



# Connect locally

## Livingston Symphony Orchestra Sponsorship Guide

For over 30 years, the Livingston Symphony Orchestra, a 501(c)(3) non-profit, has provided local musicians the opportunity to develop and improve their skills—and foster a love of music in our community.





### Why sponsor?

- Gain high-impact brand visibility with logo placement on our website, social channels, social advertising, newsletter, and concert program
- Lead generation through professional high-quality color ad placement in our concert program
- Foster a direct relationship with 300-500 local audience members each concert
- Build community engagement by impacting the lives of local musicians
- Complimentary concert tickets

### Who is our audience?

We have a loyal, long-term audience that is local to Livingston county. Sponsors can target audience members and social followers for brand visibility, recognition, and lead generation.

### How to sponsor

Concert 	Chair 	Piece of music 	Advertise 
\$400 concert/ \$1600 season	\$400/season	\$250	\$50 to \$200
Your business is featured in our concert program, website, social channels, and newsletter. Includes a half-page advertisement.	You choose the section (Violin I, Bass, etc.) and the name (i.e., "Ruth Jones Memorial Chair") for your sponsorship in our concert program.	Sponsorship message in the concert program (i.e., "This work sponsored by Sweet Tunes Music Store"). Includes a half-page advertisement.	High-quality color ad placement in our concert program. See back for ad-size details.

### How to get started

Go online to <https://www.lso.org/sponsor> to fill out our sponsor form or download a printable version. It's that easy!

# Concert program advertisement sizes

