



**INDIANAPOLIS
SYMPHONY
ORCHESTRA**

Sponsorship Opportunities



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Dear Community Leader,

Since 1930, the Indianapolis Symphony Orchestra (ISO) has been the heart of artistic excellence in Indianapolis. We could not accomplish this without the support of businesses that sponsor the ISO. Our partners enable us to present a diverse repertoire both inside and outside our historic Hilbert Circle Theatre home, as well as contribute to our community's vitality in a meaningful way. In fiscal year 2023 alone, the ISO contributed over \$37 million to the greater Indianapolis economy, performing nearly 200 concerts annually and employing 239 individuals. Thanks to generous sponsors and partners like you, we continue to create unforgettable musical experiences that inspire, educate, and connect people of all ages and backgrounds.

With your sponsorship, you are not just supporting a beloved institution; you are making a tangible difference in the lives of countless individuals. Sponsoring the ISO not only helps sustain our operations but also enables us to:

Expand Educational Programs: Your support nurtures the next generation of musicians and music lovers through initiatives like the Metropolitan Youth Orchestra, the Discovery Concert Series, and Side-by-Side. These programs provide invaluable opportunities for young talent to thrive.

Enhance Community Outreach: Your contribution ensures that music remains accessible to all through free public performances and partnerships with local organizations. Together, we bring the joy of music to diverse audiences across our city.

Present Exceptional Performances: With your investment, we bring renowned guest artists and innovative productions to Indianapolis, enriching our cultural landscape and elevating the quality of life for everyone in our community.

In appreciation of your support, we offer a range of benefits designed to enhance your company's visibility and demonstrate your commitment to the arts. We would be delighted to discuss how we can tailor a sponsorship package to meet your specific needs. Enclosed, you will find detailed information about our sponsorship opportunities and the profound impact of your contribution.

Thank you for considering a partnership with the ISO. Together, we can ensure that the transformative power of music continues to thrive in our community, attracting creative professionals and enriching lives for generations to come. We look forward to collaborating with you and celebrating the arts together.

With heartfelt gratitude,



James M. Johnson

CEO



Maggie Leemhuis

Director of Corporate and Foundation Giving



Classical Series

The *Classical Series* is the cornerstone of the Indianapolis Symphony Orchestra's mission, showcasing beloved classical repertoire at the highest artistic level. This series is integral to our identity, attracting world-renowned guest artists and conductors. Spanning September to June with over 30 performances across 16 weekends, it emphasizes diversity in programming and audience outreach in central Indiana.

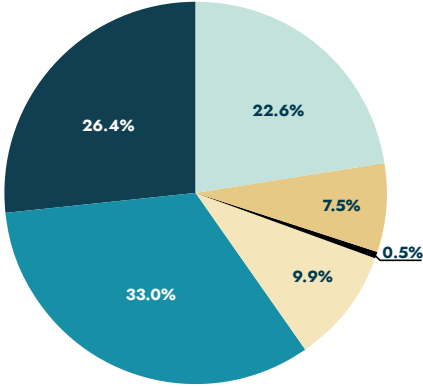
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
22,370

Number of concerts
each season
32

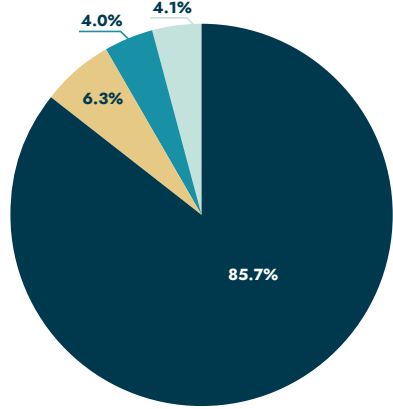
Total views
on webpage
2,271

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928)
 ● Generation X (Born 1965-1980)
 ● Silent Generation (Born 1928-1945)
 ● Generation Y (Born 1981-1997)
 ● Baby Boomers (Born 1946-1964)
 ● Generation Z (Born after 1997)

RACE BREAKDOWN



● White/Other
 ● Asian
 ● African American
 ● Hispanic

BENEFIT	TITLE \$150,000+ *	PREMIER \$75,000	ASSOCIATE \$50,000	SUPPORTING \$25,000	PATRON \$15,000	DIGITAL \$5,000
Name incorporated into the Classical Series title	●					
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre prior to and during every Classical Series concert	●	●				
Recognition on all Classical Series concert pages in the ISO's program books	●	●	●			
Verbal recognition from stage before each Classical Series concert	●	●	●	●		
Complimentary use of the Wood Room for a reception/event	●	●	●	●	●	
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●	●	●	●	
Name/logo recognition in all printed and digital promotional materials	●	●	●	●	●	●
Opportunity to distribute information/ host a display table in the lobby	●	●	●	●	●	●
Complimentary Tickets	●	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●	●

*Title Sponsorship of the Classical Series has been committed.



