



 Boston Symphony
Orchestra

 Boston Pops  Tanglewood  Symphony Hall

Corporate Champions Initiative

BSO Business Partners

Overview

Background

As the BSO advances a new strategic direction, it is positioned to serve not only as a world-class cultural organization, but as one of the city's premier civic convening platforms.

Opportunity

Designed for 10-15 companies who see the BSO as a partner in advancing their business goals, this opportunity combines an elevated and customizable partnership with executive engagement and participation in our most visible institutional events.

Leadership Commitment

Minimum \$50,000 annually plus participation in at least one of the BSO's signature events (Company Celebration and Opening Night Gala).

Three Core Elements



01

Executive-Level Access & Visibility

Leverage the BSO as a natural gathering place for senior leadership — where executives connect with one another in an elevated and distinctive setting.

02

Signature Event Support

Provide leadership support for at least one of the BSO's signature annual events: Opening Night Gala and/or Company Celebration at Pops.

03

Customizable Year-Round Benefits

Join BSO Business Partners, an annual, year-round engagement program with its own suite of benefits, at the leadership level.



1. Executive-Level Access and Visibility

Corporate Champions will:

- Participate in **tailor-made events and other high-level donor and trustee gatherings** tied to major institutional milestones
- Have opportunity to join **invitation-only gala committees**
- Participate in occasional **strategic conversations around corporate engagement**

2. Signature Event Support

Company Celebration at Pops

A signature event of the Holiday Pops season, this one-night corporate fundraising event brings together companies across the region to sponsor a bespoke concert, with special programming that includes an exclusive guest artist. **Sponsorship options range from \$30,000 - \$125,000.**

Opening Night Gala

Part of the BSO's opening weekend festivities, this black-tie concert features special one-night programming featuring a globally significant guest artist and serves as a major fundraising event for the BSO. **Sponsorship options range from \$25,000 - \$125,000.**



3. A Customizable, Year-Round Partnership*

Concierge Ticketing to Top Performances

Exclusive advance access and concierge ticketing services for high-demand performances at Symphony Hall.

Year-Round Complimentary Tickets

Reward an employee, create a client touchpoint, or foster belonging through involvement with a company ERG or charitable organization.

Recognition

Affiliate your company with our growing community programs, our loyal patrons, and a world-renowned artistic brand.

Behind-the-Scenes & VIP Experiences

Treat employees or clients for a custom, private tour; host an off-site meeting or event in an historic setting; enjoy access to our Private Lounge during concerts.

Volunteer Opportunities and Employee Benefits

Serve your community and engage your staff by helping the BSO deliver some of our most important programs. Offer ticket benefits to your entire employee base through a branded online portal.



Boston Symphony Orchestra

BSO Business Partners

We look forward to customizing a partnership to help meet your business goals.

Lauren Budding

Chief Development Officer

lbudding@bso.org

W: 617-638-9311

Joan Jolley

Director of Corporate Partners

jjolley@bso.org

M: 617-429-9444



Appendix: Program Benefits

Ticketing

Corporate Hospitality Night at Fall Pops or Spring Pops Includes company recognition across Symphony Hall, complimentary tickets, and hospitality options.	40 Tickets, Private Reception Space
Holiday Pops Tickets Host a top performing team or clients at must-see holiday events with early access to secure prime seating.	20
VIP Access to Boston Pops July 4 Fireworks Spectacular Reserved seating and backstage entrance to avoid crowds. Top-client bucket list opportunity.	4 (July 3 or 4)
BSO Family Concert Tickets Perfect for a client or employee with young children, or a Parents Employee Resource Group.	10
Tickets to one BSO and one Boston Pops Working Rehearsal A behind-the-scenes opportunity for intellectually curious clients or music aficionado colleagues.	20 / 20
Tanglewood Tickets Reward a hard-working colleague with fun summer activity in the Berkshires. BSO or Pops concerts only.	4 Music Shed 10 Lawn
Year-Round Ticketing Benefits Complimentary tickets to select BSO and Pops concerts throughout the year, advance ordering privileges and Concierge Ticketing assistance, no handling fees and best available seating.	✓

Appendix: Program Benefits

Marketing and Brand Recognition

Bespoke LinkedIn post(s) highlighting your company's activations	Up to 10
Full page, full color ad in BSO Program Book	Four Weeks
Online business listing on bso.org A searchable index of Business Partners by category with contact information and web links.	✓
Recognition as a BSO Corporate Champion on bso.org	✓
Inclusion in a BSO LinkedIn post and Boston Business Journal ad highlighting new and renewed members	✓
Recognition in the donor section of select BSO and Pops program books and in the BSO Annual Report	✓

Annual Program Benefits

Hospitality, Networking, and Employee Engagement

<p>Community Partner Charitable Ticket Donation Program: Join us in serving the community by nominating & hosting a charitable partner to receive tickets to a concert.</p>	50 guests across 2-4 concerts
<p>Private, Guided Tour of Symphony Hall. Experience one of the most historic concert halls in the world via a 45-90 minute behind-the-scenes tour.</p>	Unlimited
<p>Access to Private BSO Donor Lounge: Impress guests and meet like-minded members of our donor community attending our BSO concerts.</p>	✓
<p>BSO Business Partners Networking Reception & Concert Network with business leaders and enjoy a night of fun together through food, drinks, and amazing music.</p>	Reserved Table of 8
<p>Invitations to Exclusive, Executive-level BSO Donor Events</p>	✓
<p>Employee Volunteer Opportunities Decorate Symphony Hall for holidays; host special guests at a Sensory Friendly concert; showcase a horn, violin or tuba for kids at our Instrument Playground; more!</p>	Team of up to 8 at 4 events
<p>Employee Discount Ticket Page A popular, self-serve way for your employees to access discount tickets to concerts.</p>	✓
<p>Invitations to Higginson Society & Cocktails with Keith Donor Events</p>	✓
<p>10% Discount on Private Space Rentals and BSO Merchandise</p>	✓