

Chinese New Year
Celebration

2019

February 2

NEW JERSEY SYMPHONY ORCHESTRA XIAN ZHANG Music Director

Gala Dinner Details

- Date:** Saturday, February 2, 2019
- Location:** New Jersey Performing Arts Center
One Center Street, Newark, NJ
- Program:** **Pre-concert Festival:** 6 to 7 pm (Prudential Lobby)
Concert: 7:30 pm (Prudential Hall)
Dinner: Immediately following the concert (Chase Room)
- Parking:** Complimentary valet parking is provided for all dinner attendees.
- Dress Code:** Cocktail Attire

All proceeds from the gala will support the NJSO's artistic, education and community engagement programs.

Join the New Jersey Symphony Orchestra for an unforgettable evening of cultural festivities, entertainment and fine dining at the Orchestra's first annual **Chinese New Year Celebration Gala**.

The evening starts with festival activities in the lobby, including traditional Chinese music performances, children's crafts, calligraphy demonstrations and more. Then enjoy a concert that blends Eastern and Western symphonic traditions with songs and choruses from opera and traditional Chinese culture. Following the concert, join Music Director Xian Zhang and special guests for an elegant dinner.

Advertise your business with a full-color advertisement in the event journal that will be distributed to the Gala dinner attendees or on the digital slide show that will be on display that evening in the lobby.

Individual Gala Dinner & Event Tickets

Jade VIP Dinner Ticket—\$1,000

Admission for one to the pre-concert festival, **champagne reception**, concert and dinner seating. (\$715 is tax-deductible)

Ruby Dinner Ticket—\$500

Admission for one to the pre-concert festival, concert and dinner. (\$265 is tax-deductible)

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

Sponsorships, tickets and advertising can be purchased online at njsymphony.org/chinesenewyear.

Sponsorships & Tables

Platinum Sponsor – \$50,000

- An invitation for **20 guests** (two tables)
- Pre-concert festival, **champagne reception**, **premium** concert seating, **premium** dinner table placements.
- Full-page color ad in the event journal.
- Prominent recognition as a Platinum Sponsor on event materials; company name and logo featured on the NJSO website, **step-and-repeat photo-booth banner**, digital slideshow and **dinner menus**. (\$44,300 is tax-deductible)

Gold Sponsor – \$25,000

- An invitation for **10 guests** (one table)
- Pre-concert festival, **champagne reception**, **premier** concert seating, **premier** dinner table placement.
- Full-page color ad in the event journal.
- Recognition as a Gold Sponsor on event materials; company name and logo featured on the NJSO website, **step-and-repeat photo-booth banner** and digital slideshow. (\$22,150 is tax-deductible)

Silver Sponsor – \$15,000

- An invitation for **10 guests** (one table)
- Pre-concert festival, **champagne reception**, **preferred** concert seating, **preferred** dinner table placement.
- Full-page color ad in the event journal
- Recognition as a Silver Sponsor on event materials; company name and logo featured on the NJSO website and digital slideshow. (\$12,150 is tax-deductible)

Bronze Sponsor – \$10,000

- An invitation for **10 guests** (one table)
- Pre-concert festival, **champagne reception**, seating for the concert and dinner.
- Full-page color ad in the event journal.
- Recognition as a Bronze Sponsor on event materials; company name and logo featured on the NJSO website and digital slideshow. (\$7,150 is tax-deductible)

Lacquer Supporter – \$5,000

- An invitation for **6 guests**
- Pre-concert festival, seating for the concert and dinner.
- Full-page color ad in the event journal.
- Recognition as a Lacquer Supporter on event materials; company name and logo on NJSO website and digital slideshow. (\$3,590 is tax-deductible)

Advertising Opportunities

Event Journal Ads

- Outside Back Cover (color) – \$5,000
- Inside Front Cover (color) – \$4,500
- Inside Back Cover (color) – \$4,000
- Full Page (color) – \$1,000
- Half Page (color) – \$750

Digital Slideshow Ad

- Full-screen color message with logo or photo – \$500
 - Your custom message will be included in the digital slideshow shown at the event.
 - Please send a JPG or PNG of your logo or photo, along with the text that should be included in your message.