Pops Series

The *Pops Series* brings together the best of popular music in a lively and dynamic atmosphere over 8-weeks, for 16 concerts total, each season. Each performance celebrates music's diverse and enduring appeal, from beloved Broadway tunes to iconic movie scores. Featuring guest artists who shine, these concerts promise unforgettable evenings filled with joyous melodies and captivating rhythms.

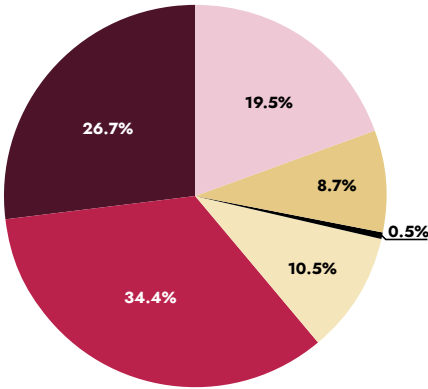
AUDIENCE DEMOGRAPHICS

Approx. Annual Attendance
15,450

Number of concerts each season
16

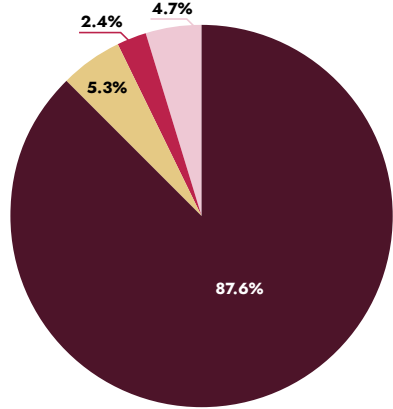
Total views on webpage
3,674

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928) ● Generation X (Born 1965–1980)
● Silent Generation (Born 1928–1945) ● Generation Y (Born 1981–1997)
● Baby Boomers (Born 1946–1964) ● Generation Z (Born after 1997)

RACE BREAKDOWN



● White/Other ● Asian
● African American ● Hispanic

BENEFIT	TITLE \$100,000+*	PREMIER \$50,000	ASSOCIATE \$25,000	SUPPORTING \$15,000	PATRON \$5,000	DIGITAL \$2,500
Name incorporated into the Pop Series title	●					
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre prior to and during every Pops Series concert	●	●				
Recognition on all Pops Series concert pages in the ISO's program books	●	●	●			
Verbal recognition from stage before each Pops Series concert	●	●	●	●		
Complimentary use of the Wood Room for a reception/event	●	●	●	●		
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●	●	●	●	
Complimentary Tickets	●	●	●	●	●	
Name/logo recognition in all printed and digital promotional materials	●	●	●	●	●	●
Opportunity to distribute information/ host a display table in the lobby	●	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●	●

*Title Sponsorship of the Pops Series has been committed.



Film Series

The *Film Series* transforms classic and contemporary films into unforgettable experiences, blending the power of live orchestral music with the visual splendor of beloved movies. Whether you are captivated by timeless tales or thrilling adventures, each screening promises to transport you through the film's artistry and the dynamic prowess of symphonic performance. Immerse yourself in a journey where music meets the silver screen, bringing stories to life in ways that resonate long after the credits roll.

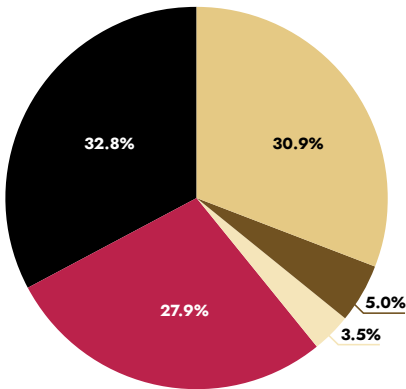
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
7,100

Number of concerts
each season
6

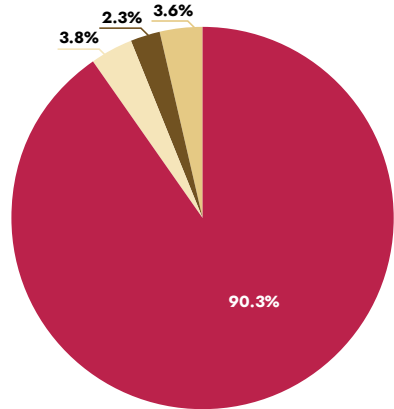
Total views on
webpage
1,868

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928)
 ● Generation X (Born 1965-1980)
● Silent Generation (Born 1928-1945)
 ● Generation Y (Born 1981-1997)
● Baby Boomers (Born 1946-1964)
 ● Generation Z (Born after 1997)

