



# WACO SYMPHONY

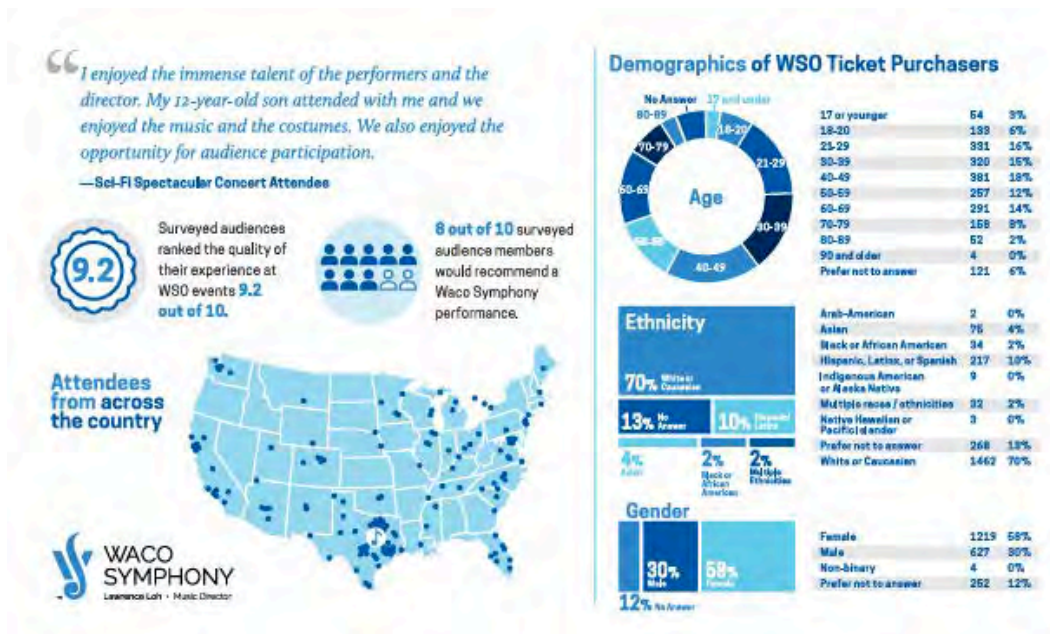
Lawrence Loh • Music Director

## **2026-2027 Sponsorship Opportunities**

# About the Waco Symphony

The **Waco Symphony** has been a vital part of the cultural landscape in Central Texas for more than six decades. Founded in 1962, the Symphony has grown from a community-based orchestra into a highly respected regional institution, drawing talented musicians and celebrated guest artists from around the world. Over the years, it has presented a wide array of classical and contemporary works, enriching the community through concerts, educational programs, and outreach initiatives.

The Symphony’s enduring mission has been to foster a love for music and the arts, while providing a platform for both established and emerging artists to share their talents with Waco audiences. Today, the Waco Symphony continues its legacy of excellence, offering diverse and dynamic performances that resonate with music lovers of all ages.



**Lawrence Loh**  
Music Director and Conductor

In supporting the **Waco Symphony**, you are connecting with an audience that is established, engaged, community-minded, loves, and is loyal to the Waco area.

Aligning with one of Waco’s most respected cultural institutions demonstrates your support for and commitment to the arts and the local community.

You will benefit from continual marketing visibility through all five full season concerts September 2026 – April 2027.

# Sounds of Joy

## Waco Symphony Orchestra 2026-2027 Season

**Thursday, September 24, 7:30 pm**

### ***Impressions of Romanticism***

Orion Weiss Performs Grieg

*The Star-Spangled Banner*

Glenn Beals, vocalist

Claude Debussy *Prelude to the Afternoon of a Faun*

Edvard Grieg Piano Concerto

Orion Weiss, piano

Sergei Rachmaninoff Symphony No. 3

**Thursday, October 15, 7:30 pm**

### ***Rhythm & Radiance***

Grammy Award-winning Classical Guitarist Sharon Isbin

Celebrating Hispanic Heritage Month

Nikolai Rimsky-Korsakov *Capriccio Espagnol*

Joaquín Rodrigo *Concierto de Aranjuez*

Sharon Isbin, guitar

Antonín Dvořák Symphony No. 8

**Sunday, November 15, 2:00 pm**

### **Film in concert**

To be announced

**Saturday, December 12, 7:00 pm & Sunday,**

**December 13, 2:00 pm**

### ***The Nutcracker***

Collaboration with Ballet Frontier of Texas

**Tuesday, January 19, 7:30 pm**

### ***Star Wars to Harry Potter***

Celebrating the Music of John Williams

Selections from:

