

SPirit OF THE SEASON

HOME FOR THE *holidays*



Ring in the holidays and let dynamic conductor Jason Altieri, along with the Reno Phil Orchestra, whisk you away to a winter wonderland for this year's Spirit of the Season. This annual concert is the official kick-off to the holiday season for thousands every year at the Pioneer Center for the Performing Arts. Even if we can't celebrate together in person this year, the Reno Phil will still bring you cheer by offering a special virtual concert experience we like to call Home For the Holidays.

Gather with family and friends at home to experience an extravaganza of music and dance that will warm the soul and chase the cold away. The concert will feature ensembles from the Reno Phil Orchestra and Chorus, in addition to a variety of local talent including dancers, bell ringers, Santa Claus, and more! You'll also enjoy intimate moments featuring musicians and special guests showcasing their special holiday traditions from the comfort of home.

Spirit of the Season guarantees to defeat anyone's inner Grinch!

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE NOW

A Spirit of the Season sponsorship is a memorable way to treat friends, family, colleagues, and clients to a unique and joyful holiday concert. Continue the legacy, or start a new tradition, by supporting this signature northern Nevada event.

This year's concert will be presented with two premiere performances live streaming the first weekend of December. The concert will then be available on-demand through December 25. As a sponsor, you'll receive multiple concert links that can be shared with friends and family, or even employees and clients. You will also have the ability to get your brand in front of thousands of viewers throughout the month of December with a variety of recognition opportunities before and during the concert!

The holidays are a magical time that everyone should enjoy, and thanks to your generous sponsorship, we can share the wonder of the season with a wider audience by keeping prices affordable for the community and beyond.

Please refer to attachments for sponsorship levels, package benefits, and a convenient reservation form. We cannot wait for you to see this sensational show!

SHOWTIMES

*Live Streaming from the
comfort of your Home!*

**SATURDAY
DECEMBER 5, 2020
7:00 PM**

**SUNDAY
DECEMBER 6, 2020
2:00 PM**

**ON DEMAND
DECEMBER 7 - 25, 2020**



SPIRIT OF THE SEASON

SPONSOR LEVELS

\$10,000 "Santa Claus" Sponsorship

Access: Sixteen (16) total concert links (mix and match livestream and on-demand)

Recognition

- Name/logo with clickable link on concert page and emails
- Name recognition on the bottom of concert viewing page throughout performance
- Name/logo recognition during concert presentation

Advertisement

- Three :15 second promo spots during concert (pre-, mid-, and post-performance)
- Print at Home Program ad

Additional

- Sponsor a song on the program
- Goodie bag home delivery

\$5,000 "Jingle Bell" Sponsorship

Access: Eight (8) total concert links (mix and match livestream and on-demand)

Recognition

- Name/logo with clickable link on concert page and emails
- Name recognition on the bottom of concert viewing page throughout performance
- Name/logo recognition during concert presentation

Advertisement

- One :15 second promo spot during concert
- Print at Home Program ad

Additional

- Sponsor a song on the program
- Goodie bag home delivery

\$2,500 "Holly" Sponsorship

Access: Four (4) total concert links (mix and match livestream and on-demand)

Recognition

- Name/logo with clickable link on concert page
- Name recognition on the bottom of concert viewing page throughout performance
- Name/logo recognition during concert presentation

Advertisement

- Two :05 second static promo spots during concert
- Print at Home Program ad

Additional

- Goodie bag home delivery

\$1,000 "Mistletoe" Sponsorship

Access: Two (2) total concert links (mix and match livestream and on-demand)

Recognition

- Name on concert page



SPONSORSHIP RESERVATION FORM

Yes, I would like to be a Spirit of the Season sponsor at the following level:

- _____ \$10,000 Sponsor (16 concert links)
- _____ \$5,000 Sponsor (8 concert links)
- _____ \$2,500 Sponsor (4 concert links)
- _____ \$1,000 Sponsor (2 concert links)

Please charge my credit card in the amount of \$ _____

Card Type: Visa MC Amex Disc

Card Number _____ CW _____ Exp. Date _____

My check is enclosed, payable to Reno Philharmonic Association or RPA

Full Name: _____

Company (if applicable): _____

Address: _____

City, State ZIP: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

Acknowledgement preference (for program and recognition): **I'd like my** **name or** **company (check one)**
to appear as:

Return form and payment to Reno Philharmonic Association, 925 Riverside Drive, Suite 3, Reno, NV 89503.
You can also fax the completed form to (775) 323-6711 or email to mhicks@renophil.com.