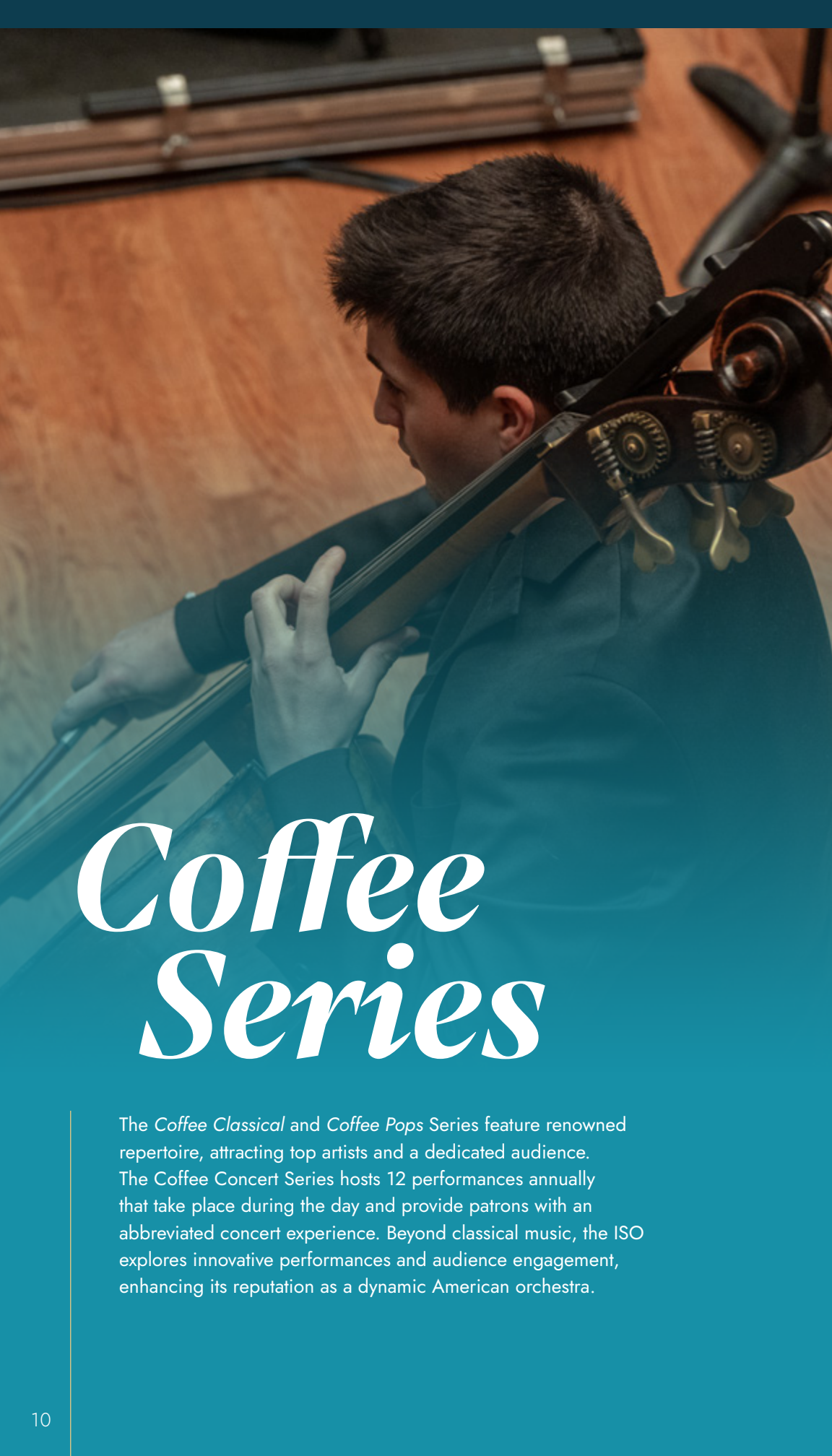
RACE BREAKDOWN



● White/Other
 ● Asian
● African American
 ● Hispanic

	TITLE \$25,000+ *	PREMIER \$15,000	ASSOCIATE \$10,000	SUPPORTING \$5,000	PATRON \$2,500
BENEFIT					
Name incorporated into the Film Series title	●				
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre prior to and during every Film Series concert	●	●			
Recognition on all Film Series concert pages in the ISO's program books	●	●	●		
Verbal recognition from stage before each Film Series concert	●	●	●		
Complimentary use of the Wood Room for a reception/event	●	●	●		
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●	●	●	
Complimentary Tickets	●	●	●	●	
Name/logo recognition in all printed and digital promotional materials	●	●	●	●	●
Opportunity to distribute information/ host a display table in the lobby	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●

*Title Sponsorship of the Film Series has been committed.



Coffee Series

The *Coffee Classical* and *Coffee Pops* Series feature renowned repertoire, attracting top artists and a dedicated audience. The *Coffee Concert Series* hosts 12 performances annually that take place during the day and provide patrons with an abbreviated concert experience. Beyond classical music, the ISO explores innovative performances and audience engagement, enhancing its reputation as a dynamic American orchestra.