*Star Wars*

*Harry Potter*

*E.T.*

*Indiana Jones*

*Jurassic Park*

*Jaws*

*Schindler's List*

and more

**Thursday, March 18, 7:30 pm**

### ***Majesty & Mystery***

William Hagen Plays Brahms

Stacy Garrop Pandora Undone from *Mythology Symphony*

Johannes Brahms Violin Concerto

William Hagen, violin

Edward Elgar *Enigma Variations*

**Thursday, April 15, 7:30 pm**

### ***Ode to Joy***

Beethoven Symphony No. 9

Jon Cziner *Rear-View*

Samuel Barber *Knoxville: Summer of 1915*

Katherine Whyte, soprano

Ludwig van Beethoven Symphony No. 9

Katherine Whyte, soprano

Jamie Van Eyck, mezzo-soprano

Jack Swanson, tenor

Reginald Smith Jr., bass-baritone

Central Texas Choral Society

## 2026-2027 Season Concert Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**September 24, 2026**

Featuring  
**Orion Weiss**  
Pianist



**Virtuoso Concert Presenting Sponsor**  
***Impressions of Romanticism***

**Thursday, September 24, 2026 Season Opening Concert, 7:30 pm**

### **Recognition**

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, and e-mail newsletters
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- **Complimentary full-page ad** in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

**NEW!**

### **Tickets and Special Access**

- **Four season tickets** in priority location + **six flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **Two VIP parking passes** for a reserved lot near Waco Hall for season and special concerts
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on Wednesday, September 23, 2026 and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artist
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

**\$20,000 level of support**

# 2026-2027 Season Concert Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**October 15, 2026**

Featuring  
**Sharon Isbin**  
Multiple Grammy Award-winning  
classical guitarist



**Virtuoso Concert Presenting Sponsor**  
**Rhythm & Radiance**

**Thursday, October 15, 2026, 7:30 pm**

## Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- **NEW!** **Complimentary full-page ad** in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

## Tickets and Special Access

- **Four season tickets** in priority location + **six flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **NEW!** **Two VIP parking passes** for a reserved lot near Waco Hall for **season and special concerts**
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on Wednesday, October 14, 2026 and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artist
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

**\$20,000 level of support**

# 2026-2027 Season Concert Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**January 19, 2027**

***John Williams's  
95th Birthday  
Celebration Concert***



## Virtuoso Concert Presenting Sponsor

***Star Wars to Harry Potter: Celebrating the Music of John Williams***

**Tuesday, January 19, 2027, 7:30 pm**

### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- **Complimentary full-page ad** in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

NEW!

### Tickets and Special Access

- **Four season tickets** in priority location + **eight flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **Two VIP parking passes** for a reserved lot near Waco Hall for **season and special concerts**
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on Monday, January 18, 2027 and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

NEW!

**\$30,000 level of support**

# 2026-2027 Season Concert Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**March 18, 2027**

Featuring  
**William Hagen**  
Violinist



## Virtuoso Concert Presenting Sponsor

**Majesty & Mystery: William Hagen Plays Brahms**

**Thursday, March 18, 2027, 7:30 pm \*Maestro Loh's Birthday**

### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- **Complimentary full-page ad** in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

NEW!

### Tickets and Special Access

- **Four season tickets** in priority location + **six flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **Two VIP parking passes** for a reserved lot near Waco Hall for **season and special concerts**
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on Wednesday, March 17, 2027 and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

NEW!

