

COMMUNITY PARTNERSHIPS

SUPPORT THE MUSIC. REACH OUR AUDIENCE. STRENGTHEN OUR COMMUNITY.

Your Guide to Sponsorships, Advertising & Auction Support



ADRIAN SYMPHONY ORCHESTRA

110 S. Madison St., Adrian, MI 49221 | (517) 264-3121 | adriansymphony.org

MEET 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 Detroit Opera.

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.

Partnering 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**.

SPONSORSHIPS

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.



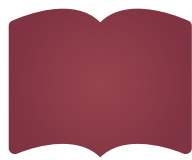
“We are blessed to have such opportunities and talent in our community. I have invited, and will continue to invite, friends and family to attend with me.”

How will this sponsorship benefit **YOU?**

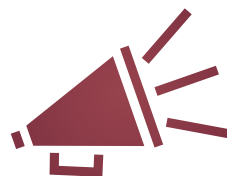
All sponsors receive the following base-level benefits



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)

Title Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$10,000+



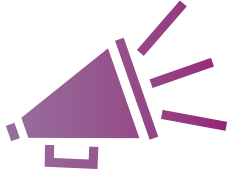
Digital & Print Materials

- Logo on printed concert promo items including, but not limited to: posters, postcards, print ads, season brochure
- Logo on the footer of all ASO website pages
- Name in press release distributed to area newspapers, publications and radio
- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and logo on ASO website



Program Recognition

- Logo on the front cover of the concert program
- Free **full-page** ad (can use the free ad as credit toward double-page or cover ad)
- Logo on sponsor page of concert program as Title Sponsor



Concert Recognition

- 30-second company video (no audio) displayed on the large auditorium screen prior to the concert
- Company table in the lobby for a single concert for promo materials
- Logo on lobby display banner at every concert
- Name recognition from stage at every concert
- Option to create advertisement insert to be distributed in programs



Tickets

- **20** complimentary concert tickets to the current concert season (\$640 value)
- 50% employee discount on tickets for all concerts
- **10** complimentary drink tickets at lobby bar (\$40 value)
- Premium seating access before tickets go on sale to the general public
- Ticket Insurance (replacement of lost tickets)



Auction & Special Events

- **8** complimentary tickets to the ASO Gala & Auction (\$800 value)
- Logo on auction website
- **8** complimentary drink tickets (\$32 value)
- Invitation to VIP Season Kickoff Party
- **6** guests for 2 exclusive Guest Artist Recitals (complimentary drinks & food)
- ASO Musician at your office (lunch-break entertainment)
- Invitations to other special events throughout the season, such as Up Close with an ASO Musician

Premier Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$7,500



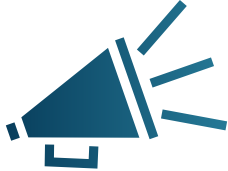
Digital & Print Materials

- Logo on the footer of all ASO website pages
- Name in press release distributed to area newspapers, publications and radio
- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and logo on ASO website



Program Recognition

- Logo on the front cover of the concert program
- Free **half-page** ad (can use the free ad as credit toward a larger ad)
- Logo on sponsor page of concert program as Premier Sponsor



Concert Recognition

- Logo, tagline, & photos displayed on the large auditorium screen prior to the concert
- Company table in the lobby for a single concert for promo materials
- Logo on lobby display banner at every concert
- Name recognition from stage at every concert



Tickets

- **14** complimentary concert tickets to the current concert season (\$448 value)
- 50% employee discount on tickets for all concerts
- **7** complimentary drink tickets at lobby bar (\$28 value)
- Premium seating access before tickets go on sale to the general public
- Ticket Insurance (replacement of lost tickets)



Auction & Special Events

- **4** complimentary tickets to the ASO Gala & Auction (\$400 value)
- Logo on auction website
- **4** complimentary drink tickets (\$16)
- Invitation to VIP Season Kickoff Party
- **4** guests for 2 exclusive Guest Artist Recitals (complimentary drinks & food)
- Invitations to other special events throughout the season, such as Up Close with an ASO Musician

Ovation Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$5,000



Digital & Print Materials

- Name in press release distributed to area newspapers, publications and radio
- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and logo on ASO website



Program Recognition

- Free **1/4-page** ad (can use the free ad as credit toward a larger ad)
- Logo on sponsor page of concert program as Ovation Sponsor



Concert Recognition

- Logo on the large auditorium screen prior to the concert
- Logo on lobby display banner at every concert



Tickets

- **10** complimentary concert tickets to the current concert season (\$320 value)
- 50% employee discount on tickets for all concerts
- **5** complimentary drink tickets at lobby bar (\$20 value)
- Premium seating access before tickets go on sale to the general public
- Ticket Insurance (replacement of lost tickets)



Auction & Special Events

- **2** complimentary tickets to the ASO Gala & Auction (\$200 value)
- Logo on auction website
- **2** complimentary drink tickets (\$8 value)
- Invitation to VIP Season Kickoff Party
- **2** guests for 2 exclusive Guest Artist Recitals (complimentary drinks & food)
- Invitations to other special events throughout the season, such as Up Close with an ASO Musician

Applause Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$2,500



Program Recognition

- Free **1/8-page** ad (can use the free ad as credit toward a larger ad)
- Logo on sponsor page of concert program as Applause Sponsor



Digital & Print Materials

- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and logo on ASO website



Concert Recognition

- Logo on the large auditorium screen prior to the concert
- Logo on lobby display banner at every concert



Tickets

- **6** complimentary concert tickets to the current concert season (\$192 value)
- 20% employee discount on tickets for all concerts
- **3** complimentary drink tickets at lobby bar (\$12 value)
- Premium seating access before tickets go on sale to the general public
- Ticket Insurance (replacement of lost tickets)

