



***The Nutcracker Sponsorship Opportunities***  
**Saturday, December 12, 7:00 pm**  
**Sunday, December 13, 2:00 pm**

Conducted by Beau Benson, Waco Symphony presents Central Texas' **only** performance of *The Nutcracker* featuring a professional ballet company with a live symphony orchestra.





**The Nutcracker featuring Ballet Frontier\***

**Saturday, December 12, 2026, 7:00 pm**

**Sunday, December 13, 2026, 2:00 pm**

**Snow Queen Presenting Sponsor (Saturday) \$20,000**

**Sugar Plum Fairy Presenting Sponsor (Sunday) \$20,000** **SOLD!**

**Recognition**

- 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 in rotation on 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)



**Tickets and Special Access**

- Opportunity to **present bouquet to Sugar Plum Fairy** on stage during encore
- **Exclusive backstage experience for up to 6 guests** prior to Friday night's orchestra rehearsal. Enjoy a short backstage tour of props, costumes, and sets with Ballet Frontier Artistic Directors. Stay and listen to the orchestra rehearse with Maestro Benson.
- **10 premium tickets** to the performance and complimentary admission for all 10 guests to the **Land of Sweets Photo Experience**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat (Sunday only).
- **10 special edition nutcrackers** to be paired with your 10 premium tickets
- **5 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 on Sunday, December 13
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in mid-November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 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 featured artists
- Additional benefits to be discussed per partner goals



\*One Presenting Sponsorship Available

# The Nutcracker Sponsorship Opportunities

## Nutcracker Market Sponsor \$10,000

**This sponsorship level will present the beloved Nutcracker Market that is enjoyed before, during intermission, and after each performance. Concertgoers can purchase their own unique souvenir nutcrackers to add to their collection. This Market is eagerly awaited all year long and an experience close to the hearts of attendees. Proceeds support the WSO.**

### Recognition

- 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 social media, e-mail newsletters, and advertising where possible
- Logo or name recognition in rotation on the two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks
- Logo or name recognition on market signage, including prominent display in foyer of Waco Hall
- Opportunity to provide branded bags and collateral for market shoppers

### Tickets and Special Access

- **8 premium tickets** to the performance and complimentary admission for all 8 guests to the **Land of Sweets Photo Experience**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat (Sunday only).
- **4 reserved parking lot passes** if requested
- **8 special edition nutcrackers** to be paired with your 8 premium tickets
- Invitation for **two guests** to attend a **post-performance celebration** at a private home to meet Ballet Frontier artistic directors and dancers on Sunday, December 13
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in mid-November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 2027
- Additional benefits to be discussed per partner goals

**NEW!**



# The Nutcracker Sponsorship Opportunities

Maestro Circle Sponsor \$7,500



**Central to the magic of *The Nutcracker* is Tchaikovsky's beautiful score. Beloved Maestro Beau Benson joins the Waco Symphony as guest conductor for both performances. This level of support helps to fund his fee and travel to Waco. Enjoy front-row center tickets to watch Maestro Benson conduct the orchestra.**

## Recognition

- 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

## Tickets and Special Access

- **6 premium front-row center tickets** to the performance and complimentary admission for all 6 guests to the **Land of Sweets Photo Experience**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat (Sunday only).
- **3 reserved parking lot passes** if requested
- **6 special edition nutcrackers** to be paired with your 6 premium tickets
- Invitation for **two guests** to attend a **post-performance celebration** at a private home to meet Ballet Frontier artistic directors and dancers on Sunday, December 13
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in mid-November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 2027
- Additional benefits to be discussed per partner goals



# The Nutcracker Sponsorship Opportunities

## Land of Sweets Photo Experience Sponsor \$5,000

**This sponsorship level will present the Land of Sweets Photo Experience after Sunday's performance. The fun continues for concertgoers at this add-on experience where families get to meet the Sugar Plum Fairy and Cavalier Prince, have a professional photo taken, and leave with a souvenir Nutcracker ornament and sweet treat.**

### Recognition

- 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 in rotation on the two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks
- Logo or name recognition on after party signage, including prominent display in event space
- Opportunity for logo or name recognition on step and repeat co-branded with Waco Symphony if desired (production cost to be covered by sponsor and design to be mutually agreed upon)
- Opportunity to provide branded bags and collateral for guests if desired

NEW!

### Tickets and Special Access

- **4 tickets** to the performance and complimentary admission for all 4 guests to the **Land of Sweets Photo Experience**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat (Sunday only).
- **2 reserved parking lot passes** if requested
- **4 special edition nutcrackers** to be paired with your 4 tickets
- Invitation for **two guests** to attend a **post-performance celebration** at a private home to meet Ballet Frontier artistic directors and dancers on Sunday, December 13
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in mid-November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 2027

NEW!



# The Nutcracker Sponsorship Opportunities

## Orchestra Sponsors \$5,000 (multiple needed)

**This sponsorship level helps cover artistic fees for Waco Symphony Orchestra musicians. You may specify your choice of Strings, Brass, Winds, or Percussion if desired.**

### Recognition

- 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

### Tickets and Special Access

- **4 tickets** to the performance and complimentary admission for all 4 guests to the **Land 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 (Sunday only).
- **2 reserved parking lot passes** if requested
- **4 special edition nutcrackers** to be paired with your 4 tickets
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 2027

**NEW!**



# The Nutcracker Sponsorship Opportunities

## Corps de Ballet Sponsors \$3,000 (multiple needed)

**This sponsorship level allows Ballet Frontier's artistic leadership to train Waco area student dancers for *The Nutcracker* throughout Fall 2026 and supports professional and pre-professional dancers performing in the production.**

### Recognition

- 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, social media, e-mail newsletters, and advertising where possible
- Logo or name recognition in rotation on the two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks

### Tickets and Special Access

- **2 tickets** to the performance and complimentary admission for both guests to the **Land of Sweets Photo Experience**. Each guest can be photographed with the Sugar Plum Fairy and Cavalier Prince, receive a souvenir ornament, and a sweet treat (Sunday only).
- **1 reserved parking lot pass** if requested
- **2 special edition nutcrackers** to be paired with your 2 tickets
- Invitation for **two guests** to attend the **Conductor's Dinner** with Maestro Loh in mid-November 2026
- Invitation for **two guests** to attend the season finale **Patron Party** on April 29, 2027

NEW!



