

Waco Symphony Orchestra



2019-2020 Sponsorship Opportunities

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The Waco Symphony Association, Inc.
P.O. Box 1201
Waco, TX 76703
254.754.0851



The Waco Symphony contributes to the quality of life in this community!

Many communities – even most – don't have a symphony. Many don't have a fine public library, a community center or Convention Center, a zoo, or outstanding parks and leisure facilities, either. None of these things are necessary for existence, but all are essential for people to live fully and well. We have these things because decisions have been made by generations of far-sighted leaders to create a community here with an outstanding quality of life. With a first-rate orchestra, we are an integral part of a heritage that treasures beauty, creativity and human expression. Waco has made a commitment not just to be a place to survive, but to be a place to *live!*

The Waco Symphony provides an attractive and essential element in the recruitment of businesses and individuals who can make our community even better!

Waco is a wonderful place to live and to raise a family, but to those who don't know otherwise, it seems well off the beaten path! It is essential for the future of the economic viability of our community that potentially outstanding citizens and businesses considering a move to Waco understand that we can offer benefits comparable or exceeding those of other cities. The data concerning symphonic music is astounding in this regard. Study after study has confirmed a relationship with education and income levels with a preference for symphonic music. Many of those who bring to the table the potential to offer substantial benefits to the city and region by locating here, will want to know of the opportunity to hear live symphonic music here.

The Waco Symphony creates a sense of community!

In the age of all pervasive telecommunications, there are few opportunities left that actually foster that sense of "who we are" as a community. That sense of belonging to a larger group that has a shared sense of identity is an important perception that must be guarded and nourished. There is simply no better way to foster relationships with others who share our love of this community than through actual civic gatherings.

The Waco Symphony has an important educational role for our children!

We all want our children to have opportunities to grow and to sense and realize their potential. Music has an

Why Support the Waco Symphony Orchestra?



*Stephen Heyde,
Waco Symphony Orchestra
Music Director/Conductor*



important role to play in all of education. The evidence is clear and unambiguous – children who participate in, or even just listen to, classical music, achieve significantly higher academic scores than those who do not. This is an opportunity that our children must be given. The WSO, in cooperation with local school music programs, is an essential provider of these opportunities.

The Waco Symphony adds to the economy of Waco!

As with any arts, sports or entertainment event, the Waco Symphony budget is an economic multiplier. Most of our musicians live here and spend their money here. Our patrons dine at restaurants before and after performances; concerts attract out of town patrons who stay at our hotels, eat at our restaurants. Local merchants are used to supply the printing, advertising, logistical and facility needs of an organization with an annual budget of close to a million dollars. The impact on the economy of the community is significant. The studies of the economic impact of the arts nationally are staggering, with billions of dollars generated.

Most importantly, the Waco Symphony brings exceptional, live, classical music to Waco!

Without question, some of the most significant and lasting expressions of the human condition have been authored by symphonic composers. It is only through symphony orchestras that this great wealth of unsurpassed music can come to life! That is the most important reason to support the Waco Symphony Orchestra! The special moments that can occur when one listens to live classical music are certainly life enriching; they can even be life changing!

Stephen Heyde
Music Director/Conductor
Waco Symphony Orchestra

The Waco Symphony Association is committed to giving back to the community that so generously supports us.

Supporting Young Musicians

The Waco Symphony Association Board of Directors and staff are dedicated to helping develop the next generation of musicians. As studies have shown, students involved in music programs are more apt to stay in school and thrive, especially in the areas of math and science.

Waco ISD Adopt-A-School

The Waco Symphony Association partners with Lake Air Montessori Magnet School and Tennyson Middle School. We support their band and string programs through the establishment of a fund for the purchase and repair of instruments for students unable to own or rent their own. As a result of our involvement, the WSA was recognized as Lake Air's November 2013 "Partner of the Month" at a Waco ISD School Board meeting.

To encourage these students to continue their pursuit of musical education and to expose them as often as possible to orchestral music, Lake Air and Tennyson students are provided free tickets for many WSO performances, and parents/guardians may attend for a nominal \$5.00 per person.

Waco Symphony Youth Orchestra

The Waco Symphony Youth Orchestra, now celebrating its 28th concert season, is comprised of nearly 50 students from throughout Central Texas. Membership is by audition.

The Waco Symphony Youth Orchestra holds a Concerto Competition each spring. The winner receives a full WSYO tuition award for the following year, as well as a solo performance at the Spring Concert.

Financial assistance is available for students, if requested. The Waco Symphony Association knows the importance of nurturing future musicians and strives to ensure any student with the talent to become a member of the WSYO is able to do so.

The Youth Orchestra presents concerts twice a year, once in the fall and once in the spring.