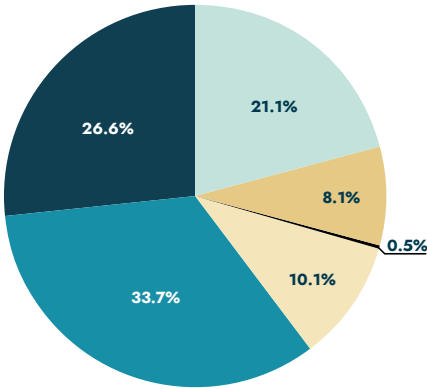
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
10,460

Number of concerts
each season
12

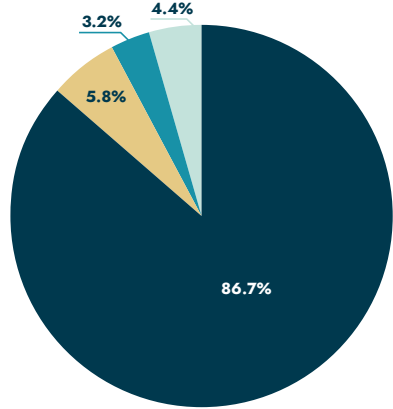
Total views
on webpage
1,638

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928) ● Generation X (Born 1965-1980)
● Silent Generation (Born 1928-1945) ● Generation Y (Born 1981-1997)
● Baby Boomers (Born 1946-1964) ● Generation Z (Born after 1997)

RACE BREAKDOWN



● White/Other ● Asian
● African American ● Hispanic

BENEFIT	TITLE \$50,000+	PREMIER \$25,000	ASSOCIATE \$15,000	SUPPORTING \$10,000	PATRON \$5,000	DIGITAL \$2,500
Name incorporated into the Coffee Series title	●					
Verbal recognition from stage before each sponsored concert	●	●				
Recognition on all Coffee Series concert pages in the ISO's program books	●	●	●			
Complimentary use of the Wood Room for a reception/event	●	●	●			
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●	●	●		
Complimentary parking passes	●	●	●	●		
Opportunity to distribute information/host a display table in the lobby	●	●	●	●	●	
Name/logo recognition in all printed and digital promotional materials	●	●	●	●	●	●
Complimentary Tickets	●	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●	●



Uncharted Series

The *Uncharted Series* offers transformative musical experiences where audiences are treated to dynamic performances seamlessly weaving together diverse musical genres. Conductor Steve Hackman blends modern hits from artists like Coldplay and Beyoncé with classical compositions from Beethoven and Stravinsky, these concerts offer a dynamic fusion of contemporary pop culture and timeless orchestral masterpieces. This innovative approach serves as a gateway, guiding music fans into the rich world of classical music while delighting audiences with a vibrant and eclectic repertoire.

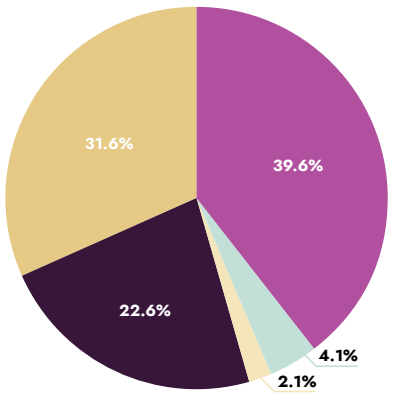
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
3,000

Number of concerts
each season
3

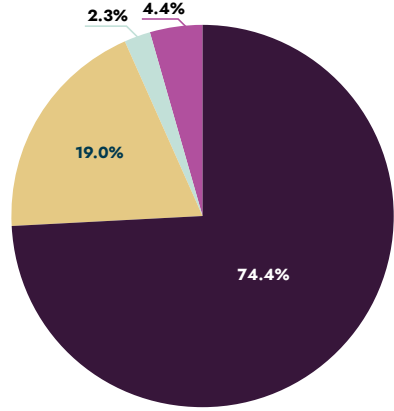
Total views
on webpage
1,685

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928)
 ● Generation X (Born 1965-1980)
● Silent Generation (Born 1928-1945)
 ● Generation Y (Born 1981-1997)
● Baby Boomers (Born 1946-1964)
 ● Generation Z (Born after 1997)

RACE BREAKDOWN



● White/Other
 ● Asian
● African American
 ● Hispanic

BENEFIT	TITLE	PREMIER	ASSOCIATE	SUPPORTING	PATRON
	\$25,000+	\$15,000	\$10,000	\$5,000	\$2,500
Name incorporated into the Uncharted Series title	●				
Verbal recognition from stage before each sponsored concert	●				
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre prior to and during Uncharted Series concerts	●	●			
Complimentary parking passes	●	●			
Complimentary use of the Wood Room for a reception/event	●	●	●		
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●	●		
Opportunity to distribute information/host a display table in the lobby area	●	●	●	●	
Name/logo recognition in all printed and digital promotional materials	●	●	●	●	●
Complimentary Tickets	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●



Yuletide Celebration

Yuletide Celebration grew from humble beginnings in 1986, when the ISO collaborated with many local performing arts organizations and presented eight holiday performances to an audience of 13,000 people. That original vision has transformed into a full-scale, Broadway-style holiday production of nearly 30 performances attracting more than 38,000 people annually. Audiences experience the magic of the holiday season through a festive extravaganza filled with enchanting music, heartwarming stories, and joyful performances that capture the spirit of Christmas. *Yuletide Celebration* features renowned artists, ISO musicians, and a chorus of talented singers, creating a magical experience that brings families and friends closer with every cherished note.

