



MCKINNEY
PHILHARMONIC
ORCHESTRA

SPONSORSHIP & ADVERTISING GUIDE

2023-2024 SEASON



MPO BY THE *numbers*

75+

LIFETIME
PERFORMANCES

60

WORLD-CLASS
MUSICIANS

FOUNDED IN
2012

5,000+
INSPIRED
ATTENDEES

INSPIRING CONNECTION AND COMMUNITY

The McKinney Philharmonic Orchestra (MPO) is committed to enriching our community through the power of symphonic music. We aim to inspire and connect audiences of all ages and backgrounds through captivating performances, innovative programming, and community engagement.

As a leading cultural institution dedicated to artistic excellence and educational enrichment, the MPO provides a unique platform for businesses to align with the arts, support the community, and gain exposure to a diverse audience.

By becoming a sponsor or advertiser, you will directly contribute to fulfilling our mission and help sustain the vibrant arts scene in McKinney and beyond.

On behalf of myself, the Board of Directors, and the musicians of the Orchestra, we thank you for your time and consideration. Together, let's create a harmonious future for the arts.

Sincerely,



JASON LIM

Artistic Director and Conductor
McKinney Philharmonic Orchestra



JASON LIM, AWARD-WINNING INTERNATIONAL CONDUCTOR

An exceptional musician from a young age, Jason Lim is known for his fine technique and innovative programming. His commitment to musical education and pursuit of artistic growth inspires musicians and audience members alike.

LET'S MAKE MUSIC *Together*

SUPPORT THIS SEASON'S PROGRAMMING

The 2023-2024 season offers an extraordinary lineup that celebrates culture, heritage, and significant milestones. With a diverse range of concerts and events, the MPO provides a unique opportunity for businesses to engage with our audiences and demonstrate their support for the arts.



SEASON HIGHLIGHTS

Family Fun Halloween Concert

Reach families and children through our highly anticipated Halloween Concert. With enchanting melodies from beloved Disney films and popular video games, this concert promises a fun-filled experience for all.

All-Star Christmas Concert

Align your brand with the joy and spirit of the holiday season through our beloved All-Star Christmas Concert. Connect with the community as we celebrate with favorite Christmas songs and performances by local stars.

POPS Series - Music of John Williams & A Tribute to Ella Fitzgerald

Due to overwhelming demand, we're bringing back our immensely popular John Williams concert! Connect with audiences as they experience the magic of iconic film scores from *Jaws*, *Jurassic Park*, *Indiana Jones*, *E.T.* and more. Additionally, in conjunction with Black History Month and Women's History Month, we're celebrating the works of two incredible women—Ella Fitzgerald and Tatiana Mayfield. This concert features timeless jazz melodies and vocals that have captivated audiences for generations.

Classical Series - Summer Evening & Mozart's Requiem

Connect with classical music enthusiasts through our Classical Series concerts. This series features the evocative *Summer Evening* by Kodaly and a concert paying homage to *Requiem*, Mozart's final masterpiece. *Requiem* will be presented in collaboration with the Dallas Philharmonic Choir, a Dallas-based, all-Chinese chorus. These performances provide a unique opportunity to showcase your brand to a discerning audience.

Side-By-Side Concert - Gustav Holst's *The Planets*

Demonstrate your commitment to educational excellence and community engagement through our Side-By-Side Concert. This collaborative event showcases the MPO's partnership with the Greater North Texas Youth Orchestra (GNTYO) and highlights the impact of mentorship and leadership. Audiences will be moved by the music and by the way students and coaches proudly alternate playing.



MARINA DICHENKO, MPO CONCERTMASTER

A prize-winning musician, Marina is the principal violin in the TCU Symphony Orchestra and principal violin and concertmaster for McKinney Philharmonic Orchestra. Marina has studied violin in Ukraine, Russia and Texas and has enchanted audiences across the world with her solo and chamber performances.

GREATER NORTH TEXAS YOUTH ORCHESTRA

CULTIVATING THE NEXT GENERATION OF MUSICIANS

Through collaboration and mentorship with the McKinney Philharmonic Orchestra, the Greater North Texas Youth Orchestra (GNTYO) provides young musicians many opportunities to grow their musical skills. Students can participate in three main orchestras, each designed to foster their progression to the next level of musicianship. These orchestras rehearse and perform for the community throughout the season.

Young Artist Orchestra

2023-2024 is the inaugural season for this orchestra, which brings together exceptionally talented and advanced students with a strong love for music and music-making at the highest level.

Symphony Orchestra

Aimed at advanced and intermediate students, this full orchestra helps musicians gain the experience and confidence necessary to progress on their symphonic journey.

Philharmonic Orchestra

Designed for intermediate-level students, this program is for those who wish to experience playing in an orchestral setting while gaining valuable skills.



SIDE-BY-SIDE CONCERT

Select students play alongside MPO professionals at this powerful annual event. You can watch previous performances at gntyo.org/videos.



