

NEW JERSEY SYMPHONY ORCHESTRA
XIAN ZHANG Music Director

Opening Night Celebration



CELEBRATION DETAILS



XIAN ZHANG
Music Director

- Date:** Saturday, October 7, 2017
- Location:** New Jersey Performing Arts Center, One Center Street, Newark, NJ
- Program:** 5:30 pm Cocktail Party
7:30 pm Concert by the NEW JERSEY SYMPHONY ORCHESTRA
XIAN ZHANG conductor
JEREMY DENK piano
9:30 pm Dinner
- Dress:** Cocktail Attire
- Parking:** Complimentary valet parking is provided for all event attendees.
- Benefitting:** All proceeds from the gala will support the NJSO's artistic, education and community engagement programs.
- Contact:** Laura Bessey, NJSO Manager of Special Events, at lbessey@njsymphony.org or 973.735.1729.



Join us in celebrating the start of Xian Zhang's spellbinding second season as Music Director of the NJSO at the Opening Night Celebration on Saturday, October 7. Zhang has handpicked a season that resonates with abundant moments of magic, vision, wonder and elation. The enchanted night includes a cocktail party with bountiful hors d' oeuvres and open bar before the concert. During the concert, celebrate such masterpieces as Beethoven's stirring Overture to *The Creatures of Prometheus* and his sublime Piano Concerto No. 5, "Emperor", starring the phenomenal pianist Jeremy Denk. Berlioz's bold *Symphonie fantastique* then spins a fantastic tale of thwarted love, opium dreams and witchcraft. An exquisite dinner follows the performance, with opportunities to meet and mingle with Zhang, musicians and special guests.

INDIVIDUAL TICKETS

Cocktails and Concert – \$280 (includes \$90 donation)
Pre-concert cocktail party, concert seating and valet parking.
(\$200 for NJSO patrons who have an October 7 concert ticket or will exchange for one)

Cocktails, Concert and Dinner – \$780 (includes \$485 donation)
Pre-concert cocktail party, concert seating, post-concert dinner and valet parking. (\$700 for NJSO patrons who have an October 7 concert ticket or will exchange for one)



JEREMY DENK piano

Opening Night Celebration



SPONSORSHIP OPPORTUNITIES & PACKAGES

Leader Sponsorship – \$25,000 (\$22,050 is tax-deductible)

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- 10 premier concert seats
- Valet parking for all members of your party
- Corporate logo and name placement on event materials and on the NJSO website
- Premier placement of a full-page color ad in the program book



Benefactor Sponsorship – \$15,000 (\$12,050 is tax-deductible)

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- 10 premier concert seats
- Valet parking for all members of your party
- Corporate logo and name placement on event materials and on the NJSO website
- Prominent placement of a full-page color ad in the program book



Champion Sponsorship – \$10,000 (\$7,050 is tax-deductible)

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- 10 prime concert seats
- Valet parking for all members of your party
- Name placement on event materials and on the NJSO website
- Full-page color ad in the program book



Dinner Supporter – \$5,000 (\$3,230 is tax-deductible)

- Reservation for 6 guests for cocktails, concert and dinner
- 6 prime concert seats
- Valet parking for all members of your party
- Name placement on event materials and on the NJSO website
- Full-page black-and-white ad in the program book



Cocktail Party Supporter – \$2,000 (\$1,240 is tax-deductible)

- Reservation for 4 guests for cocktails and concert
- 4 prime concert seats
- Valet parking for all members of your party
- Name placement on event materials and on the NJSO website
- Half-page black-and-white ad in the program book

PROGRAM BOOK ADVERTISING

- | | |
|--|--|
| • Outside Back Cover (color) – \$5,000 | • Full Page (color) – \$2,000 |
| • Inside Front Cover (color) – \$4,500 | • Full Page (black & white) – \$1,500 |
| • Inside Back Cover (color) – \$4,500 | • Half Page (color) – \$1,000 |
| • Center Double Ad (color) – \$4,000 | • Half Page (black & white) – \$750 |
| | • Quarter Page (black & white) – \$500 |

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RESERVATION FORM

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

☐ **YES, the NJSO may include me in printed material as an Opening Night Contributor with my reservation or contribution of \$1,000 or more.**

LISTING _____

(Please print your name or organization name as you wish it to be recognized in print for this event)

Deadlines

Name recognition on invitation: July 21

Program book ad materials: Sept 7

Ticket reservation & payment: Sept 15

SPONSORSHIP PACKAGES

- _____ Leader Sponsorship (10 guests) – \$25,000
- _____ Benefactor Sponsorship (10 guests) – \$15,000
- _____ Champion Sponsorship (10 guests) – \$10,000
- _____ Dinner Supporter (6 guests) – \$5,000
- _____ Cocktail Party Supporter (4 guests) – \$2,000