**\$20,000 level of support**

# 2026-2027 Season Concert Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek  
April 15, 2027  
**Beethoven's**  
**9<sup>th</sup> Symphony**

Featuring  
**Acclaimed Soloists**

**Reginald Smith, Jr**  
(Grammy & Emmy Award-winning baritone)  
**Jack Swanson**, tenor  
**Katherine Whyte**, soprano  
**Jamie Van Eyck**, mezzo-soprano



## Virtuoso Concert Presenting Sponsor

### *Ode to Joy*

**Thursday, April 15, 2027 Season Finale Concert, 7:30 pm**

#### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- **NEW!** **Complimentary full-page ad** in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

#### Tickets and Special Access

- **Four season tickets** in priority location + **six flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **NEW!** **Two VIP parking passes** for a reserved lot near Waco Hall for **season and special concerts**
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on Wednesday, April 14, 2027 and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

**\$20,000 level of support**

# Virtuoso Concert Presenting Sponsor Brand Recognition

**Website**  
**114,000 season visitors**  
**\$1,500 value**



**Symphony Program**  
**7,500 season attendees**  
**\$2,200 value**



**Social Media**  
**7,400 followers**



# Virtuoso Concert Presenting Sponsor Brand Recognition

**Symphony Newsletter**  
**8,000 Subscribers**

## Stellar, Sterling & Beethoven 5 Performed to High Acclaim

The Waco Symphony's March concert, *Stellar, Sterling & Beethoven 5*, delivered a powerful and memorable close to the classical season at Waco Hall. The evening opened with Shawn Okpebholo's vibrant *Stellar Fanfare Prelude*, setting an energetic tone for the night. Acclaimed cellist Sterling Elliott captivated the audience with a stunning performance of Haydn's *Cello Concerto No. 2*, showcasing both technical brilliance and expressive artistry. In a special and unexpected highlight, Elliott returned to the stage to join the orchestra for *Beethoven's Symphony No. 5*, a true treat that made the performance all the more memorable for the audience.

The **March Encore After Party** was generously hosted at Anthem Stories by The Calao Group at Morgan Stanley. A Preview Brunch was hosted for the Symphony Council at the home of Martha Kate and Keith Gunn.

Special thanks to our March Concert Sponsors: The Calao Group at Morgan Stanley, Georgia & Robin Baird, Valerie & David Fallas, H-E-B Helping Here, Mayer, LLP, and Judy & David Guyer.

**Morgan Stanley**

THE CALAO GROUP  
 AT MORGAN STANLEY



**Print-at-Home Tickets**



**Print At Home Ticket**



### Stellar, Sterling & Beethoven 5

Thursday, March 12, 2025 | 7:30 p.m. | WACO HALL

- Event Sponsors: Morgan Stanley, H-E-B, Mayer, LLP, etc.
- Opening Night Sponsors: etc.
- Co-Sponsors: etc.
- Artistic Patronage: etc.
- Member & Child Sponsorships: etc.
- Individual Sponsorships: etc.
- Student Sponsorships: etc.



Learn more about this and other events at [wacosymphony.com](http://wacosymphony.com)  
 Contact Us: 254-754-0852, [info@wacosymphony.com](mailto:info@wacosymphony.com)  
 Office Hours: 2pm - 5pm, Monday - Friday

Dates, times, performers, repertoires, and prices are subject to change. All patrons, regardless of age, must have a ticket. No exchanges or refunds.  
 If you can't attend a concert, you can return your ticket(s) and request a tax-deductible contribution by emailing [whickets@baylor.edu](mailto:whickets@baylor.edu).

Event support provided by: WACO, H-E-B, Mayer, LLP, etc.

**Clear Bag Policy**

There will be a clear bag policy in effect for this event. For information on what is acceptable, please visit the Visitor Information section at [www.baylor.edu/waco/hall](http://www.baylor.edu/waco/hall) for additional information.  
 For more information on events, dates and times please visit [www.baylor.edu/tickets](http://www.baylor.edu/tickets)  
 Contact Us at [whickets@baylor.edu](mailto:whickets@baylor.edu) or 254-754-0852  
 Office Hours: Monday-Friday, 9:00 a.m.-2:00 p.m.