Waco Symphony Association in Our Community



*Back row: Band Director Todd Woods, Principal Jessica Hicks, Assistant Band Director Michelle Nelson, Waco Symphony Association Executive Director Susan Taylor
Front row: Lake Air Montessori Magnet School students who qualified for Region 8 bands*



The Waco Symphony Youth Orchestra

Drew Peterson, piano
Thursday, October 17, 2019

Branford Marsalis, saxophone
Thursday, November 14, 2019

The Nutcracker
Ballet Frontier of Texas
Sunday, December 15, 2019
(Not included in season ticket package)

Elissa Lee Koljonen, violin
Thursday, January 16, 2020

All-Orchestral Concert
With Presentation of the Symphony Belles & Brass
Saturday, March 21, 2020

America, pops
50th Anniversary Tour
Thursday, April 16, 2020

2019-2020 Waco Symphony Season Schedule

Classical Subscription Concert Sponsorship Benefits

\$10,000 – PRINCIPAL SPONSOR

\$ 7,500 – ENCORE SPONSOR

\$ 5,000 – ASSOCIATE SPONSORS

\$ 2,500 – SECTION SPONSORS

- Recognition in area media pertaining to the concert;
- Recognition in the 2019-2020 Season Brochure;
- Recognition on “PROGRAM” page in Concert Program;
- Recognition on “DONOR” page in Concert Program for all Season Concerts;
- Recognition on Waco Symphony website (www.wacosymphony.com);
- Recognition on large screens inside Waco Hall;
- Recognition at the Concert on-stage by President of the WSA Board of Directors;
- Concert tickets imprinted with Sponsor’s name.

Additional benefits:

- Complimentary tickets in priority seating for Sponsor’s Concert –
 - \$10,000 sponsor receives 4 tickets
 - \$7,500 sponsor receives 4 tickets
 - \$5,000 sponsor receives 2 tickets
 - \$2,500 sponsor receives 2 tickets;
- Invitation to the Conductor’s Dinner honoring the Maestro and Donors;
- Invitation to the After-Concert Reception;
- One Priority Parking Pass for Sponsor’s concert.

***Attendance at each classical concert ranges from 1,500 to 2,000.**

Pops Concert Sponsorship Benefits

\$10,000 – PRINCIPAL SPONSOR

\$7,500 – ENCORE SPONSOR

\$ 5,000 – ASSOCIATE SPONSORS

\$ 2,500 – SECTION SPONSORS

- Recognition in area media pertaining to the concert;
- Recognition in the 2019-2020 Season Brochure;
- Recognition on “PROGRAM” page in Concert Program;
- Recognition on “DONOR” page in Concert Program for all Season Concerts;
- Recognition on Waco Symphony website (www.wacosymphony.com);
- Recognition on large screens inside Waco Hall;
- Recognition at the Concert on-stage by President of the WSA Board of Directors;
- Concert tickets imprinted with Sponsor’s name.

Additional benefits:

- Complimentary tickets in priority seating for Sponsor’s Concert –
\$10,000 sponsor receives 4 tickets
\$7,500 sponsor receives 4 tickets
\$5,000 sponsor receives 2 tickets
\$2,500 sponsor receives 2 tickets;
- Invitation to the Conductor’s Dinner honoring the Maestro and Donors;
- Invitation to the After-Concert Reception;
- One Priority Parking Pass for Sponsor’s concert.

Guest Artist photo

***Attendance at each pops concert ranges from 1,800 to 2,200.**

\$10,000 – PRINCIPAL NUTCRACKER SPONSOR

\$ 7,500 – ENCORE NUTCRACKER SPONSOR

\$ 5,000 – ASSOCIATE NUTCRACKER SPONSORS

\$ 2,500 – SECTION NUTCRACKER SPONSORS

\$ 1,500 – NUTCRACKER UNDERWRITERS

- Recognition in publicity pertaining to the concert;
- Recognition in the Season Brochure;
- Recognition The Nutcracker Concert Program;
- Recognition on Waco Symphony website (www.wacosymphony.com);
- Recognition on large screens inside Waco Hall at the Performance;
- Recognition at the Concert on-stage by President of the WSA Board of Directors;
- Concert tickets imprinted with Sponsor's name.

Additional benefits:

- Complimentary tickets in priority seating for Sponsor's Concert –
 - \$10,000 sponsor = 4 tickets
 - \$7,500 sponsor = 4 tickets
 - \$5,000 sponsor = 2 tickets
 - \$2,500 sponsor = 2 tickets
 - \$1,500 sponsor = 2 tickets
- Invitation to the Conductor's Dinner honoring the Maestro and Donors;
- One Priority Parking Pass for Sponsor's concert.

The Nutcracker consistently sells out 2,200-seat Waco Hall.

The Nutcracker Sponsorship Benefits



The Nutcracker.

MUSIC DIRECTOR/CONDUCTOR

Stephen Heyde

EXECUTIVE DIRECTOR

Susan Taylor

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The Officers and the following:

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Edwin Morrison

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Dianne Sawyer

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ADVISORY DIRECTORS

Paula Floeck, *President-Elect, Council*

Christi Young, *Past-President, Council*

Gary Mortenson, *Dean, Baylor School of Music*

**Officers and
Board of
Directors,
2018-2019**



The Waco Symphony Orchestra is a truly great orchestra, with a long legacy and tradition. I am quite proud to be a small part of that tradition, having served the Orchestra for 43 years, the past 32 of them as Executive Director.

It is a joy to work with the wonderful individuals that make up the symphony organization...the musicians, the Music Director, the volunteer Board of Directors and the volunteer Symphony Council. The dedication of these committed individuals for the past 58 years cannot be understated. Their commitment assures the success and vitality of the Orchestra.

However, the Symphony would not exist without the financial support of community leaders like you, leaders who believe in the value of the arts and who believe that the wonderful people of Central Texas desire and deserve quality orchestral music. Thank you for taking the time to learn how your sponsorship can keep the music playing.

On behalf of the staff, the musicians and all of the volunteers who make the Orchestra possible, thank you in advance for your generous support.

Susan Taylor
Executive Director
Waco Symphony Association, Inc.

From the Executive Director



*Susan Taylor, Executive
Director*