

# Shoals Symphony at UNA

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



## 2018-2019 Underwriting Packet



The Shoals Symphony at UNA 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 underwrite one of the Shoals Symphony at UNA concerts for the 2018-2019 season. Concerts will take place at the UNA Norton Auditorium, the Kennedy-Douglass Center for the Arts, or the Rattlesnake Saloon (Tuscumbia), and will feature Dr. Daniel Stevens in his fifth season as the artistic director and conductor of the Shoals Symphony at UNA.

The mission of the Shoals Symphony at UNA is “to enhance the cultural life of all residents of the Shoals area through musical performances and educational programs.”

## Shoals Symphony at UNA – Underwriting Packages

The Shoals Symphony at UNA graciously requests your help in establishing this cornerstone arts organization as the “premiere event in the Shoals.” We are seeking businesses to underwrite concerts, connect with us at VIP dinners/receptions through the Conductor’s Circle, and purchase season tickets on behalf of your employees.

Premium Events - Sole Naming Rights	Concert Date	Total Cost
20 <sup>th</sup> CENTURY FOX LIVE: Series #3 – <i>Home Alone</i>	December 2018	\$30,000
DISNEY LIVE: Series #6 – <i>Pirates of the Caribbean: Dead Man’s Chest</i>	May 2019	\$30,000

Premium Events - Shared Naming Rights	Concert Date	Total Cost
Premium Events: 1/3 naming rights	Dec 18 / May 19	\$10,000

Standard Events – Sole Naming Rights	Concert Date	Total Cost
Special Event – Bach, Beethoven, and Brews	September 2018	\$6,000
Pops Series #1 – Symphony Under the Rock	October 2018	\$6,000
Classical Masterworks Series #2 – Reformation	November 2018	\$6,000
School Concert Series #2 – Reformation	November 2018	\$6,000
Classical Masterworks Series #4 – Honor Orchestra	January 2019	\$6,000
Classical Masterworks Series #5 – En Masse	March 2019	\$6,000
Special Event – Debussy, Daydreams, and Daiquiris	April 2019	\$6,000
Underwrite Conductor’s Circle as Host	Multiple Events	\$6,000
Underwrite the UNA String Project	Multiple Events	\$6,000

Standard Events – Shared Naming Rights	Concert Date	Total Cost
Standard Events: 1/2 naming rights	**Will be paired on events without sole naming rights	\$3,000
Standard Events: 1/6 naming rights	**Will be grouped on events without sole naming rights	\$1,000

Season Tickets for Employees	Concert Date	Total Cost
Single Season Ticket	ALL Series Concerts #1-#6	\$90+ TBD

## Underwriting Package Benefits

Premium Events - Sole Naming Rights	Total Cost
<ul style="list-style-type: none"> <li>• Full-page COLOR advertisement/recognition in printed programs for ALL 2018-2019 performances (6,000+ pieces: <i>Value - \$600</i>)</li> <li>• Four 4' x 10' lobby banners at ALL 2017-2018 performances (<i>Value - \$600</i>)</li> <li>• Special VIP Dinner (x4) with Guest Artists and Maestro Stevens (<i>Value - \$500</i>)</li> <li>• 4 Conductor's Circle Memberships plus 4 add'l guest season tickets (<i>V - \$1,792</i>)</li> <li>• <b>PLUS</b> benefits listed below this category</li> </ul>	\$30,000
Premium Events - Shared Naming Rights	Total Cost
<ul style="list-style-type: none"> <li>• Full-page advertisement/recognition in printed programs for ALL 2018-2019 performances (6,000+ pieces: <i>Value - \$400</i>)</li> <li>• Two 4' x 10' lobby banners at ALL 2017-2018 performances (<i>Value - \$300</i>)</li> <li>• Special VIP Meet and Greet (x4) with Guest Artists (<i>Value - \$100</i>)</li> <li>• 2 Conductor's Circle Memberships plus 2 additional guest season tickets (<i>V - \$946</i>)</li> <li>• <b>PLUS</b> benefits listed below this category</li> </ul>	\$10,000
Standard Events – Sole Naming Rights	Total Cost
<ul style="list-style-type: none"> <li>• Full-page advertisement/recognition in printed programs for ALL performances (<i>V - \$400</i>)</li> <li>• One 4' x 10' lobby banner at ALL 2018-2019 performances (<i>Value - \$150</i>)</li> <li>• Special VIP Meeting (x4) with Guest Artists (<i>Value - \$50</i>)</li> <li>• 2 Conductor's Circle Memberships - 2 VIP meals, 4 receptions (<i>Value - \$650</i>)</li> <li>• Preferred reserved parking</li> <li>• Preferred seating at pre-concert lectures</li> <li>• First option at underwriting renewal and first option for concert seat selection</li> <li>• <b>PLUS</b> benefits listed below this category</li> </ul>	\$6,000
Standard Events – 1/2 Naming Rights	Total Cost
<ul style="list-style-type: none"> <li>• 1/2-page advertisement/recognition in printed programs for ALL performances (<i>V - \$250</i>)</li> <li>• Concert vouchers and tickets will be printed with sponsor name</li> <li>• Recognition in all new printed materials (brochures, posters, press releases, etc.)</li> <li>• 2 reserved season tickets in TIER I seating (<i>V - \$246</i>)</li> <li>• Public presentation preceding the concert—we like to bring our donors on stage and have a moment to publicly acknowledge the impact of their underwriting contribution.</li> <li>• We invite you to take a brief moment to address the audience if you desire.</li> <li>• Business Name projected on stage before/after concert</li> <li>• SS@UNA Coffee Mug</li> <li>• <b>PLUS</b> benefits listed below this category</li> </ul>	\$3,000
Standard Events – 1/6 Naming Rights	Total Cost
<ul style="list-style-type: none"> <li>• 1/4-page advertisement/recognition in printed programs for ALL performances (<i>V - \$100</i>)</li> <li>• Company logo featured on the Shoals Symphony at UNA website</li> <li>• 2 reserved season tickets in TIER II or III seating (<i>V - \$206</i>)</li> <li>• SS@UNA Decal</li> <li>• Tax deduction of cost of underwriting minus expenses as allowable by law</li> <li>• Feature in e-newsletter 'This Week in Music', which is distributed regularly to 1,000+ and redistributed by Florence Main Street, the Mayors' offices, and social media sites</li> </ul>	\$1,000

