

Shoals Symphony Orchestra

P.O. Box 667
Florence, AL 35631
(256) 710-1623



2019-2020 Individual Giving Opportunities



The Shoals Symphony Orchestra is the fourth largest symphony orchestra in Alabama (out of six professional orchestras recognized by the Alabama Council for the Arts), with a \$450,000 annual budget (through partnerships, sponsorships, grants, ticket sales, donations, and in-kind services), and has a half-million dollar economic impact on the Shoals region. As a 501c3 organization, the Shoals Symphony Orchestra accepts tax-deductible donations on behalf of the orchestra.

The Board of Directors of the Shoals Symphony Orchestra respectfully requests your consideration to invest in the Shoals Symphony Orchestra for the 2019-2020 season.

Shoals Symphony Orchestra Sponsorship Options

Concert	Date	Style	Amount
Cirque de la Symphonie	October 2019	Premium Event	\$6,000-\$30,000
Cirque de la Symphonie	October 2019	School Concert	\$1,000-\$6,000
Joe Gray & the Moscow Mule	October 2019	Special Event	\$1,000-\$6,000
From the New World	November 2019	Standard Event	\$1,000-\$6,000
Handel's Messiah	December 2019	Standard Event	\$1,000-\$6,000
Midsummer Night's Dream with UMKC Ballet	February 2020	Standard Event	\$1,000-\$6,000
Valentines, Vinos, & Vivaldi	February 2020	Special Event	\$1,000-\$6,000
Preludes and Polovtsian Dances	March 2020	Standard Event	\$1,000-\$6,000
Raiders of the Lost Arc LIVE	May 2020	Premium Event	\$6,000-\$30,000

Sponsorship Levels

Type of Event	Type of Recognition	Total Amount
Standard	1/6 Naming Rights	\$1,000
Standard	½ Naming Rights	\$3,000
Standard	Sole Naming Rights	\$6,000
Premium	1/6 Naming Rights	\$6,000
Premium	1/3 Naming Rights	\$10,000
Premium	Sole Naming Rights	\$30,000

Shoals Symphony Orchestra Sponsorship Benefits

	\$1,000	\$3,000	\$6,000	\$10,000	\$30,000
Company Logo on Website	X	X	X	X	X
Program Ad	¼ Page	½ Page	Full Page	Full Page	Full Page Color
Season Tickets	2	2	4	6	8
Recognition in all New Printed Materials		X	X	X	X
Tickets Printed with Sponsor Name		X	X	X	X
Sponsor Name & Logo Displayed on Screen Before & After Concert		X	X	X	X
Option to Address Audience before Concert		X	X	X	X
Conductor's Circle Membership			2	2	4
4'x10' Lobby Banners			1	2	4
First Option at Sponsorship Renewal			X	X	X
VIP Meet & Greet				X	X
VIP Dinner					X

Shoals Symphony at UNA – Individual Annual Giving

In addition to business sponsorships, the Shoals Symphony at UNA relies upon the generosity of individual private donations. Options for private donations include:

Concert Underwriting	Total Cost
Individuals may underwrite concerts at any level of sponsorship, with or without added benefits (to maximize allowable tax deduction)	**See prior information

Direct Donation – Giving Levels	Total Cost
Benefactor of Distinction*	\$6,000+
Benefactor of Honor*	\$3,000-\$5,999
Benefactor*	\$1,000-\$2,999
Donor	\$500-\$999
Patron	\$200-\$499
Contributor	Up to \$199

*Individual donors at these levels may choose to take any benefits listed on the previous underwriter page.

Shoals Symphony at UNA – Long-Term Giving

In addition to generous annual donations, the Shoals Symphony at UNA is seeking large gifts to accomplish long-term goals, endowment growth, and projected needs in a 20-year vision:

Cumulative Lifetime Giving Levels	Total Gifts
Platinum - Founder's Club	\$250,000+
Diamond - Founder's Club	\$100,000+
Gold - Founder's Club	\$50,000+
Silver - Founder's Club	\$25,000+
Bronze - Founder's Club	\$10,000+

Designated Opportunities	Total Cost
Estate Gifts	\$10,000+
Conduct the Shoals Symphony at UNA "Star Spangled Banner"	\$8,000+
Sponsor/Name a Musician Chair	\$2,000 per year (5-yr. commitment)
Endowment Gifts	\$1,000+
Real Estate Gifts	Appraised Value
Facility / Building Fund	\$1,000+
UNA String Project Fund	\$1,000+

Your Sustaining Gift Matters

Underwriting funds contribute to the budget of the Shoals Symphony at UNA, covering such expenses as artistic and administrative personnel, publicity, sheet music, and copyright/performance fees for musical selections. As the unique content of each performance drives the budgetary requirements, the specific use of the underwriting funds is uniquely spent to offset a significant portion of the operational production cost of each concert. Ticket sales account for only 30% of annual operating expenses, with the remaining needs funded by the generosity of businesses and donors like you.

Underwriting Agreement Signature Page

Business/Individual Name: _____
(as you would like your name recognized in the program)

Type of Support: _____

Concert Date Preferred: _____

Total Commitment: \$ _____
(payments can be made at any time prior to your named event)

Underwriter

Shoals Symphony Orchestra

Name: _____

Name: _____

Title: _____

Title: Rick Smith, President

Today's
Date: _____

*All publicity materials printed after signing of the Underwriting Agreement will reflect your sponsorship.
We cannot guarantee your recognition on materials printed prior to that date.