

Background

Expect
Excellence!

Mission Statement:

“The mission of the Oregon Symphony Association in Salem is to enrich lives through the cultivation of appreciation for instrumental and vocal musicianship in the mid-Willamette Valley and to foster excellence in music education by sponsoring Oregon Symphony classical and pops concerts in Salem and providing outreach programs to enhance music performance and education in Oregon. “

Oregon Symphony Association in Salem

The Oregon Symphony Association in Salem (OSAS) is the presenter of concerts by the Oregon Symphony Orchestra to residents of the mid-Willamette Valley. OSAS is celebrating its 54th season in 2009-10; during this season OSAS will present a season of 6 classical and 3 pops concerts, all performed by the Oregon Symphony Orchestra, Carlos Kalmar, Music Director and Conductor. OSAS hosts the only permanent concert series of a major orchestra in the United States outside of its home city.

The Oregon Symphony Association in Salem (OSAS) is a private, not-for-profit corporation recognized as tax-exempt under section 501 (c) 3 of the Internal Revenue Code. The organization has been in existence since 1955, was formerly known as the Salem Symphony Society and is governed by a 25 member volunteer board of directors.

The Oregon Symphony Association in Salem is a completely separate entity from Portland's Oregon Symphony Association.



The Oregon Symphony Orchestra



The Oregon Symphony Orchestra — one of the largest arts organizations in the Pacific Northwest and the oldest (113 years) orchestra in the western United States — has consistently received praise for its quality programming and consistent musicality. Beginning with the appointment of Maestro James DePreist in 1980, the Orchestra has expanded tremendously its local, regional, and national presence. In recent years, the Oregon Symphony has issued widely respected CD's, initiated an ambitious and innovative touring program, and significantly augmented its educational and outreach programs.

Many renowned artists have performed in Salem under the auspices of the OSAS: Igor Stravinsky, Aaron Copland, Andre Watts, Jose Iturbi, Isaac Stern, Marilyn Horne, Itzhak Perlman, Richard Tucker, Sarah Chang, Nadja Salerno-Sonnenberg, Joshua Bell and many more. The pops concerts have included performances by Mitch Miller, Frankie Laine, Burt Bacharach, Sandy Duncan, Hal Linden, Lou Rawls, Frank Sinatra, Jr., Chris Botti and Maureen McGovern.

With the appointment of Carlos Kalmar as Maestro DePreist's successor, the Oregon Symphony continues to excel as one of the premiere major symphony orchestras while building on the legacy of DePreist. The orchestra and the audience have truly been energized by Maestro Kalmar's presence. Salem is truly fortunate to continue this unique relationship with the Oregon Symphony.

Support Opportunities

Come see what
we're playing!

Season Concerts:

Presenting symphony concerts is expensive. The average cost for each of the Oregon Symphony Association in Salem's concert presentations in 2009-10 will be in excess of \$35,000, not including indirect administrative and overhead expenses. Realistically, these costs cannot be borne by concert-goers alone; this would make any orchestra concert prohibitively expensive to potential audience members. About 63% of the organization's revenue comes from ticket sales, but the rest must come from the private sector via individual contributions, corporate support, and private foundation assistance.

Without the activities of the OSAS, Salem and surrounding-area residents would not have access to a full season of concerts by a nationally and internationally recognized professional orchestra. The Association's corporate sponsorship program is one way in which community-minded enterprises serving Salem and surrounding cities can take an active role in supporting the efforts of the Association; the sponsorship program is a vital element of the Oregon Symphony Association in Salem's continued financial stability and health. We also seek grants for support and have a very dedicated donor base from which to draw on as well.

The structure of the program is that corporate sponsors contribute funds towards a specific concert or concerts, and in return the OSAS provides varying benefits based on the level of support listed in the Sponsorship Outline on the next page.

Youth Concerts:

Another sponsorship opportunity made available for corporate underwriting are our annual Youth concerts.

Youth Concerts are the association's primary outreach to Salem and surrounding area elementary schools to educate young people about symphonic music. There are two concerts given back-to-back on the same day by the Oregon Symphony during the school year.

"Invitations" are sent out to every elementary school in Oregon, both public and private. The teachers then sign their students up as a group to attend the concerts. Students are asked to pay a \$3 "fee" to demonstrate that the arts are a viable career option and should be respected and supported. Teachers, chaperones, and students that are on the free or reduced-fee Federal lunch program pay nothing.