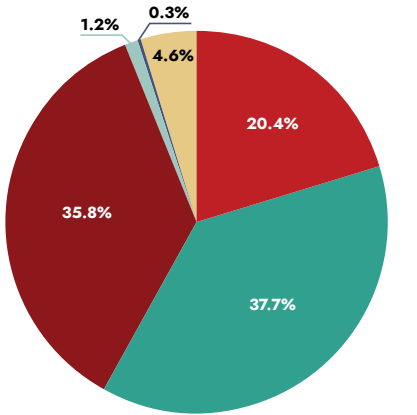
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
38,800

Number of concerts
each season
28

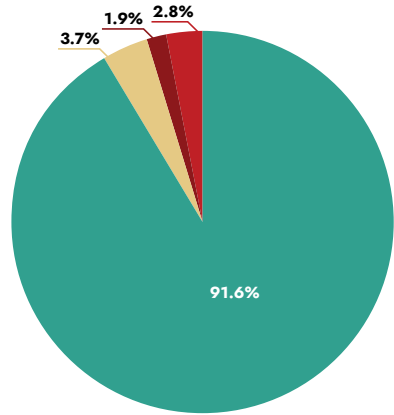
Total views
on webpage
5,964

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928) ● Generation X (Born 1965-1980)
● Silent Generation (Born 1928-1945) ● Generation Y (Born 1981-1997)
● Baby Boomers (Born 1946-1964) ● Generation Z (Born after 1997)

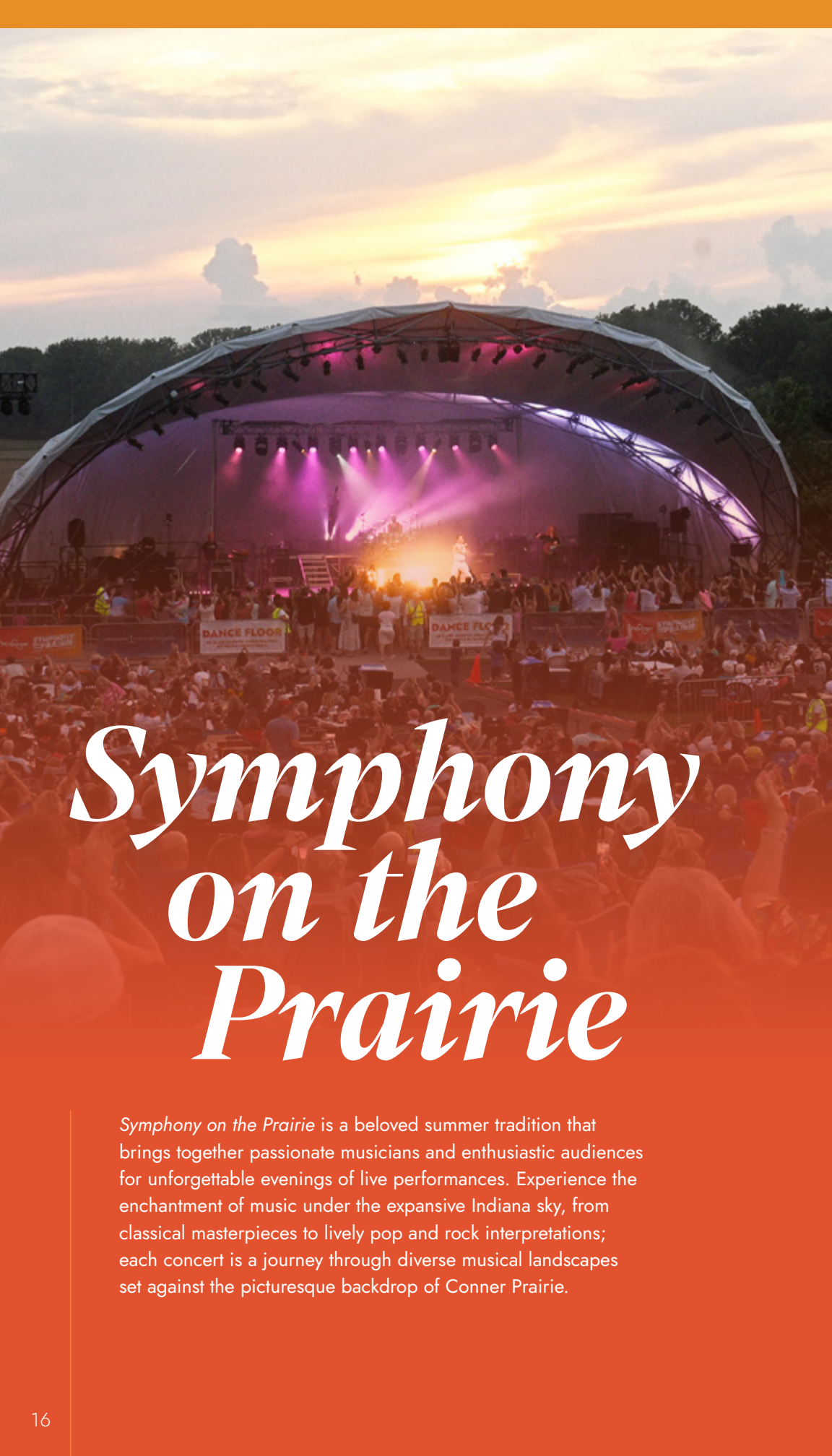
RACE BREAKDOWN



● White/Other ● Asian
● African American ● Hispanic

BENEFIT	TITLE \$250,000+ *	PREMIER \$25,000	ASSOCIATE \$15,000	SUPPORTING \$10,000	PATRON \$5,000	DIGITAL \$2,500
Name incorporated into the Yuletide Celebration title	●					
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre for the entire month of December	●	●				
Invitation to attend ISO's Founders' Room receptions during intermission of Classical and Pops concerts	●	●				
Name/logo recognition in all printed and digital promotional materials	●	●	●			
Complimentary use of the Wood Room for a reception/event	●	●	●			
Complimentary parking passes	●	●	●			
Verbal recognition from stage before each sponsored performance	●	●	●	●		
Complimentary Tickets	●	●	●	●	●	
Name/logo recognition in Yuletide Celebration program book	●	●	●	●	●	●
Corporate Discount Offer	●	●	●	●	●	●

*Title Sponsorship of Yuletide Celebration has been committed.



Symphony on the Prairie

Symphony on the Prairie is a beloved summer tradition that brings together passionate musicians and enthusiastic audiences for unforgettable evenings of live performances. Experience the enchantment of music under the expansive Indiana sky, from classical masterpieces to lively pop and rock interpretations; each concert is a journey through diverse musical landscapes set against the picturesque backdrop of Conner Prairie.

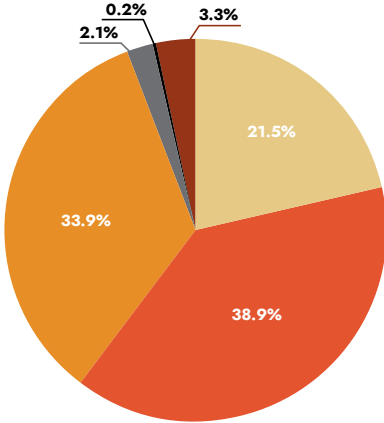
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
72,000

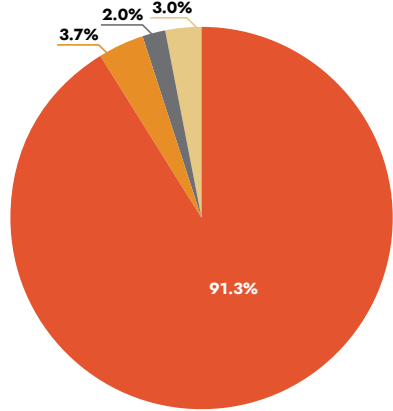
Number of concerts
each season
25

Total views
on webpage
5,190

GENERATION BREAKDOWN



RACE BREAKDOWN



● Greatest Generation (Born pre-1928) ● Generation X (Born 1965–1980)
● Silent Generation (Born 1928–1945) ● Generation Y (Born 1981–1997)
● Baby Boomers (Born 1946–1964) ● Generation Z (Born after 1997)

● White/Other ● Asian
● African American ● Hispanic

BENEFIT	TITLE \$250,000+ *	STAGE \$75,000	PREMIER \$25,000	ASSOCIATE \$15,000	SUPPORTING \$10,000	PATRON \$5,000	DIGITAL \$2,500
Name incorporated into the Symphony on the Prairie Series title	●						
Official naming rights of the stage for the entire SOTP Season		●					
Opportunity to display an advertisement on screens throughout SOTP season	●	●	●				
Verbal recognition from the stage at SOTP concerts	●	●	●	●			
Recognition on ISO social media channels throughout SOTP season	●	●	●	●	●		
Complimentary table, tickets, and VIP parking package	●	●	●	●	●		
Corporate Discount Offer	●	●	●	●	●	●	
Name/logo recognition in all digital promotional materials	●	●	●	●	●	●	●
Opportunity to distribute information at a display table/ tent located at the main gate	●	●	●	●	●	●	●
Complimentary GA Lawn Tickets	●	●	●	●	●	●	●

*Title Sponsorship of Symphony on the Prairie has been committed.



Sphinx Series

The *Sphinx Series*, a collaboration between the Indianapolis Symphony Orchestra and the Detroit-based Sphinx Organization, is a pioneering initiative celebrating diversity and excellence in classical music. Through four, free annual concerts, the *Sphinx Series* spotlights exceptional Black and Latinx musicians. It promotes inclusivity and broadens access to classical music in the Indianapolis community and beyond. The *Sphinx Series* endeavors to inspire audiences with the universal language of music, fostering a more vibrant and equitable cultural landscape for all.