INDIVIDUAL TICKETS

- _____ Dinner Ticket(s) – \$780 each
(\$700 for NJSO patrons holding a Nov 5 concert ticket)
- _____ Cocktail Party Ticket(s) – \$280 each
(\$200 for NJSO patrons holding a Nov 5 concert ticket)

PROGRAM BOOK ADVERTISING

- _____ Outside Back Cover (color) – \$5,000
- _____ Inside Front Cover (color) – \$4,500
- _____ Inside Back Cover (color) – \$4,500
- _____ Center Double Ad (color) – \$4,000
- _____ Full-page ad (color) – \$2,000
- _____ Full-page ad (b&w) – \$1,500
- _____ Half-page ad (color) – \$1,000
- _____ Half-page ad (b&w) – \$750
- _____ Quarter-page ad (b&w) – \$500

OTHER SUPPORT

- ☐ I am unable to attend but have enclosed a fully tax-deductible contribution of \$_____.
- ☐ For \$250, I would like to sponsor an NJSO musician to be seated at the gala dinner.

PAYMENT INFORMATION

- ☐ Check enclosed for \$_____ payable to *New Jersey Symphony Orchestra*.
- ☐ Charge \$_____ to: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

ACCOUNT # _____ EXP. DATE _____ CVV# _____

NAME ON CARD _____

SIGNATURE _____

Return completed form to: NJSO • Opening Night Celebration • 60 Park Place, 9th Floor • Newark, NJ 07102

Contact: Laura Bessey, Manager of Special Events, at lbessey@njsymphony.org or 973.735.1729

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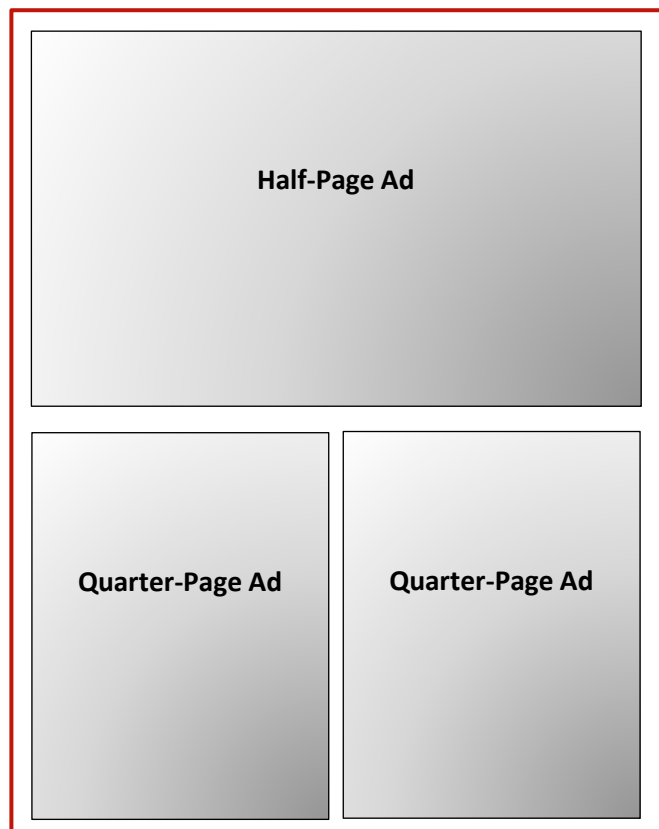
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2017



PROGRAM BOOK AD SPECIFICATIONS



Materials Deadline September 7, 2017

Cover Ad or Full-Page Ad

Full bleed. Trim 5.375" W x 8.5" H
(add .25" bleed all around)

Center Double Ad

Full bleed. Trim 10.75" W x 8.5" H
(add .25" bleed all around)

Half-Page Ad

Black and white. Trim 5.375" W x 4.25" H (no bleed)

Quarter-Page Ad

Black and white. Trim 2.6875" W x 4.25" H (no bleed)

Helpful Hints

- If your ad mentions the NJSO, it should be stated "New Jersey Symphony Orchestra" or "NJSO."
- If you would like mention Xian, the name is Xian Zhang and her title is Music Director or Maestro.
- If you want help with the wording in your ad, let us know in the box below and we'll contact you with sample text.

If you wish to create your own ad: Please submit CMYK or grayscale high-resolution PDF files with crop marks and bleeds. Email PDF files to lbessey@njsymphony.org. Reference **Opening Night Ad** in the subject line.

If you want us to create your ad: Please print the text for your ad as you would like it to appear in the journal or email your wording to lbessey@njsymphony.org. Reference **Opening Night Ad** in the subject line.

Please send completed form with payment to:

New Jersey Symphony Orchestra
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For more information, please contact Laura Bessey, at lbessey@njsymphony.org or 973.735.1729.