PRESIDENTS AT POPS

June 9, 2020 | Symphony Hall

Celebrating Keith Lockhart’s 25th Anniversary
Featuring Special Guest, Sting

LEAD SPONSORSHIPS

In addition to benefits listed at each level, all Lead Sponsors receive prominent recognition throughout Presidents at Pops, and are listed on the BSO website and in the BSO Annual Report.

KEITH LOCKHART 25TH — $250,000 each
• One Premier Package (10 floor seats and 10 balcony seats)
• Backstage Visit with Sting for 2 guests
• Vital support for Boston Pops programming and artists, in honor of Keith Lockhart
• Two-page full-color spread in the commemorative program book
• Sponsorship of 60 students at DARTS (Days in the Arts at Tanglewood)
• Recognition in a behind-the-scenes digital series celebrating Keith Lockhart’s 25th

GUEST ARTIST — $100,000 each
• One Premier Package (10 floor seats and 10 balcony seats)
• Backstage Visit with Sting for 2 guests
• Two-page full-color spread in the commemorative program book
• Sponsorship of 50 students at DARTS

TOP BRASS — $50,000 each
• One Premier Package (10 floor seats and 10 balcony seats)
• Full-page full-color sponsor page in the commemorative program book
• Sponsorship of 40 students at DARTS
• Block of tickets to one concert during the 2020–21 BSO season for a BSO community partner or organization of your choice

FANFARE — $35,000 each
• One Prime Package (10 floor seats and 10 balcony seats)
• Full-page full-color sponsor page in the commemorative program book
• Sponsorship of 30 students at DARTS
• BSO Business Partners membership at Patron Level

DARTS LEAD BENEFACORS — $35,000 each
• One Prime Package (10 floor seats and 10 balcony seats)
• Full-page full-color sponsor page in the commemorative program book
• Sponsorship of 60 students at DARTS

CHAIRMAN’S CIRCLE — $25,000 each (limit 2 per sponsor)
• One Premium Package (10 floor seats and 10 balcony seats)
• Full-page full-color sponsor page in the commemorative program book
• Sponsorship of 20 students at DARTS

PRESIDENT’S CIRCLE — $15,000 each (limit 2 per sponsor)
• One Premium Package (10 floor seats and 10 balcony seats; floor seating located in Rows M–N)
• Full-page black-and-white sponsor page in the commemorative program book
• Sponsorship of 20 students at DARTS
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Name(s) _________________________________________________________________________________

Company (if applicable) ____________________________________________________________________ Title ____________________________________________

PLEASE NOTE: INFORMATION ABOVE WILL APPEAR IN THE EVENT PROGRAM AS PRINTED UNLESS OTHERWISE NOTED.

Address _____________________________________________ City, State, Zip____________________________________

General Contact ___________________________ Phone _________________ Email __________________________

Program Book Contact ___________________________ Phone _________________ Email __________________________

LEAD SPONSORSHIPS Non-deductible benefits valued at $3,500

Keith Lockhart 25th $250,000 $ ______________

Guest Artist $100,000 $ ______________

Top Brass $50,000 $ ______________

Fanfare $35,000 $ ______________

DARTS Lead Benefactor $35,000 $ ______________

Chairman’s Circle $25,000 $ ______________

President’s Circle $15,000 $ ______________

GRAND TOTAL $ ______________

Signature ___________________________________________________________________________________ Date _________________________

Please return this form and payment (checks payable to Boston Symphony Orchestra) to:
Corporate Initiatives Office | Boston Symphony Orchestra | 301 Massachusetts Avenue | Boston, MA 02115

All sponsorship levels subject to availability. Seating is assigned within each tier on a first-come, first-served basis. Chairman’s Circle, President’s Circle, and Ticket Packages are limited to 2 per sponsor; a waitlist is available for additional packages. Please note that the BSO is unable to accept payment from a Donor-Advised Fund for all Lead Sponsorships and Ticket Packages that include non-deductible benefits of any kind.
SPONSOR PAGE SPECIFICATIONS

Deadline: April 17, 2020

Page Size (Trim Size): 8” horizontal x 10.875” vertical (no bleeds)

Ad Size:
- 8.25” horizontal x 11.125” vertical (full page with 1/8” bleeds)
- 7” horizontal x 10” vertical (full page without bleeds)

File Requirements: All artwork must be supplied as a high-resolution PDF. High resolution is a minimum of 300 dpi. If the artwork is designed with bleeds, please indicate so when submitting the file. Artwork must have a minimum 1/8” bleed; please DO NOT include crop marks or other printer’s marks. E-mail delivery is preferred.

Submit to: Annie McGuire, Manager, Corporate Initiatives and Development Research
617-638-9272 | amcguire@bso.org

Sponsor artwork that does not meet size requirements will be reduced or enlarged, if possible, or will have a border added or changed at the discretion of the publisher. Artwork that cannot be reduced or enlarged will require that corrected artwork be furnished. The Boston Symphony Orchestra and its vendors are not responsible for errors in work done on sponsor pages that are not in print-ready condition when submitted for publication. It is the responsibility of the sponsor or agency to proofread all artwork submitted for publication. Sponsor page rates are non-commissionable.

PLEASE NOTE

• Sponsor pages for Presidents at Pops are considered acknowledgments—and not direct advertising. Your sponsor page should not include qualitative or comparative language, price information, indications of savings or value, or a direct inducement to purchase or use a service. BSO staff will notify you if your page requires resubmission in order to qualify as an acknowledgment.

• The correct name of the organization is: The Boston Symphony Orchestra. If used as part of a sentence, please do not capitalize “the” (the Boston Symphony Orchestra). It is also acceptable to pay tribute to “the Boston Pops Orchestra” if you like. Sponsor pages should not contain BSO-branded logos or images of the Boston Symphony Orchestra or Boston Pops Orchestra.

• The name of the event is “Presidents at Pops,” not “Presidents at the Pops” or “The Presidents at Pops.”

• If you do not mention a date in your ad (i.e. Presidents at Pops 2020), we can run it in consecutive years, if applicable.

For sponsor page questions, please contact Annie McGuire, Manager, Corporate Initiatives and Development Research, at 617-638-9272 or amcguire@bso.org.

For additional information, please contact:
Mary Thomson, Director of Corporate Initiatives
Boston Symphony Orchestra | 301 Massachusetts Avenue | Boston, MA 02115
617-638-9278 | mthomson@bso.org