

Background

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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 56th season in 2011-12; during this season OSAS will present a season of five classical and three specials, to be performed by the Oregon Symphony Orchestra, Carlos Kalmar, Music Director and Conductor. OSAS hosts the only permanent run-out concert series of a major orchestra in the United States.

The 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 and 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 (115 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 CDs, initiated an ambitious and innovative touring program, and significantly augmented its educational and outreach programs. In May of 2011 the orchestra made its

stunning Carnegie Hall debut in New York as part of the "Spring for Music" Festival and has already been asked to return in 2013.

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, Emanuel Ax, Midori, Sarah Chang, Yuja Wang, 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 successor to Maestro James DePreist in 2003, the Oregon Symphony continues to excel as one of the premiere major symphony orchestras while building on the legacy of Maestro DePreist. The orchestra and the audience have truly been energized by Maestro Kalmar's presence. In addition, Jeff Tyik has taken over the baton as Principal Pops Conductor from the legendary Norman Leyden. Salem is truly fortunate to continue this unique relationship with the Oregon Symphony.



Support Opportunities

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Season Concerts

Presenting symphony concerts is expensive. The average cost for each of the Oregon Symphony Association in Salem's concert presentations in 2011-12 will be in excess of \$40,000, 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 52% of the organization's revenue comes from ticket sales. 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. Salem's corporate sponsorship program is one way in which community-minded enterprises serving Salem and surrounding cities can take an active role in supporting quality musical performance. The sponsorship program is a vital element assuring continued performances by the Oregon Symphony in Salem.

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.



Corporate Donations

If you cannot sponsor or co-sponsor a concert, we hope that you will endorse these unique concerts by making a corporate donation. Your donation matters! Listing your name among our supporters shows the residents of Salem that you truly care about their community and their quality of life. Small gifts can make a huge impact as more and more corporations join us to present this premier orchestra and world-renowned artists.

Education Donations

If your corporate philosophy is to encourage support of education, a donation in this area is also appreciated. All of the programs below were underwritten by educational donations from patrons and corporations.

Last year we successfully accomplished the following:

- Two sold out Youth Concerts for grades 3-5 exposing 2,400 youth to a live symphonic performance with narration from the stage to educate and introduce them to an orchestra. In addition, bus funding was sponsored to cover the cost of attending the concerts.
- Six Master Coaching Sessions in each of the Salem-Keizer High Schools. An Oregon Symphony musician, chosen on a particular instrument, visits the music instructor and students at the various high schools to instruct them on technique. In addition, McNary High School orchestra and choir were coached by Maestro Carlos Kalmar and South Salem received coaching from Gregory Vajda.
- Over 400 students experienced our High School Outreach at our evening concerts with their friends, families and teachers. A \$5 student ticket and \$10 chaperone ticket were underwritten by donations.
- One Music Educator of the Year award was honored at our last classical concert.
- Eleven accomplished youth competed in our Vernon L. Wiscarson Young Musicians' Competition. Over \$1,200 in prize money was given to help these youth on their musical career paths.
- Twenty-one schools had winners of our "Why I Like Music" essay contest. These students were honored at our Beatles Pops Concert and received four tickets to the concert and had their essays on display.
- Six Take Ten pre-concert lectures were held prior to each classical concert. These are open and free to the public. They feature a conductor, artist, musician or Willamette music faculty member who informs those in attendance about the pieces they will hear that evening. Many of the lectures were very well attended.

We hope you can help us to continue these education programs to youth and adults in our community through your donations.

Sponsorship Benefits Outline

Specials Full Sponsorship

Cost: \$10,000

- 8 1/2 x 11 insert in evening program books printed for selected concert
- Full page ad in every program book at every concert (8 concerts)
- Premium placement of logo on concert sponsorship listing in all season concert program books
- Large logo listing in Thank You section in next season's brochure (12,000+ printed and distributed)
- Receives eight complimentary tickets to selected concert (will impact donation amount)

Specials Co-Sponsorship

Cost: \$6,000 each

- Only two co-sponsors per concert
- 1/2 page ad in every program book at every concert (8 concerts)
- Small logo listing in Thank You section in next season's brochure (12,000+ printed and distributed)
- Each co-sponsor receives four complimentary tickets to the co-sponsored concert (will impact donation amount)

Classical Series Concert Full Sponsorship

Cost: \$5,000

- 8 1/2 x 11 insert in evening program books printed for selected concert
- 1/2 page ad in every program book at each concert (8 concerts)
- Placement of logo in concert sponsorship listing in all season concert program books (8 total)
- Receives eight complimentary tickets to selected concert (will impact donation amount)
- Listing in Thank You section in next season's brochure (12,000+ printed and distributed)

Classical Series Concert Co-Sponsorship

Cost: \$3,000 each

- Only two co-sponsors per concert
- 1/4 page ad in every program book at each concert (8 concerts)
- Maximum of two corporations allowed for co-sponsorship in non-competing industries
- Listing 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)
- Listing in Thank You section in next season's brochure (12,000+ printed and distributed)

All Sponsors Receive

- Name listed on back of each concert ticket (if reserved by June 15 with artwork)
- Named on front of program book for selected concert, and on program page
- Recognized in personal stage announcement prior to the sponsored concert
- Prominently featured in Smith Auditorium lobby display at the selected concert
- Prominently featured in all advertising for the selected 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

Corporate Donor

Suggested Donation: \$500

- Listing on donor page of program at appropriate giving level

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 please consider advertising in our concert programs. They are a great value and our audience is a dedicated market for your services.