Special Events

- Logo on event signage
- Invitation to VIP Season Kickoff Party
- **2** guests for 2 exclusive Guest Artist Recitals (complimentary drinks & food)

Acclaim Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$1,500



Program Recognition

- 25% off concert program advertising rates
- Company name listed on sponsor page of concert program as Acclaim Sponsor



Digital & Print Materials

- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and name listed on ASO website



Concert Recognition

- Company name on the large auditorium screen prior to the concert
- Company name on lobby display banner at every concert



Tickets

- **4** complimentary concert tickets to the current concert season (\$128 value)
- 20% employee discount on tickets for all concerts
- Ticket Insurance (replacement of lost tickets)

Special Events

- Company name on event signage
- Invitation to VIP Season Kickoff Party
- **2** guests for 1 exclusive Guest Artist Recital (complimentary drinks & food)

Kudos Sponsor

Letting your community know you care about the arts!

Benefits cover the 2026-2027 Season

\$1,000



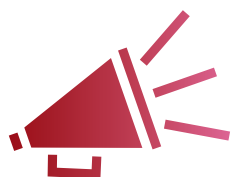
Program Recognition

- Company name listed on sponsor page of concert program as Kudos Sponsor



Digital & Print Materials

- Logo included in all concert and education email blasts (approximately 5,000+ distributions per season)
- 12-month (July-June) company link and name listed on ASO website



Concert Recognition

- Company name on the large auditorium screen prior to the concert
- Company name on lobby display banner at every concert



Tickets

- **2** complimentary concert tickets to the current concert season (\$64 value)
- Ticket Insurance (replacement of lost tickets)

Special Events

- Company name on event signage
- Invitation to VIP Season Kickoff Party
- **2** guests for 1 exclusive Guest Artist Recital (complimentary drinks & food)

Have Questions?

We are happy to answer them! Call us at (517) 264-3121
or email libby@adriansymphony.org

Office Hours:

Mon-Fri 9AM-5PM

Summer Hours:

Mon-Thurs 8AM-4PM

110 S. Madison St., Adrian, MI 49221 | (517) 264-3121 | adriansymphony.org

2026-2027 Sponsorship Agreement

1 Please fill out your contact information

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

2 Sponsorship Level

Please select your sponsorship level below

Title Sponsor (\$10,000+) **Includes free FULL PAGE ad in program*

Premier Sponsor (\$7,500+) **Includes free 1/2 PAGE ad in program*

Ovation Sponsor (\$5,000+) **Includes free 1/4 PAGE ad in program*

Applause Sponsor (\$2,500+) **Includes free 1/8 PAGE ad in program*

Acclaim Sponsor (\$1,500+) **Includes 25% off ad in program*

Kudos Sponsor (\$1,000+)

3 Logo & Advertising

Please select your logo option below

ALL SPONSORS

Use our logo from last season

I will email a new logo by 9/8

We do not have a logo
Please use our company name

Please select your advertising option below

IF APPLICABLE

Please use my previous artwork

I will submit my ad by 9/8

Please design my ad for me

Please contact me about
upgrading my ad

Please contact me about
additional Auction tickets

Advertising Contact (if different from above):

Contact person: _____

Email: _____

4 Billing

Sponsorship Amount: _____

Check is enclosed, made payable to ASO

Check No. _____

Please charge my VISA/MC/Discover (add 5% processing fee)

Card No. _____

Exp: _____ CVC Code: _____

Pay later: Please send invoice to

Email: _____

Signature:

ADVERTISING

Introduce your business to the ASO community

If you want to introduce your business or organization and its products/services to a quality crowd who values their local community, there is no better value than investing in advertisements in our full-color, **magazine-style** concert programs.



All advertisements are printed in full-color with sizes to fit every vision and budget!

Scan with smartphone camera to see a digital copy of our programs!



Supporting the arts in your community

An ad in our ASO concert program not only helps you, but **makes it possible for us to continue to offer high-quality musical concerts and educational programs.**

Concert Program Advertising Agreement

1 Please fill out your contact information

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

2 Ad Size & Location

Please select your season program advertising size below

	Price	Select
Back Cover (8" x 10.5")	\$2000	
Inside Front Cover (8" x 10.5")	\$1600	
Inside Back Cover (8" x 10.5")	\$1600	
First Page (8" x 10.5")	\$1400	
Last Page (8" x 10.5")	\$1400	
Full Page (8" x 10.5")	\$1200	
1/2 Page Horizontal (8" x 5")	\$850	
1/2 Page Vertical (3.75" x 10.5")	\$850	
1/4 Page (3.75" x 5")	\$500	
1/8 Page (3.75" x 2.5")	\$250	

3 Artwork

Please select your artwork option below

I am a **returning** advertiser.
Please use my previous artwork

I will submit my ad by 9/8

Please design my ad for me

4 Billing

***Payment due by September 14**

Advertising Price: _____

Check is enclosed, made payable to ASO

Check No. _____

Please charge my VISA/MC/Discover (add 5% processing fee)

Card No. _____

Exp: _____ CVC Code: _____

Pay later: Please send invoice to

Email: _____

Signature:



Advertising Sizing

(8" x 10.5")

Back Cover

Inside Front Cover

First Page

Last Page

Full Page

(3.75" x 10.5")

1/2 Page Vertical

(8" x 5")

1/2 Page Horizontal

(3.75" x 5")

1/4 Page

(3.75" x 2.5")

1/8 Page



Want to learn more?

We are happy to answer all of your questions!
Call us at (517) 264-3121
or email libby@adriansymphony.org for sponsorships,
or amber@adriansymphony.org for advertising.

Office Hours:
Mon-Fri 9AM-5PM
Summer Hours:
Mon-Thurs 8AM-4PM