YOUR SUPPORT CREATES BRIGHT FUTURES!

300+

STUDENTS PERFORMED IN SIDE-BY-SIDE CONCERTS

20+

STUDENTS ARE NOW PROFESSIONAL MUSICIANS



SPONSORSHIP & ADVERTISING OPPORTUNITIES

From season sponsorship to program ads and everything in between, your support of the MPO maximizes your visibility, engages your target audience and supports the arts. We understand that every business has unique needs and objectives and are happy to work with you to create packages that align with your goals.

BECOME A SPONSOR

Sponsorships help pay our musicians, operating expenses, venue, and music costs, as well as scholarships for some GNTYO students, our Music Intensive program, and more. In return, we offer a range of benefits to maximize your visibility and enhance your brand's association with the MPO, including:

- + Logo placement on marketing materials, including our season brochures, concert programs, and website.
- + On-stage recognition and mentions during performances.
- + Branded signage or banners displayed at concerts and events.
- + Complimentary tickets and exclusive access to special events.
- + Social media mentions, website features, and promotional opportunities.

PLACE AN AD

Purchasing ad space in our season program or on our website supports our goals and your organization. You'll gain visibility and engagement with audiences who care about arts and community.



READY TO JOIN US? GET IN TOUCH TODAY!

To explore sponsorship and advertising opportunities with the McKinney Philharmonic Orchestra, please email our sponsorship team at info@mckinneyphilharmonic.org.

We are excited to discuss how we can create a mutually beneficial partnership that supports the arts, connects with our community, and promotes your brand.

From everyone here at McKinney Philharmonic Orchestra (MPO) and the Greater North Texas Youth Orchestra (GNTYO), thank you for your consideration. Your support can make a meaningful difference in our community.

CORPORATE GIVING

SPONSORSHIP LEVEL	SILVER \$500-\$999	GOLD \$1,000-\$2,499	PLATINUM \$2,500-\$4,999	DIAMOND \$5,000-\$9,999	BENEFACTOR \$10,000-\$14,999+
Name/logo on MPO & GNTYO Websites	✓	✓	✓	✓	✓
Name/logo on Season's Program Sponsor Page	✓	✓	✓	✓	✓
Season Programs Ad	Half Page, B & W	Full Page, B & W	Full Page, Color	Full Page, Color	Full Page, Color
Complimentary Tickets to Performance(s) of Your Choice		4 Tickets	4 Tickets	6 Tickets	8 Tickets
Season Tickets			2 Tickets	4 Tickets	4 Tickets
Recognition in Announcements & Press Releases				✓	✓
Prominent Recognition as Concert Sponsor				Chamber Concert (1)	Classical or Pops Concert (1) <i>(\$20K+, 2 concerts)</i>
Access to MPO Rehearsals					✓
Private Performance by Odysseus Chamber Players					✓

INDIVIDUAL GIVING

SPONSORSHIP LEVEL	SUPPORTER \$100-\$249	CHAMPION \$250-\$499	PATRON \$500-\$999	SUSTAINER \$1,000-\$1,999+	BENEFACTOR \$2,000+
Recognition on Websites	✓	✓	✓	✓	✓
Recognition on Sponsor Page in All Programs	✓	✓	✓	✓	✓
Complimentary Tickets to Performance(s) of Your Choice	2 Tickets	4 Tickets	4 Tickets	6 Tickets	8 Tickets
Season Tickets			2 Tickets	4 Tickets	4 Tickets
Access to MPO Rehearsals					✓
Night-Of Recognition					Two Performances



ADVERTISING RATES

2023-2024 Season

1/2 PAGE, BLACK & WHITE (4.5"W X 5.5"H)	FULL PAGE, BLACK & WHITE (5.5"W X 8.5"H)	FULL PAGE, COLOR (5.5"W X 8.5"H)	BACK/FRONT INSIDE COVER, COLOR (5.5" W X 8.5"H)	BACK COVER, COLOR (5.5" W X 8.5"H)
\$250	\$300	\$450	\$500	\$550

To reserve your ad space, complete the commitment form found at mckinneyphilharmonic.org/ads.

All ads must be print ready, minimum 300 dpi. Acceptable files are PDF, PNG, or JPEG.

E-mail artwork to info@mckinneyphilharmonic.org or upload when you complete your commitment form. You may pay online or make checks payable to McKinney Philharmonic Orchestra.

Deadline for program artwork is August 10, 2023. Submissions after this date are not guaranteed placement in the first concert program.

MPO reserves the right to edit images and content to accommodate purchased ad size, comply with applicable laws or ordinances, or remove unacceptable language or images, or to reject submissions. Placement is not guaranteed until your payment has been received. (Artwork can be sent at a later date.)

**MCKINNEY
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WWW.MCKINNEYPHILHARMONIC.ORG

EMAIL: info@mckinneyphilharmonic.org

McKinney Philharmonic Orchestra is a 501(c)(3) entity