



PETERBOROUGH
SYMPHONY
ORCHESTRA

MUSIC DIRECTOR
MICHAEL NEWNHAM



Partner with the

PETERBOROUGH SYMPHONY ORCHESTRA

SEASON 2023/24

The Peterborough Symphony Orchestra is a cultural cornerstone of the community, committed to offering high-quality orchestral performances and programs to create a vibrant downtown, support local businesses and attract tourism.

When you sponsor the Peterborough Symphony Orchestra (PSO), you help us support and promote a diversity of arts and artists in Peterborough and Canada to move, inspire and connect people through the power and beauty of live orchestral music. With your support, the PSO can continue to create opportunities for

artists, provide mentorship and education for youth, build social connections for seniors, and partner with other local charities to bring new musical experiences to diverse audiences in Peterborough.

Plus, sponsoring the PSO connects your company with a respected community-based orchestra and charity, raises your community profile as a philanthropic contributor to the performing arts, and helps to make orchestral music accessible and affordable for all.

Visit www.thepso.org to learn more.

A STELLAR SEASON BRINGS BRIGHT STARS TO OUR CITY

The PSO's new season features incredible, award-winning guest artists and composers from Canada and beyond. We'll pair new and never-before-heard works from contemporary Canadian composers with traditional classics from the orchestral music canon.

Our 2023-24 season has been designed to support Canadian artists, wow audiences, and show off the full potential of the Peterborough Symphony Orchestra.

MÁTÉ SZÜCS, *Guest Artist: The Muse*, November 4, 2023
KAROLINE PODOLAK, *Guest Artist: Believe*, December 2, 2023
BEVERLEY JOHNSTON, *Guest Artist: This is Italy!* April 4, 2024
SHENG CAI, *Guest Artist: Sea You*, May 25, 2024



EXPAND YOUR REACH WITH SPONSORSHIP

Sponsors receive recognition in a variety of ways, including online and print media. This can include:

Recognition on social media channels reaching an interested and supportive local audience.	Inclusion in at least one paid social media ad per concert targeted to your demographic.	Acknowledgement on the PSO website and in our e-newsletter, which reaches approximately 1,000 of our most dedicated supporters.	Logo and concert title recognition in the House Program.
Gratitude provided from the stage to approximately 500 attendees.	Mentions in paid and earned advertising, including radio, print and TV.	A full page colour ad in the House Program given out at all five concerts.	Complimentary tickets including a meet & greet with the community and guest artists and the Music Director.

COMMUNITY CONNECTIONS SPONSORSHIP PACKAGE

The PSO is about more than just concerts. We use music to educate, inspire, build connections in our community and promote well-being. Our **Community Connections** program pairs professional musicians with talented amateurs to mentor them in small-group ensembles of 3-6 players that work toward performances in the community. In 2023-24, the PSO will coordinate several **Community Connections** ensembles. Each ensemble will do a series of 3-5 performances at seniors' living, retirement and long-term care homes.

Sponsorship of a **Community Connections** event series will give your business recognition:

- In media releases associated with events
- On signage at the event
- Through social media coverage of the event
- On our website leading up to and following each performance



A PSO brass quintet performs at the Peterborough Regional Health Centre

These performances support professional musicians and provide amateur musicians the opportunity for free, professional coaching and public performance experience, while residents get an engaging entertainment and social opportunity.

SUPPORTING THE ARTS WITH ADVERTISING

Each concert season, the PSO creates a beautiful high-gloss, full-colour House Program for distribution at each concert. The House Program is a wonderful keepsake of the evening and is taken home by many patrons to read about the musicians, composers, and repertoire. Your ad will be featured in all five PSO concert House Programs, with an audience of over 500 patrons at every concert.

Submit print ready artwork or connect with us about retaining the services of our Registered Graphic Designer.

In-kind contributions: The PSO is happy to discuss in-kind sponsorships or advertising in trade. We'll work with you to design a custom package to recognize your business's support.