**IMPORTANT E-TICKET INFORMATION**  
 Important information regarding e-tickets for this event. E-tickets are valid for the event and are subject to the same terms and conditions as printed tickets.  
**Baylor University Code of Conduct**  
 BAYLOR UNIVERSITY CODE OF CONDUCT  
 The Baylor University Code of Conduct is a set of guidelines that govern the behavior of all members of the Baylor community. It is a commitment to the highest standards of integrity and ethical conduct. The Code of Conduct applies to all members of the Baylor community, including students, faculty, staff, and visitors. It is the responsibility of all members of the Baylor community to uphold the Code of Conduct and to report any violations to the appropriate authorities.

**Season Subscription Mailer**  
**4,500 circulation**

OCTOBER 2 // 2025  
**Made in America**  
 Violinist  
**Anna Akiko Meyers**

Thursday, October 2, 2025  
 7:30 p.m. / Waco Hall

Antonin Dvořák *Carnival Overture*  
 Samuel Barber *Violin Concerto*  
 Anne Akiko Meyers, violin  
 Sergei Rachmaninoff *Symphonic Dances*  
 Lawrence Loh, Music Director and Conductor

**O**ur opening concert, "Made in America," will showcase Grammy Award-winning violinist **Anna Akiko Meyers** in Barber's *Violin Concerto*—one of the great lyrical American classical concertos, complete with technical fireworks. The orchestra will be featured in Rachmaninoff's *Symphonic Dances*, his final symphonic work written entirely in America and premiered by the Philadelphia Orchestra. We open with Dvořák's *Carnival Overture*, written just before Dvořák traveled abroad from Prague to live in the US to teach in New York City. This overture was seen as both a farewell to his native country and as a hello to New York.

Opus Season Sponsor  
**Morgan Stanley**  
 THE CALAO GROUP  
 AT MORGAN STANLEY  
**Virtuoso Sponsors**  
 Beth and Pat Mung'ave—  
 Property Tax Help, LLC

# 2026-2027 Season Concert Additional Sponsorship Opportunities

## Maestro's Circle Sponsors

### Concert of Choice

#### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- Opportunity to place ad at a preferred partner rate in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees

NEW!

#### Tickets and Special Access

- **Two season tickets** in priority location + **six flexible-use tickets** which may be used in any combination at the concerts of your choice (including both *Nutcracker* performances and limit of two to the major motion picture in concert)
- **One VIP parking pass** for a reserved lot near Waco Hall for **season and special concerts**
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on the evening prior to the chosen concert and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

NEW!

#### \$10,000 level of support

# 2026-2027 Season Concert Additional Sponsorship Opportunities

## Principal Sponsors Concert of Choice



### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks
- Opportunity to place ad at a preferred partner rate in season concert program book (deadline July 15, design to be mutually agreed upon), expected print run for all five season concerts 7,500 attendees



### Tickets and Special Access

- **Two season tickets** in priority location + **six additional tickets** to the chosen concert
- **One VIP parking pass** for a reserved lot near Waco Hall for season concerts
- Invitation for **four guests** to **Sneak Peek Meet & Greet Dress Rehearsal** on the evening prior to the chosen concert and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

### \$7,500 level of support

# 2026-2027 Season Concert Additional Sponsorship Opportunities

## Crescendo Sponsors

### Concert of Choice

#### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks

#### Tickets and Special Access

- **Six tickets** to the chosen concert
- **One VIP parking pass** for a reserved lot near Waco Hall for season concerts
- Invitation for two guests to **Sneak Peek Meet & Greet Dress Rehearsal** on the evening prior to the chosen concert and the **Encore After Party** at a private home following the concert – both opportunities will allow you and your guests to meet Maestro Loh and featured artists
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists

#### **\$5,000 level of support**

# 2026-2027 Season Concert Additional Sponsorship Opportunities

## Sonata Sponsors

### Concert of Choice

#### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks

#### Tickets and Special Access

- **Four tickets** to the chosen concert
- **One VIP parking pass** for a reserved lot near Waco Hall for season concerts
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists

#### **\$3,000 level of support**

# 2026-2027 Season Concert Sponsorship Opportunities

## Overture Sponsors Concert of Choice

### Recognition

- Logo or name recognition in sponsored concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts
- Verbal recognition and thanks on stage at the sponsored concert in opening remarks

### Tickets and Special Access

- **Two tickets** to the chosen concert
- **One VIP parking pass** for a reserved lot near Waco Hall for season concerts
- Invitation for two guests to attend the season finale **Patron Party** in April 2027
- Invitation for two guests to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists

### \$2,000 level of support



## 2026-2027 Season Special Initiatives

### Opening Notes Discussion Season Sponsor

Before each season concert, ticketholders have the opportunity to enhance their concert experience by learning about the lives of the composers and exploring their music at this free pre-concert talk in Recital Hall II within Waco Hall. Featured performers often participate in a short Q&A with Maestro Loh.



### Recognition

- **Four tickets** to a season concert of your choice
- Logo or name recognition in all five season concert programs, website, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before all five season concerts

### \$5,000 level of support

### Waco Symphony Youth Orchestra



The WSYO welcomes talented student musicians (most in 8th-12<sup>th</sup> grades) to audition, rehearse, perform, and appreciate orchestral music under the professional guidance of Music Director/Conductor Rebekah Lambert. The orchestra performs two free concerts each season, one in the fall and one in the spring, as well as the return of **Zoo Tunes** on Sunday, November 8. Your support will help the program continue by covering salaries and production costs. 2026-2027 marks the 35<sup>th</sup> season of the WSYO.



### Recognition

- Logo or name recognition in all five season concert programs and website
- Verbal recognition from the stage during concert opening remarks

### Levels of Support:

**\$1,500**

**\$3,500**

**\$5,000**

**\$10,000 Presenting Sponsor**

# 2026-2027 Season Special Initiatives

## Bus Transportation Sponsor

Your support would provide safe, accessible transportation, enabling patrons who are uncomfortable driving after dark to attend the Waco Symphony. Waco Transit System buses are fully accessible and bring patrons to the front door of Waco Hall and then directly back to their cars.

### Recognition

- **Four tickets** to a season concert of your choice
- Logo or name recognition in all five season concert programs, website, social media, and in rotation on the two large screens at Waco Hall before all five season concerts

### \$3,000 level of support

## WSO Fellow Scholarships

Your support will fund up to 20 undergraduate and graduate-level students who audition for a place in the Symphony, where they are mentored by seasoned musicians and gain professional orchestral experience.

### \$15,000 Season Sponsor

**\$2,000 to support one fellow annually\***

**\$300 to support one fellow per concert**

## Sponsor a WSO Musician

Your support will fund musician fees and travel-related expenses, allowing us to recruit some of the best available regional orchestral musicians to Waco.

### \$20,000 Season Sponsor

**\$5,000 to support one musician annually\***

**\$1,000 to support one musician per concert**

### Recognition for Season Sponsors

- **Four season tickets** in a priority location
- **One VIP parking pass** for a reserved lot near Waco Hall for season concerts
- Logo or name recognition in all five season concert programs, website, social media, e-newsletters, and in rotation on the two large screens at Waco Hall before all five season concerts, verbal recognition from the stage in opening remarks, and invitations to exclusive supporters events throughout the season

### Recognition for Supporters

- **Two tickets** to a season concert of your choice
- \* Logo or name recognition in all five season concert programs, website, social media, e-newsletters, and in rotation on the two large screens at Waco Hall before all five season concerts, verbal recognition from the stage in opening remarks, and invitations to exclusive supporters events throughout the season

# 2026-2027 Special Performances Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**November 15, 2026**

***Film in  
Concert***



## **Major Motion Picture in Concert**

**Sunday, November 15, 2026, 2 pm**

### **Presenting Sponsor**

- Logo or name recognition on the cover of the special edition concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks
- Opportunity to place a **complimentary full-page ad** on the back of the special edition concert program
- **10 premium tickets** to the concert
- **Five reserved parking lot passes** if requested
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

