

Sponsorship Fact Sheet

WHEN: Saturday, August 21, 2010*

WHERE: Christopher Columbus Park* - Boston, Massachusetts

WHAT: Longwood Symphony Orchestra, Boston's signature ensemble for Music and Medicine, will be presenting a special summer event in Boston, August 2010. This inaugural Longwood Symphony Orchestra event, "**Health and Harmony on the Harbor**" will be hosted by Latoyia Edwards, health reporter and NECN weekend morning anchor, and will feature a Health Expo offering families fun and creative ways to live a healthy and active life from some of the region's leading health experts. The day will culminate in a concert led by Maestro Jonathan McPhee that will be featured on NECN during a future broadcast (date to be determined).

The goal of the event is to promote healthy living for families throughout Massachusetts, through increased health education, better nutrition and healthy lifestyles. At the same time, the Health Expo is an opportunity for businesses and foundations involved in Health Care to showcase their work. The event will also raise awareness for Longwood Symphony Orchestra and its role in the arts and sciences as the orchestra of Boston's medical community.

For 27 years Longwood Symphony Orchestra has served its community through musical performances that support the medically underserved through outreach into hospitals and health care facilities, and public educational opportunities about music and medicine. Many of the orchestra members are leaders in the health care community. They are caregivers, research scientists, and primary care physicians that represent all of the major medical centers and medical schools in greater Boston.

THE AUDIENCE: Longwood Symphony Orchestra's summer concerts in Boston traditionally draw people from the local community (Back Bay, Beacon Hill) and the Greater Boston area (Cambridge, Wellesley, Newton, Arlington). With opportunities for children and families to learn and participate in healthy activities, we expect an audience of more than 3,000 people.

THE SPONSORS: It is planned that 35 booths will line the perimeter of the grounds of Christopher Columbus Park. This event is an opportunity for the potential sponsors and organizations to share information about their products and educate the public about healthy lifestyles. We are currently looking for corporations and organizations in the following areas:

- health care industry
- biotech
- healthy foods
- health related apparel such as running shoes and backpacks
- medical centers and hospitals
- medical schools
- health prevention nonprofit organizations
- green technology companies
- educational companies

* Date and location may be subject to change

Sponsorship Tiers

Presenting Sponsor \$35,000.00 (1 available)

Event Details

- Acknowledgement as Title Sponsor on all event related print materials
- Signage at the event with a banner on the stage
- Opportunity for company to welcome audience from the stage
- Onstage acknowledgment by announcer
- 20 VIP tickets to VIP Area at the performance
- 10'x20' white tent, 4 chairs and 2 tables in premium location
- Full page black and white advertisement on the back cover of the **"Health and Harmony on the Harbor"** program book and logo presence on the cover
- As an added bonus, a full page black and white advertisement in Longwood Symphony Orchestra's program book for the four regular season concerts
- 10 pairs of season subscriptions to the remaining regular season concerts at NEC's Jordan Hall
- Invitations to selected events throughout the season, including special symposia on music and medicine held throughout the season
- A special performance by members of the Longwood Symphony at a healthcare related facility of your choosing (hospice, hospital, etc.)
- Opportunity to tour one of the facilities affiliated with our orchestra membership
- Participation in Longwood Symphony's Corporate Circle Employee Ticket Program, which provides your employees with special discounts for performances throughout the season

Media Details

- Media exposure including twenty (20) of :30 spots on NECN leading up to the Concert
- 100,000 Impressions on NECN.com with a 300 x 250 ad
- Title sponsorship in the television special that will air on NECN
- Two (2) :60 spots that will air during the television special

Supporting Sponsor \$15,000.00 (10 available)

Event Details

- Acknowledgement as a Supporting Sponsor on all event related print materials
- Signage at the event with a listing on the stage banner
- Onstage acknowledgement by announcer
- 10 VIP tickets to VIP Area at the performance
- Basic 10'x10' white tent with 2 chairs and 1 table
- Full page black and white advertisement in the **"Health and Harmony on the Harbor"** event program book and logo presence on the cover
- Title sponsorship in the television special that will air on NECN
- As an added bonus, a full page black and white advertisement in Longwood Symphony Orchestra's program book for the four regular season concerts
- 5 pairs of season subscriptions to the remaining regular season concerts at NEC's Jordan Hall

