



PIONEER VALLEY SYMPHONY

July 2021

Dear Friends,

The Pioneer Valley Symphony invites you to join us in our 83rd season when we will celebrate the rebirth of in-person cultural life in our region. The season marks this gradual reopening with the restoration of our treasured musical traditions, incorporating new perspectives inspired by the past season of introspection.

There are many exciting plans in the works: full symphonic concerts and charming chamber programs, familiar concert halls and new venues, virtual presentations and live performances. Concerts will be live-recorded with small audiences and broadcast widely on public access television in Northampton, Greenfield, and via our streaming platforms. We will increase the size of the in-person audience as local venues reopen to us and safety guidelines allow.

The arts, including live symphonic music, form a crucial part of our vibrant community, and we are committed to providing accessible musical experiences that benefit all. By sponsoring the Pioneer Valley Symphony's 83rd season, you can take advantage of publicity opportunities with a diverse, devoted, local audience. More importantly, you establish your support as a patron of the arts and education in our region. Recognition for your sponsorship can include publicity in program books and other printed materials, and video and digital advertising opportunities. Please see the next page for more information regarding tax-deductible sponsorship opportunities, pricing details, and benefits.

Thank you for your support of one of the most established cultural treasures of the Pioneer Valley, and for sharing your commitment to music and the arts.

Thank you,

Kristin Donohue, President



About Us

As one of the country's oldest community orchestras, the Pioneer Valley Symphony has been bringing exceptional live symphonic and choral music to the Pioneer Valley since 1939, winning prestigious awards and national acclaim along the way. Based in Greenfield, MA, and performing throughout the Valley, the PVS connects, engages, inspires, and enhances our community by providing opportunities to make, appreciate, and learn about music.

The PVS is, above all, a strong community of musicians and music lovers who gather for innovative and accessible programming and educational opportunities. We seek to spark and nourish a life-long love of music and make the joy of symphonic music welcoming and accessible to all.

PIONEER VALLEY SYMPHONY 83RD SEASON

The Pioneer Valley Symphony is imagining a new world of music in our 83rd season, marking the gradual reopening of in-person cultural life. This series of live events develops in scale over the course of the season. We begin the season with intimate in-studio performances with limited audiences, which we will record and broadcast via our partners at Northampton Open Media and on our own streaming platform. We will progressively open to larger in-person audiences as venues and safety guidances allow.

Prelude to a New World

In-Studio Performance: September 29, 2021

Streaming Premiere: October 9, 2021

Franz Liszt's tumultuous *Les Préludes* precedes Antonin Dvořák's American masterpiece *From the New World* (Symphony No. 9).

Movements in Time

In-Studio Performance: November 17, 2021

Streaming Premiere: November 27, 2021

The overture to Giacchino Rossini's *The Barber of Seville* opens a program connected to the concept of time. Contemporary composer Mary D. Watkins's achingly beautiful *Soul of Remembrance* encapsulates through music a journey through the dark times of our history and ends with a resolute optimism for the future. Close with Franz Schubert's revolutionary *The Great* (Symphony in C D.944).

Holiday Pops

In-Studio Performance: December 11, 2021

Streaming Premiere: December 18, 2021

Premiere of new works from composers Ivan Enrique Rodriguez and Clifton "Jerry" Noble, Jr., honoring American holiday celebrations of all kinds, a holiday pop songs review, and classic seasonal favorites.

Fire and Rebirth

Live Concert: March 19, 2022 at Tillis Hall, Amherst

Igor Stravinsky's setting of the fairy tale of a freed magical creature which wields a magical feather that helps to overturn a fantastical tyrant in *The Firebird Suite* (1919), and the world premiere of Argentinian composer Andrés Martín's *Vox Concerto*, written in musical response to the isolation of the pandemic.

Education Concert

Live Concert: April 7, 2022 at Greenfield High School Auditorium

Written by #1 New York Times bestselling author Dan Brown to accompany his children's book of the same name, *Wild Symphony* transports us on a journey through musical forests and oceans to meet creatures with a secret to share.

