



Milton Crotts, Music Director • PO Box 256, Asheville NC 28802 • [www.blueridgeorchestra.org](http://www.blueridgeorchestra.org) • (828) 782-3354

## 2023-'24 Season Business Friendship Rate Sheet

Here at the Blue Ridge Orchestra, we love connecting with and helping to promote local establishments.

We offer **Business Friendships** at a variety of levels. Each level includes a printed ad in our concert programs, listing in the program, a logo on our website, and orchestra promotional items (of token value), as well as other perks proportional to the donation level (see chart, below).

The ultimate form of support is a **Concert Sponsorship** (see back), which confers all the benefits of the Platinum Friendship plus inclusion of the business's name and logo in all concert promotional materials and advertisements, as well as business branding at the concert venue.

---

Read below regarding sponsorship opportunities for two of our exclusive events:

- Thursday, March 7<sup>th</sup>, 2024: Musique Ménage, a house concert at the Governor's Western Residence
- Saturday, June 22<sup>nd</sup>, 2024: Passing the Baton: Generation to Generation

We are in search of sponsorships to cover the cost of our food and beverages for both of these events, and support in any amount is greatly appreciated. Anyone who donates \$750 or more for one (or both) evenings will receive an invitation for two guests.

In addition, we have several levels of benefits for becoming a Friend of the BRO, and concert sponsorships for our October and April concerts are still available. Full details of the Friend levels with their associated benefits can be seen in the attached sponsorship packet. Any donors to the Fundraising event will receive the benefits commensurate with the corresponding Friendship level (see chart on following page).



Milton Crotts, Music Director • PO Box 256, Asheville NC 28802 • [www.blueridgeorchestra.org](http://www.blueridgeorchestra.org) • (828) 782-3354

## Benefits of Business Friendship

*Benefits last through June 30, 2024 (or 365 days from last donation date)*

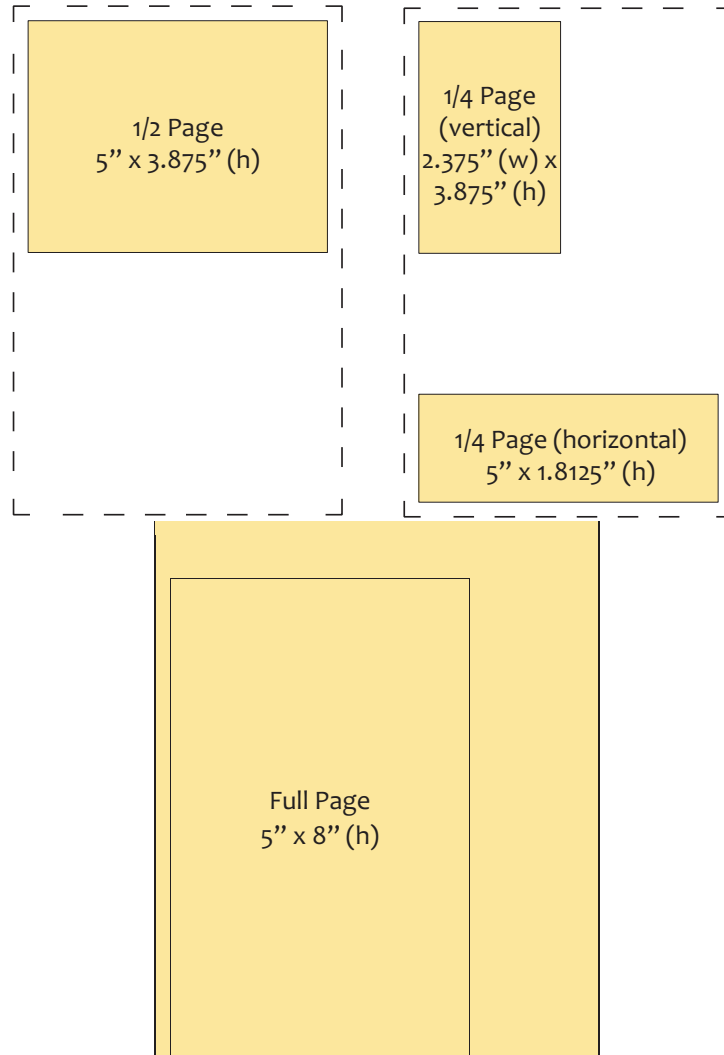
	Donation Amount			
	\$250	\$500	\$1000	\$2500+
Business Friend Levels:	Bronze	Silver	Gold	Platinum
Website listing	●	●	●	●
Program listing	●	●	●	●
Friend Rate Ticket Discounts	●	●	●	●
Complimentary Concert Tickets*	4 Tickets	2 Season Tickets (2 tickets to every concert)		
Orchestra Swag	Sticker or magnet	Sticker and magnet, plus choice of T-shirt or tote bag		
Program ad (businesses only)	¼ page	½ page	Full page	Full page
Reserved seating			●	●
Recognition from podium				●

\*Tickets are valued at \$15/each for tax purposes. Donors may opt out of receiving tickets if desired.