**NEW!**

**\$35,000 level of support\***

\*additional levels of support will be announced

## 2026-2027 Special Performances Sponsorship Opportunities

**2026-2027**  
Season Sneak Peek

**December 12 & 13, 2026**

**The**  
***Nutcracker***

Featuring

  
BALLET  
FRONTIER



### **The Nutcracker featuring Ballet Frontier**

**Saturday, December 12, 2026, 7 pm**

**Sunday, December 13, 2026, 2 pm**

#### **Sugar Plum Fairy Presenting Sponsor**

- Logo or name recognition on the cover of the special edition concert program, website, and on all print-at-home tickets for the sponsored concert
- Logo or name recognition on advertising and publicity related to sponsored concert, including digital billboard, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition on rotation on the two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks
- Opportunity to place a **complimentary ½ page ad** on the back of the special edition concert program (distributed at both performances)
- **10 premium tickets** to the performance and complimentary admission for all 10 guests to the **Kingdom of Sweets After Party**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat
- **Five reserved parking lot passes** if requested
- Invitation for **four guests** to attend a **post-performance celebration** at a private home to meet Ballet Frontier artistic directors and dancers
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** in April 2027
- Invitation for **two guests** to attend all five 2026-2027 **Season Encore After Parties** at private homes, providing special access to Maestro Loh and all featured artists
- Additional benefits to be discussed per partner goals

**\$20,000 level of support**

**Two Presenting Sponsorships Available\***

\*additional levels of support will be announced

# Special Performances Presenting Sponsor Brand Recognition

## Website

114,000 season visitors \$1,500 value

## Social Media

7,400 followers

### Performance Sponsors

#### Sugar Plum Fairy Presenting Sponsor

Anonymous in honor of McLennan County Medical Society and the memory of Dr. Frank N. Connolly

#### Magical Musician Sponsors

Waco Tribune-Herald

#### Corps de Ballet Sponsors

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#### Prima Ballerina Sponsors

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#### Clara Community Connections Sponsors

Ascension  
Providence

BEARD & KULTGEN

Diane and Kyle Deaver

#### Kingdom of Sweets After Party

Milam & Fanning, PLLC

#### Grant support provided by



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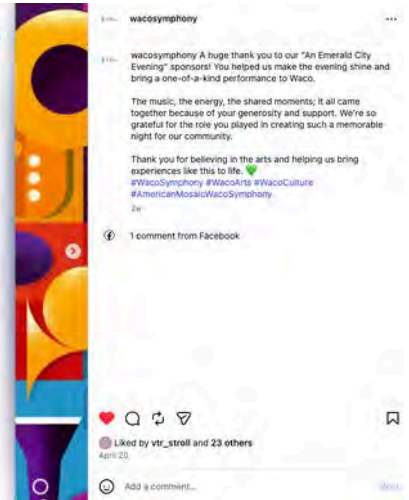
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### Thank you to our sponsors!

#### Virtuoso Sponsor

The Beers Family



## Symphony Newsletter

8,000 Subscribers

### Stellar, Sterling & Beethoven 5 Performed to High Acclaim

The Waco Symphony's March concert, *Stellar, Sterling & Beethoven 5*, delivered a powerful and memorable close to the classical season at Waco Hall. The evening opened with Shawn Okpebholo's vibrant *Stellar Fanfare Prelude*, setting an energetic tone for the night. Acclaimed cellist Sterling Elliott captivated the audience with a stunning performance of Haydn's *Cello Concerto No. 2*, showcasing both technical brilliance and expressive artistry. In a special and unexpected highlight, Elliott returned to the stage to join the orchestra for *Beethoven's Symphony No. 5*, a true treat that made the performance all the more memorable for the audience.

The March **Encore After Party** was generously hosted at Anthem Stories by The Calao Group at Morgan Stanley. A Preview Brunch was hosted for the Symphony Council at the home of Martha Kate and Keith Gunn.