Reservation Form

Deadlines

Ads that require design services: **January 3**
 Sponsor/ticket reservations & print-ready ads: **January 11**
 Payments: **January 26**

NAME _____ TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE () _____ EMAIL _____
 LISTING _____
 (Please print your name or organization name as you wish it to be recognized in print for this event)

Sponsorship Packages

- _____ Platinum Sponsor – \$50,000
- _____ Gold Sponsor – \$25,000
- _____ Silver Sponsor – \$15,000
- _____ Bronze Sponsor – \$10,000
- _____ Table Host – \$5,000

Event Journal Advertising

- _____ Outside Back Cover (color) – \$5,000
- _____ Inside Front Cover (color) – \$4,500
- _____ Inside Back Cover (color) – \$4,000
- _____ Full Page (color) – \$1,000
- _____ Half Page (color) – \$750

Digital Slideshow Message

- Included with all sponsorships along with a high-res logo or photo
- Purchase separately - \$500
- _____
- _____
- _____

Individual Gala Dinner & Event Tickets

- _____ Jade VIP Dinner Ticket(s) at \$1,000
- _____ Ruby Dinner Ticket(s) at \$500

Other Support

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

Payment Information

Total amount Included \$ _____

- Check enclosed 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 • Chinese New Year Celebration Gala • 60 Park Place, Suite 900 • Newark, NJ 07102

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



Event Journal

Ad Specifications

Deadlines

Ads that require design services: **January 3**

Sponsor/ticket reservations and print-ready ads: **January 11**

Payments: **January 26**

Journal ads will be included in the booklet distributed to the VIP Gala Dinner Guests

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

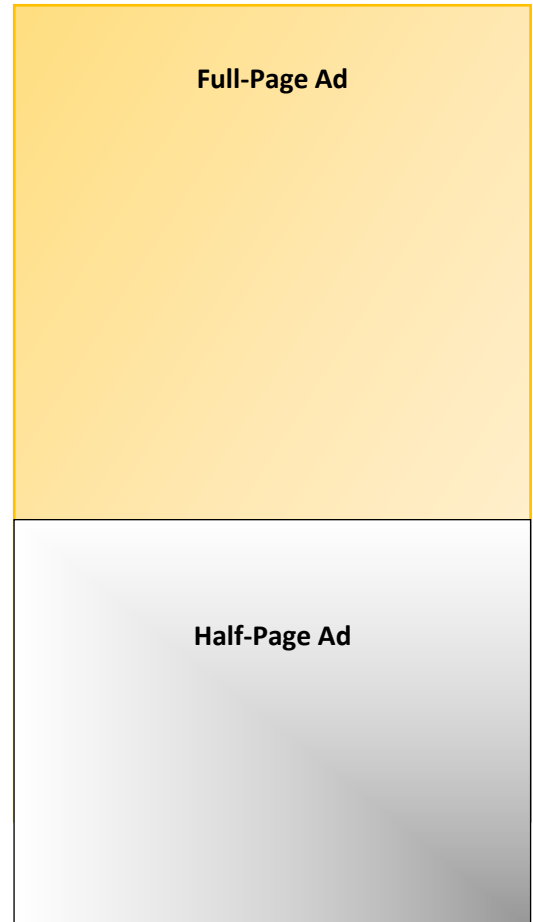
Trim 5.375" W x 4.25" H (no bleed)

Helpful Hints:

- ❖ If your ad mentions the NJSO, it can be spelled out as "New Jersey Symphony Orchestra" or "NJSO"
- ❖ If you like to mention Xian, the name is Xian Zhang and her title is Music Director

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 **NJSO Chinese New Year Ad** in the subject line of the email.

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 **NJSO Chinese New Year Ad** in the subject line of the email. 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.



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