



Niagara Symphony  
Orchestra

## SPONSORSHIP OPPORTUNITIES



2025/2026 Concert Season





## 2025/2026 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.***

**Renata Di Filippo** (she/her) - Director of Development  
[renata@niagarasympphony.com](mailto:renata@niagarasympphony.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: @niagasymphonyorchestra

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

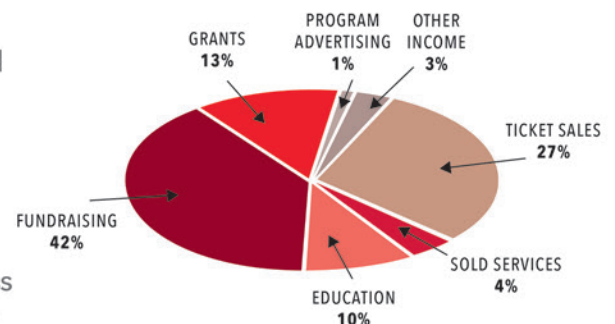
*The Niagara Symphony operates on a \$1.5 M annual budget which includes revenue from ticket sales, grants, education and fundraising streams.*

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.

By supporting the Niagara Symphony Orchestra, your brand becomes a vital patron of the arts - championing culture, and gaining exposure to a loyal, engaged audience that prioritizes the arts and community connection.



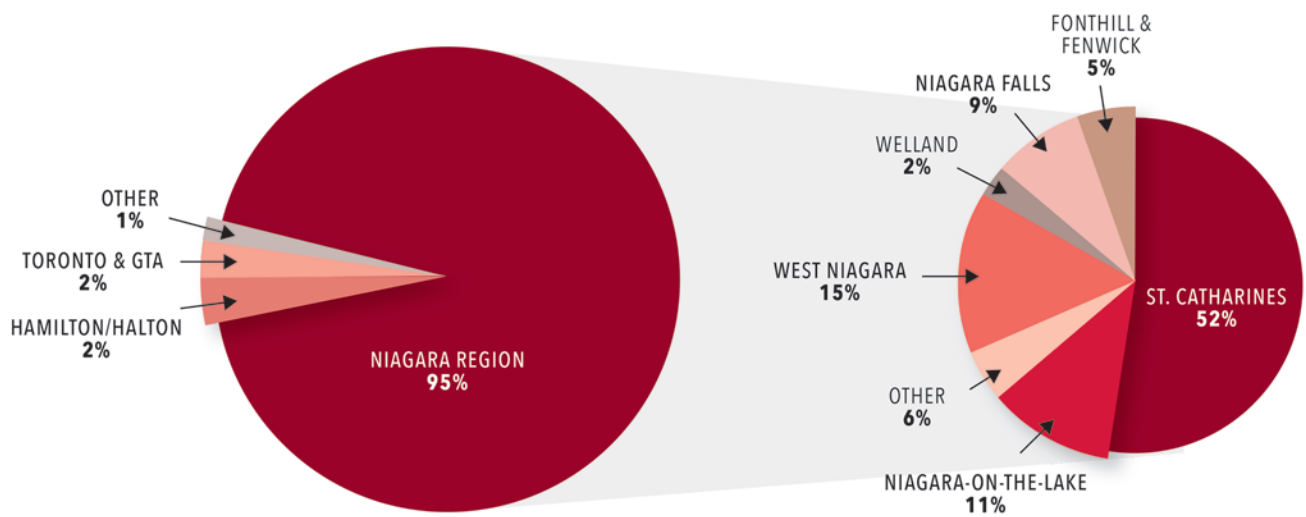


# The Niagara Symphony Audience

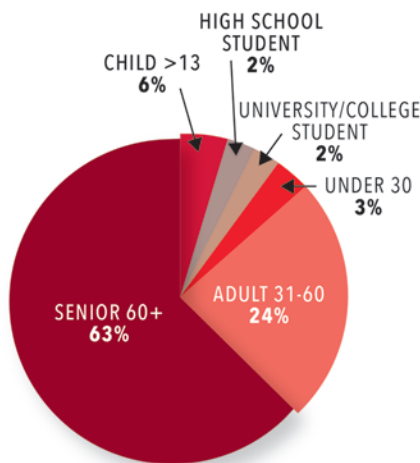
*The NSO performs at the FirstOntario Performing Arts Centre in downtown St. Catharines. Through these concerts and additional outreach and education initiatives, the NSO reaches a diverse audience from all 12 municipalities across the Niagara Region.*

- 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 - ANNUAL GIVING LEVELS

Orchestra Circle				Music Director's Circle						
Summer Music Camp Bursary Sponsor Up to \$500	Musician Sponsor \$1,000	Principal Musician Sponsor \$2,500	Guest Artist Sponsor \$3,000	Music Director Circle Lounge Sponsor \$5,000	Concert Sponsor \$5,000 - \$10,000	Lobby Sponsor \$10,000 - \$15,000	Tour Sponsor \$10,000 - \$15,000	Program Sponsor \$10,000 - \$30,000	Series Sponsor \$30,000 - \$50,000	Season Sponsor \$50,000+ <b>SOLD!</b>
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	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Open Rehearsal Benefit	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your inserts in program					✓	✓	✓	✓	✓	✓
Public speaking opportunity at NSO main stage events					✓	✓	✓	✓	✓	✓
Lobby booth/table					✓	✓	✓	✓	✓	✓
Digital										
Facebook & Instagram	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo link to your website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo in 35+ e-blasts	✓	✓	✓	100+	100+	100+	100+	100+	100+	100+
Branded e-blast						✓	✓	✓	✓	✓





## 2025/2026 Concert Season

Niagara Symphony Contact

*Should you have any questions or require further information, please contact*  
**Renata Di Filippo (she/her) - Director of Development**  
**[renata@niagarasymphony.com](mailto:renata@niagarasymphony.com)**  
**905.687.4993 ext. 224**



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





## 2025/2026 Concert Season

### The NSO on Tour!



Friday October 3, 2025 at 5:30pm  
St. Mark's Church  
41 Byron Street, NOTL, ON



Friday October 24, 2025 at 7:30pm  
The Bank  
22 King Street Welland, ON



Sunday October 5, 2025 at 2:30pm



Saturday October 25, 2025 at 7:30pm  
Sunday October 26, 2025 at 2:30pm



Sunday November 23, 2025 at 2:30pm



Saturday December 13, 2025 at 7:30pm  
Sunday December 14, 2025 at 2:30pm



Sunday January 25, 2026 at 2:30pm



Sunday February 22, 2026 at 2:30pm



Sunday March 29, 2026 at 2:30pm



Saturday April 18 at 7:30pm  
Sunday April 19 at 2:30pm



Sunday May 17, 2026 at 2:30pm



Saturday June 20, 2026 at 7:30pm  
Sunday June 21, 2026 at 2:30pm