incomes over \$100,000
- Over 75% of our patrons are well-educated working or retired professionals ranging in age from 35-65+

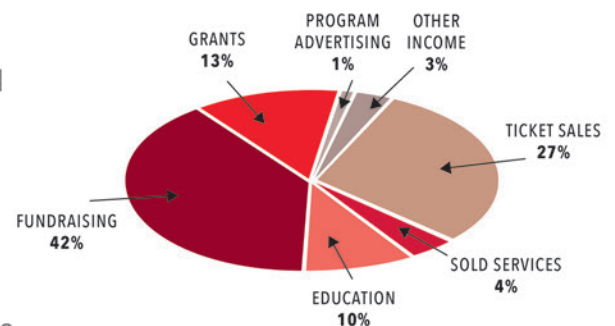
Annual Budget

The Niagara Symphony operates on a \$1.2 M annual budget which includes revenue from ticket sales, grants, education and fundraising streams.

42% of the Niagara Symphony's annual revenue is generated through fundraising efforts.

Of these fundraising initiatives, Corporate Sponsorship and Giving represents nearly half of this total, or 21% of the orchestra's overall revenue.

Our valued partners contribute to the overall financial success of the orchestra and ensure that our community continues to enjoy outstanding orchestral music for years to come.



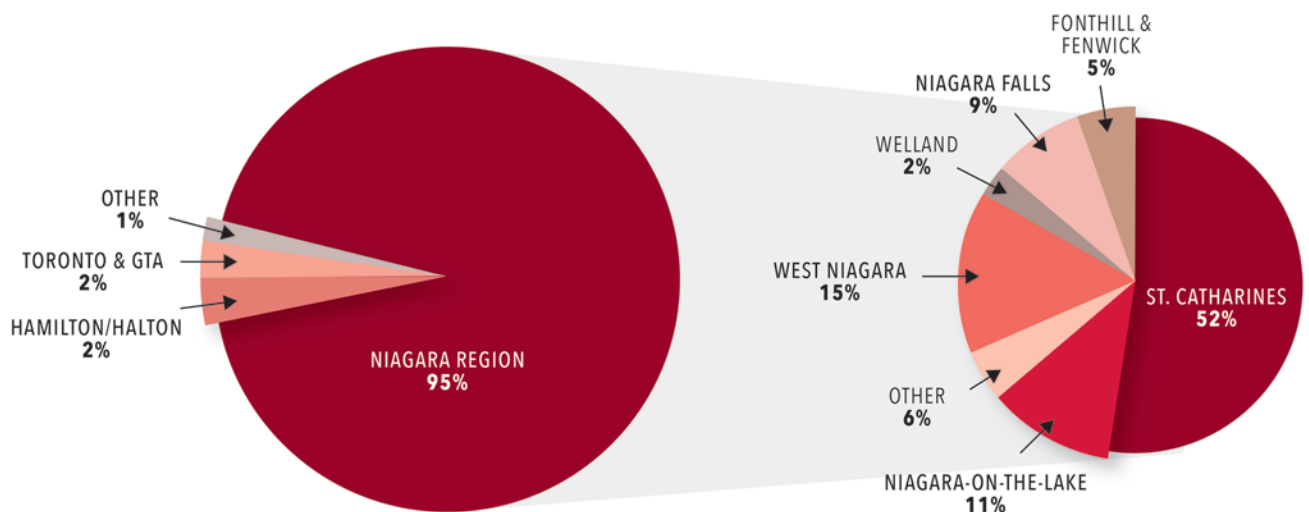


The Niagara Symphony Audience

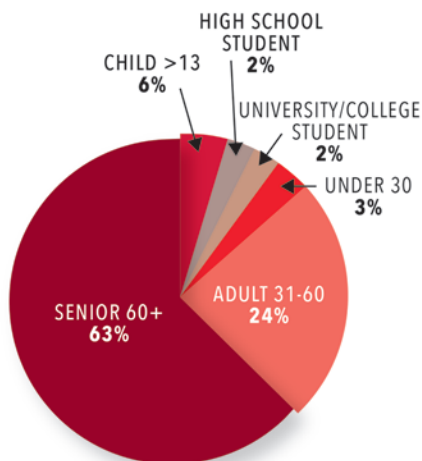
The NSO performs at the FirstOntario Performing Arts Centre in downtown St. Catharines. Through these concerts and additional outreach and education initiatives, the NSO reaches a diverse audience from all 12 municipalities across the Niagara Region.

