

LSO 2017-18 SPONSORSHIP AND ADVERTISING

Company name: _____ (as you would like it listed for all publicity)

Company Representative: _____ Email: _____

Company contact for publicity: _____ Email: _____

Address: _____ Phone: _____

City/State/Zip: _____ Signature/Date: _____

___ Payment enclosed or ___ Please invoice 30 days prior to the event Concert sponsor choice (please list 3 below, in order of preference):

SEASON SPONSOR

- ___ \$15,000 Season Sponsor (Limit 2 per season)**
Reach more than 13,000 patrons annually
- Four complimentary season tickets (or block of 40 tickets)
 - Special event with LSO maestro or artists
 - Mentions in press releases and eNewsletters
 - Signage at concerts, logo in program magazine
 - Complimentary 1/4-page advertisement

CONCERT SPONSOR

- ___ \$10,000 Exclusive Sponsor (Limit 1 per concert)***
Exclusive brand recognition to 1,000 concertgoers
- 20 complimentary tickets
 - Participation in LSO's "Tickets For A Cause" initiative
 - Pre-concert reception or informational booth in the lobby
 - Signage at concert, logo in program magazine
 - Complimentary 1/4-page advertisement
- * Joshua Bell & Jane Lynch \$12K minimum

- ___ \$5,000 Co-Sponsor (Limit 2 per concert)**
Brand recognition as an LSO sponsor to 1,000 concertgoers
- 12 complimentary tickets
 - Signage at concert, logo in program magazine
 - 40% discount on program magazine advertising

EVENT SPONSOR

- ___ \$5,000 Young Professional Patron Club (Limit 1)**
Targeted brand placement to professionals ages 20-40
- Exclusive logo placement in materials
 - One email per season to advertise sponsor's business
 - 12 complimentary tickets
 - 40% discount on program magazine advertising

- ___ \$5,000 Golden Baton Awards Dinner (Limit 1)**
Exclusive link to LSO's affluent and generous supporters
- Logo placement on invitations and award plaques
 - 8 complimentary tickets to the dinner and concert
 - Signage at dinner and concert
 - 40% discount on program magazine advertising

EDUCATION SPONSOR

- ___ \$5,000 Lincoln Youth Symphony Side-by-Side (Limit 1)**
Support participation & complimentary tickets for LYS members
- 12 complimentary tickets
 - Signage at concert, logo in program magazine
 - 40% discount on program magazine advertising

- ___ \$5,000 Young People's Concerts (Limit 3)**
Help cover costs for bringing 4,500 students to Lied Center
- Logo placement in educational materials
 - Logo in program magazine
 - 40% discount on program magazine advertising

- ___ \$2,500 Young Artist Competition (Limit 1)**
Provide opportunity for one young person to solo with LSO
- 4 complimentary tickets
 - Signage at concert, recognition in program magazine

- ___ \$2,500 Pre-Concert Chats (Limit 1)**
Reach 750 patrons who attend in-depth events
- 4 complimentary tickets
 - Signage at pre-concert chat, recognition in program magazine

- ___ \$2,500 Family Series Pre-Concert Festival (Limit 2)**
Sponsor activities and face painting before LSO family concerts
- 4 complimentary tickets
 - Logo in program magazine

- ___ \$1,500 Subsidized Tickets (Unlimited)**
Underwrite the cost of 50 complimentary tickets for low-income families and students
- Recognition in program magazine

ADVERTISE

___ **\$500 E-NEWSLETTER** (includes one distribution to 5,000 households with banner advertisement, clickable ad and link)

COVERS (FULL COLOR) 4.875" W x 7.625" H Available first-come, first-served Not eligible for sponsor discount	___ \$1,450 FULL PAGE B/W \$870 w/ sponsor discount 4.875" W x 7.625" H	\$850 HALF PAGE B/W \$510 w/ sponsor discount VERTICAL 2.375" W x 7.625" H HORIZONTAL 4.875" W X 3.75" H	\$500 QUARTER PAGE B/W \$300 w/ sponsor discount VERTICAL 2.375" W X 3.75" H HORIZONTAL 4.875" W X 1.814" H	UPGRADE TO COLOR ___ Add color to any size for additional \$200
___ \$2,400 FRONT INSIDE				\$10K+ SPONSORS
___ \$2,400 BACK INSIDE				___ \$210 Upgrade to half page
___ \$2,400 BACK COVER				___ \$510 Upgrade to full page

Deadline August 1 to email program magazine artwork to lindsay@lincolnsymphony.com. Include all imported graphics and fonts in a digital file (PDF preferred; InDesign, Quark, Illustrator, JPG or EPS acceptable). All rates are based on camera-ready ads. Any computer work to create, correct or change advertising material at advertiser request will be charged at market rates.