Special thanks to our March Concert Sponsors: The Calao Group at Morgan Stanley, Georgia & Robin Baird, Valerie & David Fallas, H-E-B Helping Here, Mayer, LLP, and Judy & David Guyer.

Morgan Stanley

THE CALAO GROUP  
AT MORGAN STANLEY



Helping Here





# Special Performances Presenting Sponsor Brand Recognition

## Special Performances Rack Card 2,500 circulation



**BALLET FRONTIER**  
**The Nutcracker**  
A PERENNIAL HOLIDAY FAVORITE RETURNS

**Sunday, December 14 / 2:00 p.m.**

With brave toy soldiers, dancing snowflakes, and the sparkling Sugar Plum Fairy, you won't want to miss The Nutcracker—a treasured holiday tradition. Back by popular demand, **Ballet Frontier** and the **Waco Symphony Orchestra** will inspire childlike wonder in all of us.

Visit the Nutcracker Market in the lobby to purchase nutcrackers and themed ornaments. Sales benefit the Waco Symphony.

Purchase tickets at [WacoSymphony.com](http://WacoSymphony.com)

**WACO SYMPHONY**  
Lawrence Loh • Music Director

**THE ONLY NUTCRACKER PRODUCTION IN CENTRAL TEXAS WITH A LIVE ORCHESTRA.**

All concerts take place in Waco Hall on the Baylor University campus.



**HOME ALONE IN CONCERT**

**Sunday, November 30, 2025 / 2:00 p.m.**

**This true holiday favorite** Features John Williams' charming and delightful score performed live to picture by the Waco Symphony Orchestra. Macaulay Culkin stars as Kevin McCallister, an 8-year-old boy who is accidentally left behind when his family leaves for Christmas vacation and must defend his home against two bungling thieves. Hilarious and heart-warming, *Home Alone* is fun for the entire family!

Waco Symphony is pleased to collaborate with **Youth Chorus of Central Texas** and **Central Texas Choral Society** for this performance.

**Tickets start at \$29** Purchase tickets or learn about all the Waco Symphony performances at [WacoSymphony.com](http://WacoSymphony.com)

**WACO SYMPHONY**  
Lawrence Loh • Music Director

**Virtuoso Sponsors**  
Lisa and Larry Jaynes

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## Season Subscription Mailer 4,500 circulation

**Special Performance**

**Home Alone in Concert**  
NOVEMBER 30 // 2025




**Sunday, November 30, 2025  
2:00 p.m. / Waco Hall**  
**Lawrence Loh** Music Director and Conductor

**Virtuoso Sponsors**  
Lisa and Larry Jaynes

**CENTRAL TEXAS Youth Choral Society**

**Home Alone** is not included in season ticket packages. Tickets must be purchased separately.

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**Special Performance**

**BALLET FRONTIER**

**The Nutcracker**  
DECEMBER 14 // 2025



**Sunday, December 14, 2025  
2:00 p.m. / Waco Hall**  
**Pyotr Ilyich Tchaikovsky** *The Nutcracker*  
**Dr. Beau Benson** Guest Conductor  
**Ballet Frontier of Texas**

**With** toy soldiers, dancing snowflakes, and the Sugar Plum Fairy, you won't want to miss *The Nutcracker*—a treasured holiday tradition and the only production with live orchestra in Central Texas. Back by popular demand, **Ballet Frontier** returns to Waco to inspire a childlike wonder in all of us.

With its cast comprised of professional dancers, talented local students, dazzling costumes, world-class choreography, and the Waco Symphony playing Tchaikovsky's beloved score under the baton of Maestro Beau Benson (Music Director/Conductor of the Temple Symphony Orchestra and Director of Instrumental Music at Pepperdine University), the stage is set for an unforgettable experience for all ages!

Visit the **Nutcracker Market** in the lobby to purchase nutcrackers and themed ornaments. Sales benefit the Waco Symphony.