- **13,000+ patrons annually**
- **Highly varied demographics including families, students, adults, and seniors from all backgrounds**

Average NSO Audience by location



Average NSO Audience by age





Sponsorship Benefits & Recognitions

Contact Lisa Donati - Director of Development & Fundraising
905.687.4994 ext. 224
lisa.donati@niagarasymphony.com

ANNUAL GIVING LEVELS

| Orchestra Circle | | | | Music Director's Circle | | |
|-----------------------------------|-------------------------------|---------------------------------|--|---|--|-----------------------------|
| Musician Chair Sponsor \$1,000 | Supporting Sponsor \$2,500 | Guest Artist Sponsor \$3,000 | Concert Sponsor \$5,000 to \$10,000 | Program Sponsor \$10,000 to \$30,000 | Series Sponsor \$30,000 to \$50,000 | Season Sponsor \$50,000+ |

Concert Program (Quantity 7,000 + online)

| | | | | | | |
|-----------------------|---|---|---|---|---|---|
| Logo on Sponsor Block | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 1/4 Page Ad | | | ✓ | | | |
| 1/2 Page Ad | | | ✓ | ✓ | | |
| Full Page Ad | | | | | ✓ | ✓ |

Season Brochure

| | | | | | | |
|------------------|--|--|---|---|---|---|
| Logo recognition | | | ✓ | ✓ | ✓ | ✓ |
|------------------|--|--|---|---|---|---|

Venue Recognition

| | | | | | | |
|---------------------------------|---|---|---|---|---|---|
| Pre-Concert slide show | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lobby signage | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opp. to speak from the stage | | | | ✓ | ✓ | ✓ |
| Lobby booth/table | | | | ✓ | ✓ | ✓ |
| Your inserts in program | | | | ✓ | ✓ | ✓ |
| Reception (<i>extra cost</i>) | | | | ✓ | ✓ | ✓ |

Digital/Social Media

| | | | | | | |
|---------------------------|---|---|---|---|------|------|
| Facebook & Instagram | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo link to your website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in 35+ e-blasts | ✓ | ✓ | ✓ | ✓ | 100+ | 100+ |
| Branded e-blast | | | | ✓ | ✓ | ✓ |

Complimentary Tickets

| | | | | | | | |
|-----------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------|--------------------|--------------------|
| Per Sponsored Concert | 2 | 2 | 4 | 6 | 8 | 10 | 12 |
| | TO YOUR CONCERT OF CHOICE | TO YOUR SPONSORED CONCERT | TO YOUR SPONSORED CONCERT | TO YOUR SPONSORED CONCERT | PER PERFORMANCE | PER PERFORMANCE | PER PERFORMANCE |

Custom benefits based on your support can always be determined in partnership with the Niagara Symphony Orchestra

* In accordance with Revenue Canada Guidelines. Registered Charitable Number: BN 1194 7328 RR0001



2024/2025 Concert Season Niagara Symphony Contact

Should you have any questions or require further information, please contact
Lisa Donati - Director of Development & Fundraising
905.687.4994 ext. 224
lisa.donati@niagarasymphony.com



On behalf of the Niagara Symphony Orchestra,
thank you for your time and consideration.





2024/2025 Concert Season



Sunday September 15, 2024 | 2:30pm

PARKER PLAYS GRIEG

Jon Kimura Parker, piano



Sunday October 20, 2024 | 2:30pm

ALL GERSHWIN

Jay Dref, tenor | Daniel Clarke Bouchard, piano



Saturday March 8, 2025 | 7:30pm

Sunday March 9, 2025 | 2:30pm

CLASSICAL MYSTERY TOUR

Tribute to The Beatles



Saturday April 5, 2025 | 4:30pm

Sunday April 6, 2025 | 2:30pm

PASTORALE

Saturday November 23, 2024 | 7:30pm

Sunday November 24, 2024 | 2:30pm

THE QUEEN SYMPHONY

Chorus Niagara, guest artist



Saturday December 14, 2024 | 7:30pm

Sunday December 15, 2024 | 2:30pm

HOME FOR THE HOLIDAYS

Jennifer Rider-Shaw, soprano

Robert Markus, tenor



Saturday April 26, 2025 | 7:30pm

Sunday April 27, 2025 | 2:30pm

BLOCKBUSTER BROADWAY

Broadway's biggest songs!



Sunday January 26, 2025 | 2:30pm

MOZART & BEYOND

Eric Guo, piano



Sunday February 16, 2025 | 2:30pm

THE FOUR SEASONS RE-IMAGINED

Maureen Conlon-Gutierrez, violin

Hector Del Curto, bandoneon



Sunday June 1, 2025 | 2:30pm

SYMPHONIE FANTASTIQUE

Gabriel Dionne, tabla