# The Nutcracker Sponsorship Opportunities

## Clara's Community Sponsors \$1,500

**This special level of support helps make the season merry and bright for underserved families in our community. Each Clara Community Sponsor will underwrite the cost of up to 10 Nutcracker tickets and Land of Sweets Photo Experience tickets (Sunday only) to be distributed through youth outreach programs of your choice.**

- 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 social media, e-mail newsletters, and advertising where possible
- Logo or name recognition in rotation on two large screens at Waco Hall before the concert
- Verbal recognition and thanks on stage in opening remarks



## The Nutcracker Sponsorship Opportunities



### Grand Generations Sponsors \$100

**This NEW level of support allows grandparents or other special family members to support the Symphony while celebrating their young ones in attendance with a surprise and delight for the holiday season. This support helps the Waco Symphony keep *The Nutcracker* tradition alive for generations of Wacoans to come.**

- Surprise your grandchildren/children by listing their names and a short personalized message for them to discover at the performance:
  - In our **special edition program** and
  - On **two large screens in Waco Hall** before the concert and during intermission
- One keepsake **Nutcracker ornament** per child



# 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

ALLIANCE BANK  
Central Texas

Ascension  
Providence

WACOAN

#### Prima Ballerina Sponsors

INSURORS  
OF TEXAS

WASHINGTON GALLERY

#### Clara Community Connections Sponsors

Ascension  
Providence

BEARD & KULTGEN  
THE TEXAS FIRM

Diane and Kyle Deaver

#### Kingdom of Sweets After Party

Milam & Fanning, PLLC

#### Grant support provided by



CREATIVE  
WACO

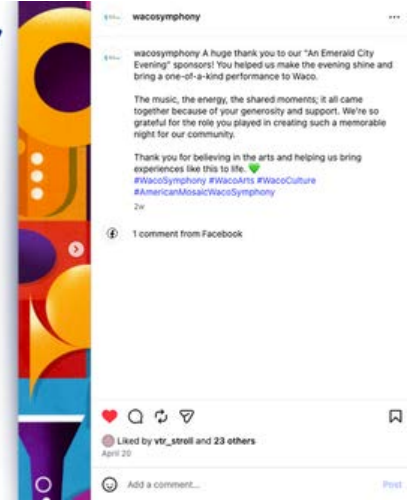
NATIONAL  
ENDOWMENT  
for the  
ARTS  
arts.gov



### 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





# 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

© 1990 Twentieth Century Fox

## Season Subscription Mailer 7,500 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

Additional sponsors will be recognized in a concert program and on the website.

**CENTRAL TEXAS Choral Society**

**WACO SYMPHONY**  
Lawrence Loh • Music Director

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

© 1990 Twentieth Century Fox

**Special Performance**

**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.

**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 purchasers)**

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

**WACO SYMPHONY**  
Lawrence Loh • Music Director

© 1990 Twentieth Century Fox

# Sounds of Joy!

## Waco Symphony Orchestra 2026-2027 Season Overview

**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**

### ***Top Gun: Maverick Film in Concert***

**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

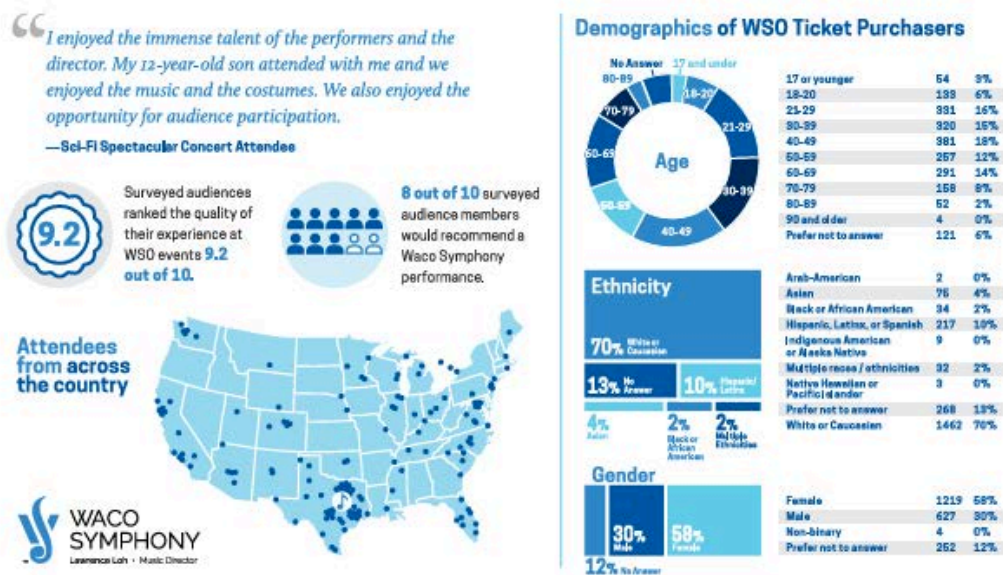
Reginald Smith Jr., bass-baritone

Central Texas Choral Society

# 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.



# 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.**

Contact: Kristin Casner  
Director of Development  
[development@wacosymphony.com](mailto:development@wacosymphony.com)  
254-754-2825