



Dorothy Sandler-Glick; Artistic Director

## SYRINX CONCERTS TORONTO 2014-15 SEASON CORPORATE SPONSORSHIP OPPORTUNITIES

### About Syrinx

Syrinx Concerts Toronto is a non-profit charitable organization whose mandate is dedicated to increase the awareness of Canadian composers and classical musicians. The past nine years Syrinx has presented an annual classical chamber music concert series with performances by preeminent professionals as well as outstanding emerging young performers programmed by artistic director Dorothy Sandler-Glick. Each concert highlights work by a Canadian Composer along with an array of familiar classical music repertoire. The concerts are intimate and informal giving the audience a musical salon experience. At the end of each concert we invite the audience to a post-concert reception carrying on the conversation between the audience and musicians after the performance.

### Audience

Many of Syrinx patrons attend multiple concerts, which creates deeper, more lasting impressions for our sponsors. Syrinx concert goers are mainly from the GTA, but we do have patrons who come from further afield such as Hamilton, York Region, Kitchener-Waterloo and Barrie. The audience demographic is well educated with higher than average incomes with 45% senior, 10% student and 45% working adults.

### Why Donate

Ticket sales to all performances contribute less than 40 per cent of the cost of running the Syrinx Concerts Toronto series. A grant from the Toronto Arts Council contributes 15 per cent the remaining is raised by individual donations and corporate sponsorship. Without patrons Syrinx Concerts Toronto would simply not be able to sustain the quality of its activities.

There are few performance opportunities for classical musicians in the Toronto area. Moreover, there are very few opportunities to present works by Canadian composers. Syrinx Concerts serves the local community by providing a venue for the performance of *Canadian* works by *Canadian* artists. It is unique in this respect. Your generosity will help Syrinx Concerts to serve in this role and otherwise achieve its mandate of exposing classical music to people of ages and stages to the extraordinary personal benefits that come from involvement in music and the arts with the presentation of high quality concerts featuring local and professional musicians and encouraging artistic excellence. Your generosity will help maintain and extend a diverse range of musical, educational and community initiatives.

Whatever your company's aims, we have a sponsorship package to meet your needs. When you partner with the Syrinx Concerts Toronto, you not only support the arts in your community but you associate your image with a first-class concert series, gaining exposure to a sophisticated and unique audience. Corporate sponsors receive corporate recognition in all publicity, advertising, and promotional activities associated with their sponsorship. We will work with you to determine a sponsorship package tailored to meet your company's marketing and client needs.

### Corporate Community Relations Benefits

Syrinx Concerts Toronto is committed to creating programming that brings classical music to people of all ages and backgrounds.

### By partnering with the Syrinx Concerts Toronto your company will:

- ♪ Establish an association with an excellent chamber music concert series
- ♪ Raise its community profile
- ♪ Be viewed as a philanthropic organization
- ♪ Help make classical music accessible and affordable
- ♪ Corporate Concert dedications



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### **Advertising Benefits**

Syrinx Concerts Toronto corporate sponsors receive recognition in all publicity and advertising activities associated with their special sponsorship.

Your company may be featured in the following publications:

- ♪ Season Brochure (distribution of 1,000)
- ♪ Performance Press Release
- ♪ Your logo may appear in ads in the following publications and online listings: such as The Wholenote, Bachtrack, NOW Magazine, The Grid

### **Your company can be recognized in the following media:**

- ♪ Syrinx Concerts Toronto Website Homepage (1,000 monthly impressions)
- ♪ Lobby Signage
- ♪ Our social Media Strategy
- ♪ Program Ad or Insert

Investment opportunities objective is to create a sponsorship package that is tailor-made to serve your corporate goals.

### **Suggested Packages**

**Patron:** *Min. \$250* (recognition with logo on brochure and website plus 2 season tickets)

**Amore:** *Min. \$500* (recognition logo on brochure and website plus 4 season tickets)

**Player Sponsorship:** (piano, violin, etc.) *Min. \$1,500* (recognition logo on brochure and website plus 4 season tickets)

**Concert Sponsorship:** *Min. \$5,000* a tailored month long sponsorship can increase your visibility and exposure to the Syrinx Concerts Toronto audiences. Quantity of Concert tickets is customized to suit.

**Season Sponsorship:** *Min. \$15,000* sponsor a full season and gain access to all promotional, marketing benefits including season tickets. Naming rights to a concert series which target specific demographics working in concert with Syrinx Concerts Toronto

If you are interested in exploring sponsorship opportunities with Syrinx Concerts Toronto please contact:

**Cliff Cole:** Chair of the Board for Syrinx Concerts Toronto: [clifford.cole@gowlings.com](mailto:clifford.cole@gowlings.com)

**Dorothy Sandler-Glick:** Artistic Director Syrinx Concerts Toronto: [info@syrinxconcerts.ca](mailto:info@syrinxconcerts.ca)

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Syrinx Concerts Toronto is a non-profit charitable organisation you will receive a tax receipt for your generous donation: Charitable number: 119208064RR0001