Fundraising

Kansas City Symphony Guild
Intermezzo Candlelight Tour

Kansas City Symphony
Group 2
the kansas city symphony guild presents
intermezzo

candlelight tour

a holiday symphony for the senses
majestic. musical. memorable.
SYMPHONY LEVEL - $10,000
   All listed below PLUS
   Sponsor logo on Intermezzo guest tickets, KCH&G Magazine and all advertising material
   Ten Intermezzo tickets

CONDUCTOR - $5,000
   All listed below PLUS
   Sponsor logo on Intermezzo guest tickets
   Six Intermezzo tickets

CONCERT MASTER - $2,500
   All listed below PLUS
   Sponsor name listed on Kansas City Symphony website and program book
   Four Intermezzo tickets

OVATION - $1,000
   All listed below PLUS
   Sponsor name acknowledged on event signage

PATRON LEVEL - $500
   Recognition in publications
   Two Intermezzo tickets
Two goals were established for *intermezzo*

- To increase exposure of the Kansas City Symphony Guild within the community
- To provide an increased fundraising opportunity beyond the level typically achieved by the Homes of Note holiday tour
Income

- Ticket sales (330)* $33,200.00
- Sponsorships and donations (above ticket price) $18,800.00
- Total Receipts $52,000.00

*258 guest tickets/72 tickets as part of sponsorships

In-Kind Donations $25,168.45

- Party favors
- Food for volunteers
- Design and production of marketing materials
- Stanchions
- Printing costs
- Magazine coverage
- Catering
## Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering</td>
<td>$14,979.50</td>
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<tr>
<td>Valet Parking</td>
<td>60.00</td>
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<tr>
<td>Carolers – Lyric Opera</td>
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<td>Postage</td>
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<td>Liability Insurance</td>
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<td>Printing</td>
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<td>Homeowners Gift</td>
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<td>Holiday Luncheon Homeowners</td>
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<td>Publicity</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$16,126.12</strong></td>
</tr>
</tbody>
</table>
Total Income $52,000.00
Total Expenses 16,126.12
TOTAL PROFIT $35,873.88
The Kansas City Symphony Guild presents

intermezzo

Candlelight Tour
Wednesday, November 13, 2013
6:00 pm ~ 9:00 pm

Featuring the home of John and Twyla Wilson
North Shore Estates - Riss Lake
Parkville, Missouri

$100 per person
Complimentary valet parking
Symphony attire

It's a holiday symphony for the senses!

This candlelight tour of a beautiful Northland home includes cocktails and hors d'oeuvres, plus musical entertainment by members of the Kansas City Symphony.

intermezzo is proudly presented by the Kansas City Symphony Guild, supporting the Symphony since 1971.

Visit kcsymphony.org for tickets and information or call 816.741.4014.

intermezzo catering by Delish!

$k75 of the price of your ticket is tax-deductible
intermezzo

the kansas city symphony guild presents

intermezzo

candlelight tour

featuring the home of
john and twyla wilson
6001 julian drive
parkville, missouri

wednesday, november 13, 2013
6:00pm ~ 9:00 pm
cocktails and hors d'oeuvres
musical entertainment by members of
the kansas city symphony
$100 per person*

symphony attire
complimentary valet parking

Visit kcsymphonyguild.org for information
or call 816.741.4014

kcsymphonyguild.org
kcsymphony.org

*$75 of the price of your ticket is tax-deductible
Presented by the Kansas City Symphony Guild (an adaptation of the Homes of Note tour), this one-night event features a candlelight tour, cocktails and musical entertainment by members of the Kansas City Symphony.

This West Shore Estates home of John and Twyla Wilson in Riis Lake took three years to build, but the holiday collections on display have taken a lifetime to amass and were enlivened by the decorating expertise of Mary Carol Garrity and her staff at Neil Hills.

As you enter through the double doors and pass through the 22-foot Corinthian columns, you are greeted by five of 20 Jane Howard Santas displayed throughout the home. Guests will certainly be captivated with the leaded-glass windows and doors, freestanding curved staircase and twin faux-finished domes located 24 foot above, as well as the 12-foot “Symphony Christmas Tree” decorated with 13 full-sized musical instruments and antique music stands.

To keep cozy during the winter months, there are three fireplaces on the main level. The designs from Neil Hills incorporated music stands and antique sheet music on the mantel in the formal living room. In the hearth room, berrys, greenery and ribbon provide Christmas cheer. The third fireplace in the master suite features a collection of nutcrackers as well as “mamorables,” such as the tennis nutcracker purchased by the Wilsons’ daughter at the Garden Elementary Christmas store along with others given as gifts through the years.

STORY BY MARILYN LEWIS  PHOTOS BY JAMES MAIDHOFF
The *intermezzo* steering committee

1 Chairman
3 Assistant Chairs
1 Publicity Chair
1 Music Liaison
3-member Ticket Committee
2 Room Coordinators
3 Greeter Liaisons
4-member Sponsorship Committee
Recommendations for future events

- Monitor expenses closely, particularly catering
- Ensure guests can easily access both the bar and the buffet
- Ensure there are adequate quantities of food and drink
- Involve as many auxiliary members as possible in all stages of planning and preparation
The Kansas City Symphony Guild would like to thank the League of American Orchestras for honoring us with the Gold Book Award.
Kansas City Symphony Guild
Intermezzo Candlelight Tour

DISCUSSION QUESTIONS:

1. This was a successful fund raiser with 68% of income equal to profit. What strategies do you use in your fundraiser to get at least 60% of your income as profit?

2. What elements of this project contributed to its success? What, if anything, would you do differently today if you were implementing this project?

3. Could these successful elements be replicated in one of your fundraisers?