



## Sponsoring the City of Southampton Orchestra

All the great cities of the world benefit from a strong relationship between business and the promotion of arts and culture. Over 50 years, the City of Southampton Orchestra (CSO) has contributed to the cultural richness of the Southampton area, providing a series of concerts each year with wide community appeal.

**As the city continues to develop and showcase its cultural asset, the CSO wants to collaborate with businesses in the city region that share our passion for performance, teamwork and developing talent.**

Building on our strong partnership with the City Council and supported by our patron, the Mayor of Southampton, we want sponsors to help us to promote and to deliver music making in Southampton.

**Specifically, we are seeking up to three Principal Sponsors and a range of Supporting Sponsors, and we hope you may be interested in becoming associated with the CSO in this way.**

The CSO is one of the leading non-professional orchestras in the South of England, performing a wide variety of popular and exciting music from across the orchestral repertoire. We perform five concerts each year, including one concert designed specifically to introduce children to orchestral music with often attracts over 1000 ticket holders.

## How We Benefit From Your Sponsorship?

We are a not-for-profit organisation and depend on external support to put on concerts.

The costs of a full symphony orchestra, even an amateur orchestra such as us, are considerable. These include hiring music, insurance, performance fees for soloists and conductors, printing of concert posters and programmes, fees for specialist instrumentalists (such as harp and percussion), purchase of equipment, hire of rehearsal and concert venues, moving instruments (such as grand pianos) and more.

Your financial support through sponsorship will help to fund these costs for the orchestra, allowing us to reach a wider audience, keep ticket prices low and maintain the high standards we set for our concert programmes and for music performance in the city.

Do not hesitate to contact us for an informal chat if you are interested any of the sponsorship packages set out above.

**Jos Creese**  
Chair, City of Southampton Orchestra

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# Become a Principal Sponsor of the CCSO

As a Principal Sponsor your business will receive:

- Acknowledged as a *Principal Sponsor* of the CSO in all our concert marketing
- Inclusion of your name and logo on our website and marketing (social media, website etc)
- Involvement in how your funding is spent (see 'supporting sponsors' below)
- An invitation for a representative from your business to contribute to CSO planning
- Involvement when appropriate in selecting soloists and concert programmes (although the final say will always lie with our programming committee)
- **Ten complimentary tickets** for each concert and a discount of 20% on any concert tickets purchased up to a maximum of 25
- A chance to be truly involved in the cultural life of the city of Southampton.

A representative from your business can be involved with our committee – your ideas and input would be valued in areas such as selection of music and maximising value from sponsorship. There will also be opportunities for us to introduce you to our partners, such as the Mayor of Southampton.

***Principal Sponsors would typically contribute of £5000 per annum over 3+ years. The arrangement can be cancelled at any time by either party at the end of a season.***

# Become a Supporting Sponsor of the CSO

As a Supporting Sponsor your business will receive:

- Named as a *Supporting Sponsor* of the orchestra on our website and social media
- Inclusion of business name and logo in all concert programmes
- **Four complimentary tickets** for each concert
- A chance to be truly involved in the cultural life of the city of Southampton.

We would like *Supporting Sponsors* to discuss with us how they would like to work with the CSO, such as supporting specific activities such as:

- Sponsoring a soloist or a young professional musician
- Sponsoring an individual concert or a season
- A private concert for your organisation perhaps
- Joint marketing initiatives and support for other charitable work.

***Supporting Sponsors would typically contribute £1000 per annum over 3+ years, but this will depend on the nature of the specific topics above.***