Media Details

- Media exposure including ten (10) of :30 spots on NECN leading up to the Concert
- 50,000 Impressions on NECN.com with a 300 x 250 ad
- One (1) :60 spot that will air during the television special

Health Fair Sponsor \$5,000.00 (10 available)

Event Details

- Basic 10'x10' white display tent, 2 chairs and 1 table
- Acknowledgement as participating company in the “**Health and Harmony on the Harbor**” event program book
- 4 VIP tickets to the Longwood Symphony Orchestra Concert
- Quarter page black and white advertisement in the “**Health and Harmony on the Harbor**” event program book
- Corporate logo with link on exclusive Longwood Symphony Health Expo webpage
- As an added bonus, a quarter page black and white advertisement in Longwood Symphony Orchestra’s program book for the four regular season concerts

Media Details

- A closing credit mention in the television special that will air on NECN

Exhibitor Sponsor \$1,500.00 (15 available)

Event Details

- Basic 10'x10' white display tent, 2 chairs and 1 table
- Acknowledgement as participating company in the “**Health and Harmony on the Harbor**” event program book
- Corporate logo with link on exclusive Longwood Symphony Health Expo webpage

Health Expo Event Program Book

Full Page Ad \$500.00

- Full page black and white advertisement in the “**Health and Harmony on the Harbor**” event program book

Half Page Ad \$250.00

- Half page black and white advertisement in the “**Health and Harmony on the Harbor**” event program book

Quarter Page Ad \$125.00

- Quarter page black and white advertisement in the “**Health and Harmony on the Harbor**” event program book

Special Advertisement Longwood Symphony Orchestra Ad \$1,000.00

- Longwood Symphony Orchestra is offering a discounted added full page black and white advertisement in Longwood Symphony Orchestra’s program book for the four regular season concerts
(Full page ad in Longwood Symphony Orchestra’s program book would normally be \$1,250.00)

Sponsorship Pledge Form

Yes! I/We want to have a positive impact on citizens of the Commonwealth focusing on Preventive Health by supporting the “**Health and Harmony on the Harbor**” Health Expo at the following level:

☐ Presenting Sponsor \$35,000.00

☐ Event Program Book Full Page Ad \$500.00

☐ Supporting Sponsor \$15,000.00

☐ Event Program Book Half Page Ad \$250.00

☐ Health Fair Sponsor \$5,000.00

☐ Event Program Book Quarter Page Ad \$125.00

☐ Exhibitor Sponsor \$1,500.00

☐ Special Advertisement Longwood Symphony
Orchestra Ad \$1,000.00

Contact Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

Please make checks payable to **Longwood Symphony Orchestra** and mail to:

Longwood Symphony Orchestra
Attention: Jillian Scales
P.O. Box 886
Brookline, MA 02446

If you have any questions about the sponsorship opportunities, please contact Jillian Scales, at 617-667-1527 or jscales@longwoodsymphony.org.

Longwood Symphony Orchestra is a 501 (c)(3) nonprofit organization.
Your contribution is tax-deductible.

Additional Opportunities on the Reverse Side

- ☐ Include information about Health and Harmony on the Harbor in my organization's newsletter
- ☐ Provide Longwood Symphony Orchestra with my organization's e-mail list
- ☐ Send an email to my organization's e-mail list about the Health and Harmony on the Harbor event
- ☐ Provide a link to Longwood Symphony Orchestra's Health and Harmony on the Harbor web page from my organization's web site
- ☐ Provide financial contributions to Health and Harmony on the Harbor event
- ☐ Print campaign web site address at the bottom of check stubs
- ☐ Provide in-kind donations
- ☐ Refer business associates and friends who may be helpful to Longwood Symphony Orchestra's Health and Harmony on the Harbor event
- ☐ Recruit volunteers to assist campaign staff with mailings, material distribution, event set-up, etc.
- ☐ I know of others whom might be interested in sponsorships or in-kind donations, please contact me
- ☐ I know of health related organizations that may be interested in exhibiting at the Health and Harmony on the Harbor Summer Concert and Health Expo

Comments/Ideas:
