Symphony Stroll

Sunday, April 21, 2013
What is the Symphony Stroll?

• The Symphony Stroll, dubbed “a bar crawl with class”, is a stroll to various bars and restaurants in downtown Phoenix with all proceeds going to support the Symphony’s education and community engagement programs.

• Tickets are $50, $25 for students

• “What an amazing show of collaboration between the Symphony, the community and our downtown venues and restaurants,” said **Jim Ward, President and CEO of The Phoenix Symphony**. “We are humbled so many gave their time and resources to support The Phoenix Symphony’s Education programs.”
3rd Annual Symphony Stroll

- 800 people in attendance
- Wide variety of music from classical and jazz to R&B and pop
- Number of venues tripled from 2012 - 14 restaurants donated food and drinks at no cost to the Symphony
- Transportation provided by Real London Bus
- Revenue raised in 2013 >$26,000
Success and Growth

- **2011:**
  - $5,600
  - 3 locations
- **2012:**
  - $7,500
  - 6 locations
- **2013:**
  - $26,314
  - $6,972 Expenses
  - 14 locations
Stroll Promotion

• Various downtown organizations and businesses assisted in promoting the Stroll and allowed flyer distribution on their premises

• The flyer on the right was used in email blasts to Symphony patrons

• Leading up to the event, Stroll volunteers distributed flyers and sold tickets at every Symphony concert
Stroll Emails

• This is an example of a promotional email sent to the Symphony database. To view this email as a web page, click here: http://wfly.co/Gr4z3
Please click here to visit the webpage built for the 2013 Symphony Stroll: http://www.phoenixsymphony.org/events/2013-symphony-stroll
Stroll Raffle

- 10 gift baskets were sold during the raffle the night of the stroll
- Gift baskets included wine, gift certificates and Symphony vouchers
- All raffle items were donated at no cost to the Symphony
- The raffle brought in $1,360

Raffle Tickets
1 for $10
or
3 for $20

Proceeds benefit The Phoenix Symphony’s Education and Outreach Programs
Staff Investment

• Sponsorship letters sent to venues requesting their participation in the Stroll and food/wine donations

• Bands hired and insured for each venue

• Sponsorship request letters sent out to prospective donors to cover the majority of Stroll costs

• Requests for Raffle donations sent to prospective businesses
February 2013

Dear Sir,

On behalf of The Phoenix Symphony, we are pleased to announce the 3rd Annual Symphony Stroll event on April 21, 2013 from 3:30pm – 7:00pm in Downtown Phoenix. Described by the Arizona Republic as a high class pub crawl, the event showcases a variety of musical entertainment, food and beverages at downtown’s most trendy restaurants and hotels. Due to the popularity of The Symphony Stroll, we have expanded this year’s event to sixteen venues, close to triple from the previous year.

Funds raised from The Symphony Stroll benefit The Phoenix Symphony Education and Community Outreach programs which serve over 65,000 children and adults each year throughout the state. The Phoenix Symphony targets these programs to disadvantaged communities and schools that would not otherwise have the opportunity to experience music education or the arts.

We respectfully request support of the 2013 Symphony Stroll and invite you to consider a Stroll sponsorship. Your support of this unique event will help the Symphony to reach even more students and adults, ensuring that our programs will continue influencing Arizona’s future generations.

Enclosed is a sponsor information form and fact sheet. Sponsors will be recognized in all Symphony Stroll public relations materials, signs at participating venues, on the Symphony website and social media, giving your company widespread recognition in the community. If you have any questions or for more information, please feel free to contact Karen Thorn at kthorn@phoenixsymphony.org or (602) 452-0420.

Thank you for your consideration of our request and for your support of the arts in our community.

Sincerely,
Sponsorship Levels

Stroll Title Sponsor ($50,000)
- Named sponsor for The Symphony Stroll
- 30 tickets to The Stroll
- Special reserved seating
- Sponsor name/logo displayed on posters at all Stroll venues
- Sponsor name/logo in all Stroll press releases and promotional materials
- Listing in the in The Phoenix Symphony program
- Phoenix Symphony tickets for 30

Stroll Premier Sponsor ($10,000)
- 12 tickets to The Stroll
- Special reserved seating
- Sponsor name/logo displayed on posters at all Stroll venues
- Sponsor name/logo in all Stroll press releases and promotional materials
- Listing in the in The Phoenix Symphony program
- Phoenix Symphony tickets for 12

Stroll Grand Sponsor ($5,000)
- 10 tickets to The Stroll
- Special reserved seating
- Sponsor name/logo displayed on posters at all Stroll venues
- Sponsor name/logo in all Stroll press releases and promotional materials
- Listing in the in The Phoenix Symphony program
- Phoenix Symphony tickets for 10

Stroll Partner ($2,500)
- 6 tickets to The Stroll
- Special reserved seating
- Sponsor name/logo displayed at each Stroll venue
- Listing in the in The Phoenix Symphony program
- Phoenix Symphony tickets for 8

Stroll Contributor ($1,000)
- 4 tickets to The Stroll
- Special reserved seating
- Sponsor name displayed at the participating Stroll venue
- Phoenix Symphony tickets for 4

Sponsor a Stroll Musician ($500)
- 2 tickets to The Stroll
- Name displayed at the sponsored venue
- Phoenix Symphony tickets for 2

Supporting Friend ($250)
- 1 ticket to The Stroll
- Listing in The Phoenix Symphony program

The Symphony Stroll 2013 Sponsorship Agreement

NAME OF SPONSOR/ORGANIZATION

CONTACT PERSON

MAILING ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL

PLEDGE AMOUNT

HOW DO YOU PREFER TO BE LISTED IN PROMOTIONAL MATERIAL? (please print)

LEVEL OF SUPPORT (please check one)

☐ Stroll Title Sponsor ($50,000)
☐ Stroll Premier Sponsor ($10,000)
☐ Stroll Grand Sponsor ($5,000)
☐ Stroll Partner ($2,500)
☐ Stroll Contributor ($1,000)
☐ Sponsor a Stroll Musician ($500)
☐ Supporting Friend ($250)

PLEASE MAKE CHECKS PAYABLE TO ‘THE PHOENIX SYMPHONY’
Attn: Karen Thorn
One North 1st Street, Suite 200
Phoenix, AZ 85004
(602) 452-0420

The Phoenix Symphony is a 501(c) (3) nonprofit organization
Musician Agreement Sample

2013 Letter of Agreement
The Symphony Stroll

This letter of agreement is intended to summarize the mutual understanding between [Name] and The Phoenix Symphony for a charity event, benefiting Symphony Music Education programs, scheduled Sunday, April 21st, 2013 from 3:30 pm to 7:00 pm. By signing this Letter of Agreement both parties agree to the following:

Group/Musician Name: [Name]

Email: [Email] Contact/Phone: [Phone]

Perform at Venue: Tilted Kilt

Venue Address/Phone: 2 E Jefferson St. 602-293-3888

Performance time 3:30 pm to 7:00 pm on 4/21/13, minimum two 50 minute sets, 20 minute breaks. Set up earlier, as agreed by musician and venue. Please view venue in advance.

The Phoenix Symphony deeply appreciates your time, talent, travel cost and availability to support music education. Three drink tickets and Stroll designated appetizers/dessert provided for each musician, Two complimentary Stroll tickets per performer. Please supply photo or logo by February 27th for Stroll promotion (posters, flyers, email, Facebook, table tents, etc.) Please post Stroll information on your promotion and social media accounts.

Performance Fee: $200

Donation amount to Symphony: [Amount]

If you agree to the terms and conditions mentioned above, please sign, date and return agreement.
Improvements for 2014

• Recruit a larger committee to take responsibility for and organize the 2014 Symphony Stroll (Phoenix Symphony Young Professionals)

• Ensure better crowd flow:
  – Some restaurants were over-crowded
  – The busses were slow to make it through the route
  – Ticket check-in points

• Encourage and allow venues to sell Stroll tickets

• Secure even more sponsors to cover 100% of overhead costs

• Involve other downtown groups in the Stroll, raffle and sponsorships