The concerts are age specific (grades 3-5) and themed so that the concerts can form a comprehensive learning experience and not be used as just a "field trip". The concerts can be interactive, based on theme, and also provide teachers with a wealth of information to integrate the lesson into their classroom teaching. This is done through: 1) a comprehensive learning guide that has suggested lesson plans to tie the experience to National Content Standards and Oregon Benchmarks, a CD of what they are going to hear, and background info. for all composers, the orchestra, etc., 2) a reservation request for a docent to come into the classroom to help the teacher prepare the children on what they are going to experience, how to behave, and what an orchestra does, and 3) various partnerships with schools to actually be a part of the concert, if the theme permits.

The outreach of our Youth Concerts is phenomenal. Our 2008-09 concerts were sold out and we garnered students from over 25 cities -- some from as far away as Paulina. Very positive teacher surveys taken after the concert have also supported the concerts and the format they are presented in. Even with this phenomenal track record, our board had to make the difficult decision to cut the concerts in 2007-08 due to a deficit and the fact that we could not raise enough funds to cover the cost of the concerts. The total cost of the concerts is over \$34,000.

We are happy to report increased grant support for the Youth Concert, but we must also "match" that money with corporate support. Sponsorships for the concerts are \$2,000 for a Gold Sponsorship and \$1,000 for a Silver Sponsorship and the benefits are listed on the next page.

Bus Subsidy:

Due to ever-tightening public school budgets, we found that many of the public schools could not afford the cost of the bus to get the kids to the concert. We have instituted a program whereby sponsors can donate to help us subsidize the cost of the buses for needy schools. A local bus can transport 80 kids and costs about \$100 for the trip. Outlying schools have an even larger tab as the trip is longer and this adds up when there is mileage involved and the bus driver is hired for a longer period. We hope you can help us keep our tradition of outreach to underserved schools and their students.

General Donation:

Should you find you cannot support us at the larger levels. Please consider a smaller corporate donation. They are greatly appreciated and they certainly can add up.



Sponsorship Benefits Outline

Season Concert Full Sponsorship Cost: \$4,000

- Premium placement of logo in concert sponsorship listing in all season concert program books (9 total)
- Prominently featured in all print and radio advertising for the selected concert
- Receives at least eight complimentary tickets to selected concert (will impact donation amount)
- Featured on front of program book for selected concert, and on program page
- ¼ page ad in EVERY program book at each concert (cost can be applied to larger ad purchase!)
- Recognized in personal stage announcement prior to the sponsored concert
- Prominently featured in Smith Auditorium lobby display at the selected concert
- Name listed on back of each concert ticket (if reserved by June 1 and artwork supplied by then)

Season Concert Co-Sponsorship Cost per sponsor: \$2,500

- Maximum of two corporations allowed for co-sponsorship in non-competing industries
- Placement of logo in co-sponsorship category in all season concert program books
- Each co-sponsor receives four complimentary tickets to the co-sponsored concert (will impact donation amount)
- Featured on front of program book for selected concert, and on program page
- 1/8 page ad in EVERY program book at each concert (cost can be applied to larger ad purchase!)
- Recognized in personal stage announcement prior to the sponsored concert
- Prominently featured in Smith Auditorium lobby display at the selected concert
- Presented with commemorative plaque/year plate at intimate thank you luncheons

Gold Youth Concerts Sponsor Cost per sponsor: \$2,000

- Named as Gold Youth Sponsor in all season concert program books
- Featured in all Educational Packets sent to participating teachers
- Named on all communications with every school in Oregon (if commitment made by July)
- Presented with commemorative plaque/year plate at intimate board thank you luncheons
- Two complimentary tickets to April 27, 2010 classical concert honoring Music Essay winners
- Two complimentary tickets to May 25, 2010 classical concert honoring Music Educator of the Year

Silver Youth Concert Sponsor Cost per sponsor: \$1,000

- Named as Silver Youth Sponsor in all season concert program books
- Featured in all Educational Packets sent to participating teachers
- Named on all communications with every school in Oregon (if commitment made by July)
- Presented with commemorative plaque/year plate at intimate board thank you luncheons

All Sponsors Receive

- Listing as Corporate Partner for Current Year in next season's brochure (12,000+ printed and distributed)
- Listing on web site as a Corporate Partner
- Logo recognition in EVERY program book at each concert
- Preview concert sponsorship opportunities prior to offering to new corporations
- Named as sponsors in all press releases for the selected concert(s)
- Named as sponsors in any advertisement for the selected concert(s)
- Named as concert sponsor on web site
- Opportunity to offer discounted tickets to all employees

PLEASE NOTE: An advertising packet is included in the packet so that sponsors may upgrade the size of their ad. If you choose not to sponsor a concert, or if you choose to be a Youth Concert sponsor, please consider advertising in our concert programs. They are a great value and our audience is a very affluent market for your services.