

Cambridge Symphony Orchestra Development Program

You don't need to be a musician to help us make music!

The CSO is growing faster than ever this year. With as many as 90 musicians on the stage at each concert, we need a way to inform our members, fans, donors, sponsors, and the general public about what we've done to get this growth, and what we all can do to ensure it continues. The CSO recently established a new Development Committee that is dedicated to growing our audiences, communicating and achieving growth progress and goals, planning events, and fostering relationships (both new and old) to help us reach those goals.

AUDIENCE GROWTH

One of the Development Committee's major objectives is to increase concert attendance by encouraging our audiences to invite potential fans to performances. We will equip each audience member with the right tools and resources to help us accomplish this goal:

Audience Companion Tickets

Complimentary Companion Tickets are intended for *new audience members only*.

Subscriber 2-for-1 Package

Subscribers, both new and returning, will receive one (1) Companion Ticket per paid subscription, good for any series concert.

Example:

Subscriber 2-for-1 Package will include tickets to the CSO's full season: 1 ticket for each performance (November, January, March, May), plus 1 Companion Ticket, a total of 5 tickets.

Couple's 3-for-2 Package

For every two tickets purchased *in advance* by a party for a particular performance, one (1) Companion Ticket will be included at no charge, valid for that performance only.

Example: Prepaid Order (PayPal or Check)

2 Adults, 2 Seniors, 2 Students for March 2012 concert would receive 3 Companion Tickets, a total of 9 tickets.

TARGET YOUR GIFT

The Spiller Fund, in memory of Gertrude Spiller, co-founder of the CSO, has existed since 1990, and targets commissions and community outreach. We're adding other directed giving options to provide opportunities to fund specific items the CSO needs. Please consider helping to underwrite equipment and other initiatives which are vital to the CSO's artistry and community in concert.

Percussion

The CSO is currently seeking donations for new percussion equipment:

Suspended cymbal: \$200	Suspended cymbal stand: \$60	Snare drum: \$200	Glockenspiel stand: \$90
Bass drum: \$600-800	Bass drum stand: \$75	Bass drum mallet: \$30	Ratchet: \$25
Tam-tam (gong): \$400	Tam-tam stand: \$150	Tam-tam mallet: \$35	Wood block: \$25
Set of four timpani: \$8,000+	Set of bells w/ stand: \$650	Guiro: \$20	Claves: \$20

Write **Percussion** (and an instrument) on the *Notes* line of your check to direct your gift this year.

Our concert programs list all contributors that meet the \$20 minimum contribution level. Give \$500+ and get your name on a plaque on the instrument. Get more bang for your buck!

Music

In order to properly adhere to copyright laws, the CSO owns, borrows, rents, or commissions all the music we perform. The high costs that this incurs often place restrictions on the music we are able to acquire for concerts. By choosing to underwrite some of these costs, you can help the CSO expand its library and provide more diverse concert programs.

Write **Music** on the *Notes* line of your check to direct your gift to music purchases, commissions, and rentals.

Concerts & Tickets

The CSO presents both ticketed and free concerts during our season. Historically, we are lucky to break even for our ticketed events given hall rental, instrument transport, printing and advertising, and soloist costs. We pay many of these same costs for our free concerts as well. An average concert costs the CSO between \$3,000 and \$5,000 to stage, depending on the hall rental fees.

Please consider underwriting a portion of our concerts with a directed gift of \$1000 or more. *Concert Underwriters will be listed on the program page in the concert booklet.*

Underwriting Deadlines:

Performance Date	Underwriting Deadline
November 2011	October 30 th , 2011
January 2012	December 20 th , 2011
March 2012	February 28 th , 2012
May 2012	April 30 th , 2012

Write <Month> **Concert** on your check's Note line to direct your gift to this initiative, e.g. "**May Concert**".
Write **Tickets** on your check's Note line to subsidize concert tickets for junior/senior high students.

Please make all checks payable to:

Cambridge Symphony Orchestra
3 Union Terrace
Cambridge, MA 02141

Thank you for your continued support in helping the CSO grow as an ensemble and member of the Cambridge community. We are excited about the new Development programs this year, and look forward to watching our fans grow and participate in ways they never have before.

For any questions regarding sponsorships, donations, or Development opportunities, please write to Development@cambridgesymphony.org.