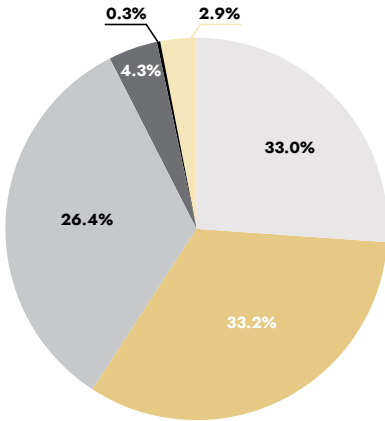
AUDIENCE DEMOGRAPHICS

Approx. Annual
Attendance
3,000

Number of concerts
each season
4

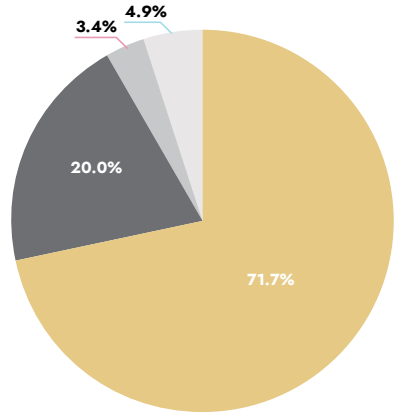
Total views
on webpage
356

GENERATION BREAKDOWN



● Greatest Generation (Born pre-1928) ● Generation X (Born 1965–1980)
● Silent Generation (Born 1928–1945) ● Generation Y (Born 1981–1997)
● Baby Boomers (Born 1946–1964) ● Generation Z (Born after 1997)