Milton Crotts, Music Director • PO Box 256, Asheville NC 28802 • [www.blueridgeorchestra.org](http://www.blueridgeorchestra.org) • (828) 782-3354

## Ad Sizes and Specifications



All ads are printed in full color. Digital files only. Preferred format is HIGH RESOLUTION (300 dpi or greater) PDF (CMYK color). PNG, EPS, PSD, and AI files (300 dpi, CMYK color) are also acceptable. HIGH RESOLUTION (300 dpi or greater) JPG or TIFF files may be acceptable. Assistance creating artwork is available.



Milton Crotts, Music Director • PO Box 256, Asheville NC 28802 • [www.blueridgeorchestra.org](http://www.blueridgeorchestra.org) • (828) 782-3354

## Concert/ Fundraiser Dates and Advertising Deadlines Season 2023-'24

\* The BRO is performing for HCC with all proceeds of the concert going to support their students. These programs will be produced by HCC, and contain all BRO Friend listings and business logos, however, not a full ad. The ad size and benefits for all other regular concert series venues of the BRO will be produced according to the above listed guidelines (page 2).

Concert	Theme	Concert Dates	Venue
<i>The Well-Tempered Wizard</i>	This concert will highlight Mozart's <i>Don Giovanni Overture</i> , Saint-Saën's <i>Danse Macabre</i> , selections from American Fall-favorites, <i>Harry Potter and Wicked</i> , etc. Featuring Paula Akbar, violin and Tinder Burris, violoncello.	October 28 <sup>th</sup> & 29 <sup>th</sup> , 2023 at 3:00pm.	Charles Beall Auditorium, Haywood Community College campus, Clyde, NC: October 28 <sup>th</sup> *  Lipinsky Auditorium, UNC Asheville campus: October 29 <sup>th</sup>
BRO e	This concert will showcase Holiday favorites including Tchaikovsky's <i>The Nutcracker Suite, Op. 71a</i> .  Andre Maatian, as we perform his brilliant, <i>Rigby's Escape for flute, clarinet, and string orchestra</i> .	December 9 <sup>th</sup> & 10 <sup>th</sup> , 2023 at 7:00pm	Charles Beall Auditorium, Haywood Community College campus, Clyde, NC: December 9 <sup>th</sup> *  Warren Wilson Presbyterian Church, Swannanoa, NC: December 10 <sup>th</sup>
<i>Musique Ménage</i> 2024	Translation: "household of music." Join us to observe and absorb the gifts and talents of BRO's chamber music in an intimate setting. We will partner with special guests and artists for this exclusive event.	<i>Prelude Event</i> on March 7 <sup>th</sup> at 6:00pm. with public performances on March 8 <sup>th</sup> , 2024 in the afternoon	Governor's Western Residence, Asheville, NC: March 7 <sup>th</sup> .  Venue TBA: March 8 <sup>th</sup>
<i>Spring Fourth</i>	Theme will embrace classical favorites including Robert Schumann's <i>Symphony No. 1 in B-flat major, Op. 38</i> ; <i>Spring</i> featuring Solo Cellist, Franklin Keel.	April 27 <sup>th</sup> & 28 <sup>th</sup> , 2024 at 3:00pm.	Lipinsky Auditorium, UNC Asheville campus: April 27 <sup>th</sup>  Wortham Center for the Performing Arts (Diana Wortham Theatre), Asheville, NC: April 28 <sup>th</sup>
<i>Music, hors d'oeuvres &amp; Wine: Solstice Soirée</i>	Our fundraiser event will take place outside at a beautiful vineyard. Guests will enjoy hors d'oeuvres and soothing chamber music by some of BRO's finest musicians.	June 22 <sup>nd</sup> , 2024 at 6:00 pm.	Souther Williams Vineyard, Hendersonville, NC June 22 <sup>nd</sup> *

**This Concert Has Been Sponsored**



Milton Crotts, Music Director • PO Box 256, Asheville NC 28802 • [www.blueridgeorchestra.org](http://www.blueridgeorchestra.org) • (828) 782-3354

## Ad Reservation Deadlines

Printed publications for this event may vary for certain programs, as these concerts are held in multiple settings and venues.

- The Well-Tempered Wizard: Ad space reserved and artwork submitted by Friday, October 1<sup>st</sup>, 2023.
- ~~BRO Revels! 2023: Ad space reserved and artwork submitted by Thursday, November 2<sup>nd</sup>, 2023.~~
- Musique Ménage 2024: Ad space reserved and artwork submitted by Friday, February 9<sup>th</sup>, 2024.
- Spring Fourth: Ad space reserved and artwork submitted by Thursday, 4<sup>th</sup>, 2024.
- Solstice Soirée: Ad space reserved and artwork submitted by Friday, June 14<sup>th</sup>, 2024.

## Concert Sponsorship Opportunities

Pricing: \$3,000 per concert

Concert sponsors are limited to 1 per concert. In exchange for sponsorship, the participating business receives all the perks of a Platinum Friendship, plus additional advertising in all concert publicity:

- Logo featured on all posters & postcards
- Logo included in all advertisements, print and digital
- Business name included in press release and all calendar listings
- Logo appears on the cover of printed concert materials (e.g. program)
- Full page ad in concert program
- Banner or other visible business promotion in the lobby of the concert venue

## Contact Us!

Ready to become a Friend? Contact:

Priscilla Anderson

Cell: 828-450-4489

Email: [priscilla@blueridgeorchestra.org](mailto:priscilla@blueridgeorchestra.org)