## 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.

Patron Services	Total Cost
Single Conductor's Circle Membership	\$325
Single Season Ticket	\$90+ TBD
Special Event – Fundraising Recital	\$80
Single Concert Tickets	\$20+ TBD
Single Concert Tickets (age 17 and under)	\$8+ TBD

## 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

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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

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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)

<b>Underwriter</b>	<b>Shoals Symphony Orchestra</b>
Name: _____	Name: _____
Title: _____	Title: David Black, 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.

## History of the Shoals Symphony at UNA

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The Shoals Symphony at UNA is a partnership organization that combines the strengths of the Shoals Symphony Orchestra Board, the University of North Alabama, and businesses and residents of North Alabama. The Shoals Symphony Orchestra is funded by the generosity of individual and corporate sponsors, contributions by alumni and friends, grants, and ticket sales. The Symphony encompasses the perfect balance of UNA faculty and rising students (majors and non-majors), as well as area professional musicians. Dedicated, enthusiastic musicians are selected by audition.

Every college student in the Shoals Symphony at UNA receives a performance award to help pay tuition. The Shoals Symphony Association is dedicated to encouraging area students through the development of the UNA Honor Orchestra (9-12 grades) and the UNA String Project (all ages).

Founded as a string school by Gerry Byars and Betty Dardess in 1979, the Shoals Symphony at UNA entertains and educates audiences of all ages. The organization hired a first professional conductor in 1982, to mentor a beginning group of local amateur players. Since, it has grown and evolved into a semi-professional regional orchestra, and is recognized as such by the Alabama State Council on the Arts. We invite you to enjoy this year's performances as we welcome Dr. Daniel Stevens to the podium, in his fourth season as music director, for the Shoals Symphony at UNA's 36<sup>th</sup> season.

## Board of Directors – Shoals Symphony Orchestra

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David Black, President  
[dblack@una.edu](mailto:dblack@una.edu)

Steve Stanley, Treasurer  
[stevenrstanley@gmail.com](mailto:stevenrstanley@gmail.com)

Jean McIntyre, Vice President  
[jmcintyre@worthnewyork.com](mailto:jmcintyre@worthnewyork.com)

Monica Marthaler, Secretary  
[mmarthaler@una.edu](mailto:mmarthaler@una.edu)

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Kathryn Balch  
Carmen Burkhalter  
Harriett Edwards  
Marie Fields  
Barb Hendricks

Cam Jones  
Beth Keyse  
Dena Kitts  
Kelley Lyons

Barry Morris  
Whitney O'Neal  
Rick Smith  
Amy Woodis

## Staff – Shoals Symphony at UNA

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Daniel Stevens, Artistic Director and Conductor  
Christina Volz Stomackin, Concertmaster and String Project Director  
Gwen Schajatovic, Assistant Director of Operations  
Jenny Mitchell, Administrative Assistant  
Connie Johnson, Personnel Manager