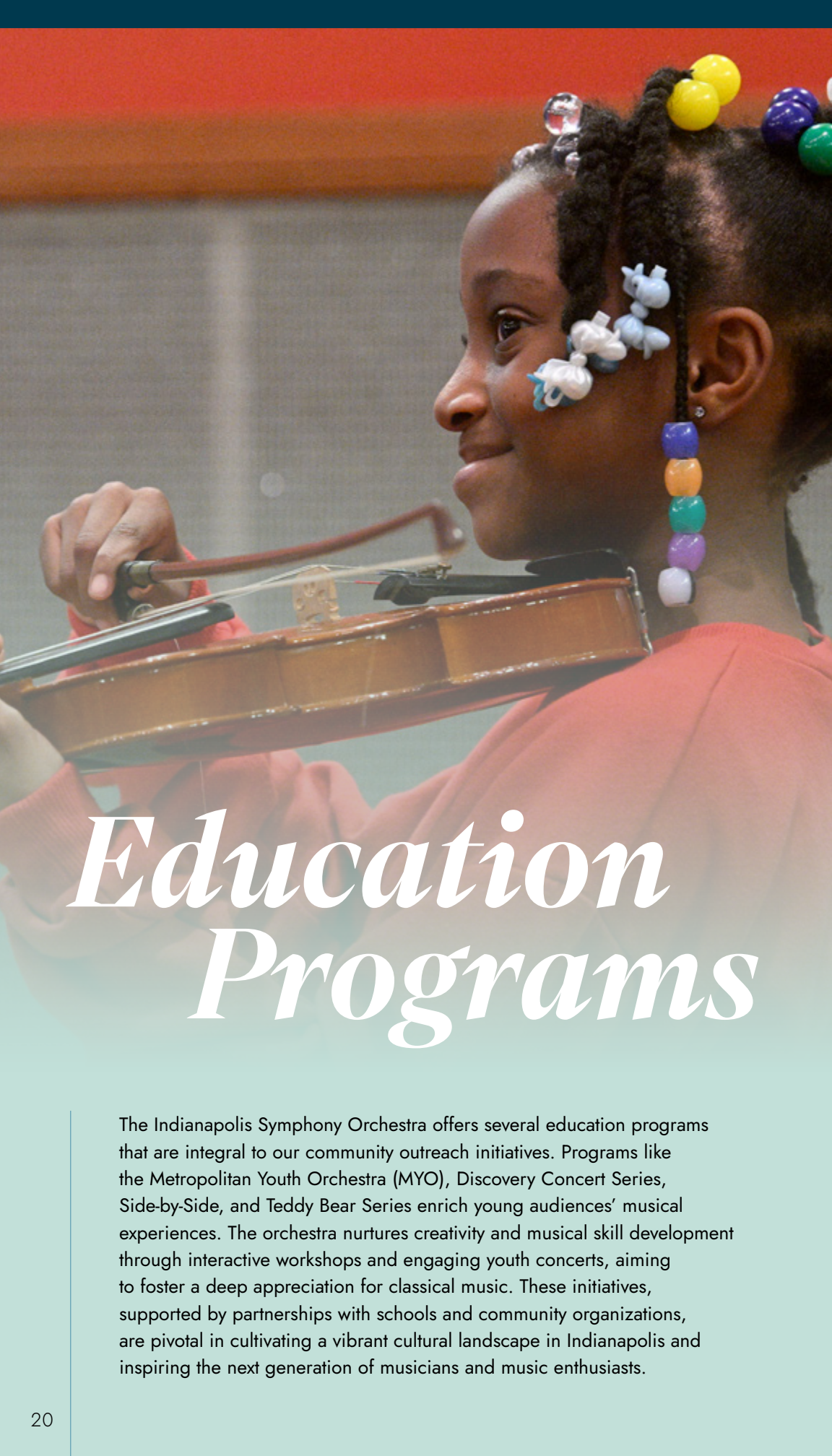
RACE BREAKDOWN



● White/Other ● Asian
● African American ● Hispanic

BENEFIT	TITLE \$100,000+ *	PREMIER \$40,000	ASSOCIATE \$20,000	SUPPORTING \$5,000
Name incorporated into the Sphinx Series title	●			
Verbal recognition from stage before each Sphinx Series concert	●			
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre for the week prior to each sponsored concert	●	●		
Complimentary use of the Wood Room for a reception/event	●	●		
Complimentary Tickets	●	●	●	
Social Media Recognition	●	●	●	
Name/logo recognition in Sphinx Series programs	●	●	●	●
Corporate Discount Offer	●	●	●	●

*Title Sponsorship of the Sphinx Series has been committed.



Education Programs

The Indianapolis Symphony Orchestra offers several education programs that are integral to our community outreach initiatives. Programs like the Metropolitan Youth Orchestra (MYO), Discovery Concert Series, Side-by-Side, and Teddy Bear Series enrich young audiences' musical experiences. The orchestra nurtures creativity and musical skill development through interactive workshops and engaging youth concerts, aiming to foster a deep appreciation for classical music. These initiatives, supported by partnerships with schools and community organizations, are pivotal in cultivating a vibrant cultural landscape in Indianapolis and inspiring the next generation of musicians and music enthusiasts.

METROPOLITAN YOUTH ORCHESTRA

Founded in 1995, the *Metropolitan Youth Orchestra* (MYO) is a youth and family development program of the ISO. For over 25 years, the MYO has been all about developing life skills through the rehearsal and performance of music. Students are provided a safe and loving environment to make mistakes, overcome fears, develop healthy relationships, fulfill their potential, and take the life skills learned through music to become successful adults.

DISCOVERY CONCERT SERIES

The *Discovery Concert Series* is specifically designed each year for students in grades 3-6 to experience orchestral music at Hilbert Circle Theatre. The program includes ready-to-use classroom packets and curriculum that meets the Indiana Academic Standards in language arts, math, music, ethnic studies, geography, social studies, science, dance, and visual art.

SIDE-BY-SIDE

Side-by-Side serves over 40 high school students each year. Led by the ISO's Assistant Conductor, students receive the opportunity to participate in 4 weeks of intensive coaching, sectionals, and performance alongside members of the ISO. The program culminates with a concert on the Hilbert Circle Theatre stage.

TEDDY BEAR SERIES

Featuring five different original stories written by ISO violinist Victoria Kintner Griswold, the *Teddy Bear Concert Series* introduces children, ages 3-6, to instruments of the orchestra through storytelling, movement, and live music. Young children have the opportunity to move with the music, play real violins, and interact with ISO musicians at each 30-minute program.

BENEFIT	TITLE \$25,000+	PREMIER \$15,000	ASSOCIATE \$5,000	SUPPORTING \$2,500
Name incorporated into the Education Series title	●			
Verbal recognition from stage before each sponsored program	●			
Logo displayed on a promotional marquee banner outside the Hilbert Circle Theatre for the week prior to each sponsored program	●	●		
Complimentary use of the Wood Room for a reception/event	●	●		
Complimentary Tickets	●	●	●	
Name/logo recognition in ISO's program book	●	●	●	●
Social Media Recognition	●	●	●	●
Corporate Discount Offer	●	●	●	●



Opening Night Gala

Immerse yourself in an evening of timeless elegance and musical brilliance at the Indianapolis Symphony Orchestra's Opening Night Gala. Celebrating the start of a new season, this event is a cornerstone of Indianapolis' cultural calendar. Experience enchanting performances by world-class musicians, conducted with passion and precision, in the historic Hilbert Circle Theatre. Enjoy a blend of beloved orchestral classics and exciting new compositions, all set amidst a backdrop of exquisite decor. After the concert, indulge in fine dining and delightful socializing, making memories to treasure at this distinguished event. For more information about sponsorship opportunities, please email sponsorships@indianapolissymphony.org.



FORE!

THE ISO

The Indianapolis Symphony Orchestra's annual golf fundraising event, *FORE! the ISO*, is dedicated to enriching music education in Central Indiana through programs like our Discovery Concerts and the Teddy Bear Series. These initiatives are vital in fostering a lifelong love of music among our community's youth. *FORE! the ISO* offers participants an afternoon of golf activities and provides opportunities for networking, games, and prizes—all contributing to the success of our various education programs. For more information about sponsorship opportunities, please email sponsorships@indianapolissymphony.org.



317-229-7094 | sponsorships@indianapolissymphony.org

INDIANAPOLISSYMPHONY.ORG