**The Nutcracker** is not included in season ticket packages. Tickets must be purchased separately.

**Add a Kingdom of Sweets package for \$25** that includes a professional photo with the Sugar Plum Fairy and Cavalier Prince after the performance, a decorated cookie, and a souvenir ornament. (limited to 125 purchases)

**Waco Symphony** | 2025 Season



## Music That Connects. Moments That Heal.

**Waco Symphony's Healing Harmony** program celebrates music's powerful ability to inspire, restore, and bring people together. Through **intimate live performances by small ensembles**, we bring moments of beauty, comfort, and connection to **hospitals, care centers, and group counseling sessions** in the greater Waco community.

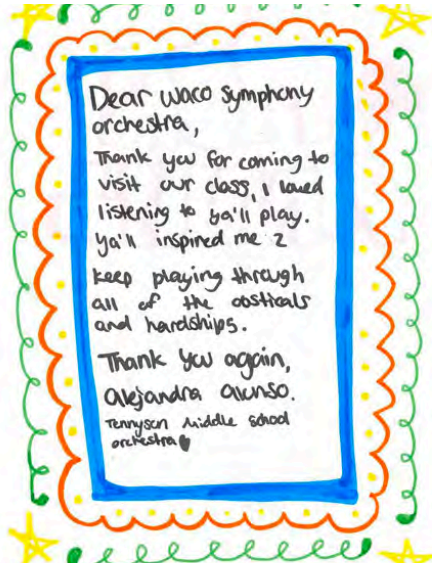
For young people facing mental health challenges, music becomes a tool for self-expression and healing. For patients, caregivers, and support staff, each performance is a reminder of the strength and hope that music brings to our daily lives.

Your support helps us expand these meaningful experiences, which are in high demand, and extend the transformative power of music to even more members of our community. It will help fund **Healing Harmony** performances in hospitals, memory care facilities, and senior centers, bringing the joy of live music to those who need it most.

**Each performance ranges in cost from \$875-\$1,500.**



## Educational Outreach and Adopt-A-School



**Waco Symphony's Educational Outreach** programs include school concerts and instrument petting zoos at the Farmer's Market, Cameron Park Zoo, and other free community events.

Both of the Waco Symphony Orchestra's **Adopt-a-School** partners, **Lake Air Montessori** and **Tennyson Middle School**, welcomed visits from symphony musicians during the past season, which offered students:

- memorable, up-close musical experiences
- master classes ahead of UIL competitions
- interactive Q&A sessions, where students learn about the importance of dedicated practice, college pathways, and career opportunities in music



Through this initiative, the Waco Symphony is able to directly fund the purchase and repair of instruments and music for underfunded music programs in Waco ISD.

Your support helps us make more frequent visits, expand outreach to more area schools, and offer free WSO concert tickets to students and their families at partner schools.

**\$3,000 - \$5,000 levels of support per school.**



### Encore Society Planned Giving

Ensuring that our live music continues for generations to come, individuals or families who have named Waco Symphony Foundation in their will or other planned gifts become members of the **Encore Society** upon official notification to the Waco Symphony Foundation.

### Endowed Principal Musician's Chair

Endowing a **Principal Musician Chair** within the Waco Symphony is a profound investment in the artistic excellence and long-term sustainability of the orchestra. An endowed chair provides permanent support for one of the Symphony's leading musicians, recognizing exceptional talent and the critical role these artists play in shaping the orchestra.



**Sue Jacobson**  
**Concertmaster and Director of Outreach**  
**Martha G. Beard Chair, First Violin**

### Other Ways To Make An Impact

- Memorial and Honorarium Gifts
- Chair-Naming Opportunities
- Special Funds
- Cash
- Stock
- Charitable Remainder Trusts
- Donor Advised Funds
- Life Insurance
- Individual Retirement Accounts
- Personal Property
- Real Estate
- Charitable Bequests
- Charitable Gift Annuities
- Charitable Lead Trusts

**Donations to the Waco Symphony Foundation are acknowledged each season in the Waco Symphony Orchestra concert program.**

**The Waco Symphony Foundation and the Waco Symphony Association are separate entities and both are 501(c)(3) nonprofit organizations to which donations are income tax deductible.**



# WACO SYMPHONY

**The mission of the Waco Symphony is to present symphonic music that will inspire, engage, and enrich the cultural life of the community.**

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