



Rights and Benefits of Sponsorship

Rights

- Right of first refusal for *Presenting sponsorship (Silver Ball) for the 2017/18 Season*

Benefits

Concert sponsorship associates sponsor with:

- Newfoundland and Labrador's largest and most prestigious arts organization - a provincial organization at the level of the community; and
- the only organization of its kind in the province with an incredible record of success.

To demonstrate the commitment of sponsor to:

- the community in which it does business;
- arts advocacy through the endorsement of classical music and music education at a time when budgetary measures are seeing the reduction or demise of many school music programs and performance/touring initiatives;
- the growing careers of exceptional local classical musicians; and
- the continuing development of young musicians and music students.

Opportunities

To utilize sponsorship of the Newfoundland Symphony Orchestra to:

- enhance brand image and elevate sponsor's community profile on local and provincial levels;
- market sponsor's association with the organization to customers, employees, and other stakeholders through materials, presence at concerts, and other promotional events; and
- market sponsor's association with the organization through its regular marketing and promotional campaigns and other activities.