SPONSORSHIP PACKAGES SEASON 2023/24

SPONSORSHIP CATEGORY:	RECOGNITION								LEVEL
	Social Media	Website	E-Newsletter	House Program	Recognition from the Stage	Complimentary Tickets per concert	Acknowledgement in paid advertising	Reception	
SEASON AND CONCERT SPONSORSHIPS									
Season Sponsor	All main concert communications and paid ads for all concerts	✓	✓	• Full page colour ad • Main page title recognition and logo in 'Supporters' Section	✓	10	✓	Customized reception with Music Director and guest performer at each concert	\$10,000
Concert Title Sponsor	Minimum two main concert communications and one paid ad	✓	✓	• Full page colour ad • Main page title recognition and logo in 'Supporters' section	✓	8	✓	Meet & greet with Music Director and guest performer	\$5,000
Concert Co-Sponsor	Minimum two main concert communications and one paid ad	✓	✓	• Half page colour ad • Main page title recognition and logo in 'Supporters' section	✓	4		Meet & greet with Music Director and guest performer	\$2,500
ARTIST SPONSORSHIPS									
Guest artist	One dedicated post (organic reach only)	✓	✓	• Quarter page colour ad • Recognition in guest artist biography • Logo in 'Supporters' section		3		Option to meet with Guest Artist at pre-concert rehearsal	\$2,000
Music Director and Conductor		✓	✓	• Recognition in conductor biography • Logo in 'Supporters' section		3		Option to meet with Music Director at pre-concert rehearsal	\$1,500
MUSICIAN SPONSORSHIPS									
Concertmaster		✓		• Recognition in 'Orchestra' section		2		Option to meet with Concertmaster at pre-concert rehearsal	\$1,000
Principal String Musician		✓		• Recognition in 'Orchestra' section		2		Meet with sponsored musician at pre-concert rehearsal	\$750
Principal Woodwind Musician		✓		• Recognition in 'Orchestra' section		2		Meet with sponsored musician at pre-concert rehearsal	\$750

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ADVERTISING IN THE HOUSE PROGRAM

LOCATION	DIMENSIONS (width x height)	PRICE
Full Page, Back Cover	5.5 inches x 8.5 inches	\$650
Full Page, Inside Back Cover	5.5 inches x 8.5 inches	\$600
Full Page, Inside Front Cover	5.5 inches x 8.5 inches	\$600
Full Page	5.5 inches x 8.5 inches	\$550
Half Page	5.0 inches x 4.0 inches	\$400
Quarter Page	2.25 inches x 4.0 inches	\$250

TECHNICAL SPECIFICATIONS

- Ads should be made in CMYK at 300 dpi.
- Submissions should come in the form of a PDF with crop and bleed markings.
- Each ad should include a bleed of minimum .125" on all sides.
- No text or critical images (such as faces) should be in a margin safe space of .25" all around (margin is on the inside edges).
- Ads made in Illustrator must be set to outlines/paths and all images embedded before exporting a PDF.

Ready to Be Part of Every Program?

Contact Us:
705-742-1992
admin@thepso.org
thepso.org

PETERBOROUGH SYMPHONY ORCHESTRA IN YOUR COMMUNITY

SUPPORTING ARTISTS IN PETERBOROUGH AND BEYOND

Peterborough Symphony Orchestra supports artists by:

- Providing a platform for emerging artists in music and other disciplines
- Supporting 30+ professional musicians with performance opportunities
- Offering musical education and development opportunities for local amateur musicians
- Promoting local emerging visual artists through our new Visual Arts Spotlight Partnership Program

featured:

Spoken word poet Sarah Lewis of Curve Lake First Nation performs at the PSO's concert, Welcome To The Dance, which took place in May 2023.

Ojibwe dancer, Jade Willoughby, performs with the PSO at a free public performance of 'Between the Water and the Sky', by composer Christine Donkin.



CREATING OPPORTUNITIES FOR OUR YOUTH

The PSO's annual **Intermediate Bands Day** for middle school students provides professional coaching and inspiration for music students at local schools, with a mass band conducted by PSO Music Director Michael Newnham, as well as individual instrument workshops.

The PSO creates **interactive educational concerts and events for children** so they can experience the wonder of symphonic music in a fun and engaging way, and spark a love of music early in life.



Our **Apprenticeship Program** gives promising young musicians a valuable professional development opportunity with the chance to rehearse and play on stage at our concerts along-side experienced Peterborough Symphony Orchestra musicians.

featured: Tyler Evans-Knott

MUSIC IS FOR EVERYONE

Our **Community Ticketing Program** is aimed at making the symphony's enchanting melodies and powerful performances accessible to everyone in our community. Through the Community Ticketing Program, we collaborate with local social organizations to identify individuals and groups who may not otherwise have the opportunity to attend the symphony, and provide them with complimentary concert tickets, opening the curtains to a world of musical wonder.

The PSO welcomes new Canadians through participation in the New Canadians Centre's **Welcome Pass Program**, offering newcomers to Peterborough free family passes to our concerts. Help us connect community members old and new through the universal language of music.

By supporting the PSO, you play a key role in fostering a vibrant cultural scene in our community and expanding the reach of music to those who need it most. Thank you.

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