



# CONCERT SPONSORSHIPS

A GUIDE TO STRATEGIC PARTNERSHIPS WITH THE ADRIAN SYMPHONY ORCHESTRA



## ADRIAN SYMPHONY ORCHESTRA

The professional orchestra serving the Lenawee County community, Southeast Michigan, and Northwest Ohio

110 S. Madison St., Adrian, MI 49221 | (517) 264-3121 | [AdrianSymphony.org](http://AdrianSymphony.org)

# Why sponsor the ASO?

**We are an orchestra that values excellence and draws the best musicians from a 100-mile radius around Adrian.** Our musicians perform in other professional orchestras such as the Toledo, Ann Arbor, Lansing, Saginaw Bay, Windsor symphonies, and the Michigan Opera Theater.

**We are a non-profit orchestra that performs a variety of concerts to serve a wide audience,** including our unmatched educational concert for children from infants to 12th grade.

## **OUR MISSION:**

**To create musical performances of the highest quality and to present activities that educate, enhance, and improve the quality of life for the citizens in our region.**

**ASO Music Director & Conductor**  
Bruce Anthony Kiesling



**You have the chance  
to show that your brand cares about arts  
and culture in your community.**

A sponsorship with the ASO lets your community know that you care about **quality**. You understand what it means to appreciate the quality of an excellent musical experience. You understand that **music matters in our culture**. You understand the **importance of education and the arts**.

# How will your sponsorship help the ASO?

Sponsorships help provide the funds needed to create high-quality musical performances that enhance and enrich the lives of our residents as we strive for bettering our community.

Ticket sales only make up **15%** of our annual budget. **We depend on sponsors, like you, to bring the concerts, events, and programs alive each year.**



*“We are blessed to have such opportunities and talent in our community. I have invited, and will continue to invite, friends and family to attend with me.”*

## How will this sponsorship benefit **YOU?**

**All sponsors receive the following base-level benefits**



ASO will designate your company as a sponsor of the current concert season on digital materials



You will be recognized as a sponsor on ASO magazine-style season program



Company displayed on pre-concert large auditorium screen & lobby displays



Complimentary concert tickets to the current concert season  
(Ticket numbers vary)



## Want to learn more?

We are happy to answer all of your questions!

Call us at (517) 264-3121

or email [libby@adriansymphony.org](mailto:libby@adriansymphony.org)



### Office Hours:

Mon-Fri 9AM-5PM

### Summer Hours:

Mon-Thurs 8AM-4PM