Pasts and Presences

Live Concert: May 7, 2022 at Greenfield High School Auditorium

Dedicated to the memory of the community's losses over the past year, we begin with the World Premiere of *Unquiet Earth* by Elena Ruehr, followed by Johannes Brahms's impassioned *A German Requiem*.



BECOME A SPONSOR

83rd Season Sponsor: \$10,000

This level of support allows the PVS to hire and retain the most talented conductors and staff to ensure the success of our entire season and the continuity of our esteemed community organization.

Education Program Sponsor: \$7,500

This level of support offers the 27th annual Education Concert for free to 1,000 3rd- and 4th-graders and their teachers.

Concert Sponsor: \$5,000

This level of support helps to defer the cost of music rental, facility use, license fees, and instrument maintenance, allowing the PVS to bring exciting musical works to life.

Guest Artist Sponsor: \$3,000 *limited availability*

This level of support presents exceptional talent, new perspectives, and important voices to our region through commissioned works and world-class soloists.

Scholar Sponsor: \$2,000

This level of support underwrites program notes and pre-concert talks from renowned scholars, enhancing the concert experience.

We are glad to consider sponsorships of in-kind support.

Create a bespoke recognition package

Tailor your giving to have the impact you desire.

How would you like your support to be recognized?

- ☐ Full page ad in program book
- ☐ Publicity
 - ☐ Logo featured on event publicity
 - ☐ Featured in media coverage/press
 - ☐ Social media mentions
 - ☐ Click-throughs from our digital products to your website
- ☐ At your business
 - ☐ A brief pop up concert by chamber orchestra or choir
- ☐ At the concert
 - ☐ Complimentary admissions
 - ☐ Recognition by President or Conductor during concert
 - ☐ Address the concert audience directly from the stage
 - ☐ Broadcast advertising spot
 - ☐ Your business' own lobby display
 - ☐ Your business' own publicity packaged with print and/or digital program book

To discuss a bespoke sponsorship package, please contact Casey Gilman at sponsorship@pvso.org or 413.773.3664.

Become a Community Sponsor:

Be an advocate for the arts! Community Sponsors are crucial partners in our work, providing support to the full suite of PVS programs and educational opportunities.

We recognize your sponsorship with advertising space in digital and printed program books for the PVS' 83rd season.

- \$1,000 - full page
- \$500 - ½ page
- \$250 - ¼ page
- \$125 - ⅛ page

Sponsor Youth Music Education:

Smaller dollar investment, with a large impact! Have a tangible effect on our growing music education programs and reach local students, families, and educators.

We recognize your sponsorship with advertising space in program books for both of the two **PVS Youth Orchestra** concerts, and list your business in PVS' 83rd season programs.

- \$200 - full page
- \$100 - ½ page
- \$50 - ¼ page
- \$25 - ⅛ page

SPONSOR RESPONSE FORM

Business Name

Ad Copy Contact:

Name

Email

Phone

- ☐ **\$10,000 - 83rd Season Sponsor**
- ☐ **\$7,500 - Education Program Sponsor**
- ☐ **\$5,000 - Concert Sponsor**
- ☐ **\$3,000 - Guest Artist Sponsor**
- ☐ **\$2,000 - Scholar Sponsor**

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 - ☐ Address the concert audience directly from the stage
 - ☐ Broadcast advertising spot
 - ☐ Your business' own lobby display
 - ☐ Your business' own publicity packaged with print and/or digital program book
- ☐ Other _____

Business Website

Billing Contact (if different):

Name

Email

Phone

- ☐ **Community Sponsor**
 - ☐ **\$1,000** - full page program ad
 - ☐ **\$500** - ½ page program ad
 - ☐ **\$250** - ¼ page program ad
 - ☐ **\$125** - ⅛ page program ad
- ☐ **Youth Music Education Sponsor**
 - ☐ **\$200** - full page program ad
 - ☐ **\$100** - ½ page program ad
 - ☐ **\$50** - ¼ page program ad
 - ☐ **\$25** - ⅛ page program ad

Casey Gilman (*she/her/hers*)

Sponsorship Coordinator

casey@pvso.org 413.773.3664

www.pvsoc.org/sponsorship

195 Chapman Street, Greenfield MA 01301

temporary mailing address



PIONEER VALLEY
SYMPHONY