



Lunar New Year
Celebration **2020** January 25
NEW JERSEY SYMPHONY ORCHESTRA XIAN ZHANG Music Director

Gala Dinner Details

Saturday, January 25, 2020
New Jersey Performing Arts Center
One Center Street, Newark, NJ

Pre-Concert Festival: 6–7 pm (Prudential Lobby)

VIP Champagne Reception: 6–7 pm (Parsonnet Room)

Concert: 7:30 pm (Prudential Hall)

Dinner: Immediately following the concert (Chase Room)

Complimentary valet parking for all dinner attendees. Dress code is cocktail attire.

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

The evening begins with festival activities in the lobby, including traditional Chinese music performances, crafts, calligraphy demonstrations and more. Then, enjoy a concert that blends Eastern and Western musical traditions—an unmissable celebration of community and culture featuring arias and choruses by Verdi, Bizet and Puccini, along with traditional Chinese songs. 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 guests or on the digital slideshow that will be on display that evening in the lobby for all concert attendees to see.

Individual Gala Dinner & Event Tickets

Jade VIP Dinner Ticket—\$1,000

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

Ruby Dinner Ticket—\$500

Admission for one to the pre-concert festival, concert and dinner seating. (*\$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 support.njsymphony.org/LunarNewYear2020

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

Sponsorships & Tables



Platinum Sponsor – \$50,000

- An invitation for **20 guests** (two tables)
- Pre-concert festival, VIP champagne reception, **premium** concert seating and **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, digital slideshow and **dinner menus**. (\$44,300 is tax-deductible)

Gold Sponsor – \$25,000

- An invitation for **10 guests** (one table)
- Pre-concert festival, VIP champagne reception, **premier** concert seating and **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 and digital slideshow. (\$22,150 is tax-deductible)

Silver Sponsor – \$15,000

- An invitation for **10 guests** (one table)
- Pre-concert festival, VIP champagne reception, **preferred** concert seating and **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, VIP 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

Gala Event Journal Ads (deadline January 6)

- Outside Back Cover (color) – \$3,000
- Inside Front Cover (color) – \$2,500
- Inside Back Cover (color) – \$2,000
- Full-Page (color) – \$1,000
- Half-Page (color) – \$750

Digital Slideshow Ad (deadline January 20)

- 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 6**
Sponsor/ticket reservations & print-ready ads: **January 10**
Payments: **January 22**

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
- _____ Lacquer Supporter – \$5,000

Event Journal Advertising

- _____ Outside Back Cover (color) – \$3,000
- _____ Inside Front Cover (color) – \$2,500
- _____ Inside Back Cover (color) – \$2,000
- _____ 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 (includes champagne reception)

_____ 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 • Lunar New Year Celebration Gala • 60 Park Place, Suite 900 • Newark, NJ 07102



Ad Specifications

Deadlines

Ads that require design services: **January 6**
Sponsor/ticket reservations & print-ready ads: **January 10**
Payments: **January 22**

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)

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 Lunar 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 Lunar 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.



Return completed form to:

NJSO • Lunar 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