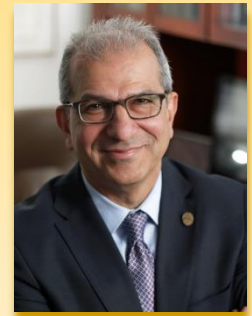
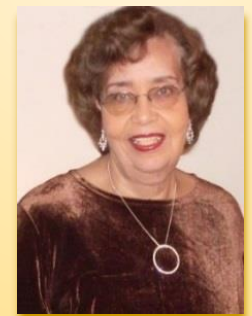




HONORING



**Nariman Farvardin**  
President of Stevens  
Institute of Technology



**Florence Johnson**  
NJSO Community  
Relations Liaison

## JOYFUL CELEBRATION DETAILS

- DATE:** Friday, October 5, 2018
- 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  
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, Manager of Special Events at [lbessey@njsymphony.org](mailto:lbessey@njsymphony.org) or 973.735.1729

Event Sponsor



Raise your voices and join us for Xian Zhang's third Opening Night Celebration with the NJSO on Friday, October 5. We will be celebrating the joys of giving, diversity and the remarkable community in which we live, while honoring two outstanding community members—**Nariman Farvardin**, President of Stevens Institute of Technology in Hoboken, and **Florence Johnson**, NJSO Community Relations Liaison. The NJSO is committed to sharing the power of live symphonic music with people throughout New Jersey. President Farvardin has played a key role in bringing the NJSO to members of the Stevens community and friends from Hoboken and its metropolitan region by launching *OnStage at Stevens*, a performing arts series featuring members of the NJSO. Perhaps no one embodies the spirit of community more than Ms. Johnson, who has tirelessly devoted her life to promoting the arts to the greater Newark area.

The night includes a **cocktail party** with hors d'oeuvres and open bar before the concert. During the concert, enjoy Beethoven's glorious Symphony No. 9, "Choral" joined by the singers of Montclair State University and a choir composed in part of Newark residents. A magnificent dinner follows the performance, with opportunities to meet and mingle with Xian, NJSO musicians and special guests.

## INDIVIDUAL TICKETS

**VIP Pre-Party Package – \$280** (includes a \$90 donation)  
Pre-concert cocktail party, concert seating and valet parking.  
*(\$200 for NJSO patrons who have an October 5 concert ticket or will exchange for one.)*

**VIP Full Celebration Package – \$780** (includes a \$485 donation) Pre-concert cocktail party, concert seating, post-concert dinner and valet parking. *(\$700 for NJSO patrons who have an October 5 concert ticket or will exchange for one.)*

**Return completed form to: NJSO • Opening Night Celebration • 60 Park Place, Suite 900 • Newark, NJ 07102**



## SPONSORSHIP OPPORTUNITIES & PACKAGES

### **Leader Sponsorship – \$25,000 (includes a \$22,050 donation)**

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- Valet parking for all members of your party
- Corporate logo/name placement on event materials and on the NJSO website, plus a digital slideshow message.
- Premier placement of a full-page black and white ad in the program book (**reaching 18,500 patrons in six venues!**)

### **Benefactor Sponsorship – \$15,000 (includes a \$12,050 donation)**

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- Valet parking for all members of your party
- Corporate logo/name placement on event materials and on the NJSO website, plus a digital slideshow message.
- Placement of a full-page black and white ad in the program book (**reaching 18,500 patrons in six venues!**)

### **Champion Sponsorship – \$10,000 (includes a \$7,050 donation)**

- Reservation for 10 guests for cocktails, concert and dinner (one table)
- Valet parking for all members of your party
- Corporate logo/name placement on event materials and on the NJSO website, plus a digital slideshow message.

### **Dinner Supporter – \$5,000 (includes a \$3,230 donation)**

- Reservation for 6 guests for cocktails, concert and dinner
- Valet parking for all members of your party
- Name placement on event materials and on the NJSO website, plus a digital slideshow message.

### **Cocktail Party Supporter – \$2,000 (includes a \$1,240 donation)**

- Reservation for 4 guests for cocktails and concert
- Valet parking for all members of your party
- Name placement on event materials and on the NJSO website, plus a digital slideshow message.

## ADVERTISING

### **Concert Program Book Premiere Ad**

Your ad will be placed in the NJSO concert program book that will be distributed at 13 concerts, reaching 18,500 patrons in all six NJSO venues from October through November 2018!

- Full-page premiere ad in the NJSO concert program book (black and white) – \$5,000
- Half-page premiere ad in the NJSO concert program book (black and white) – \$2,500

### **Digital Slideshow Ad**

Your custom message will be included in the digital slideshow that will be shown at the event and placed on the NJSO website. *Please send a JPG or PNG of your logo or photo, along with the text that should be included in your message.*

- Full screen color message with logo or photo –\$500



# RESERVATION FORM

## Deadlines

Program Book Ad Materials: **August 20**  
 Reservations: **September 14**  
 Digital Slideshow message: **September 21**  
 Payments: **September 28**

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.**

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

### 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

- VIP Full Celebration Package(s)**
- \_\_\_\_\_ \$780 each with a concert ticket
  - \_\_\_\_\_ \$700 each for NJSO patrons with an Oct 5 concert ticket
- VIP Pre-Party Package(s)**
- \_\_\_\_\_ \$280 each with a concert ticket
  - \_\_\_\_\_ \$200 each for NJSO patrons with an Oct 5 concert ticket

### Digital Slideshow Message

*(Included with all sponsorships along with a high-res logo or photo)*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### ADVERTISING

#### Concert Program Book Premier Ad

Reaching 18,500 patrons in six venues across New Jersey  
*(See enclosed form for specifications)*

- \_\_\_\_\_ Full-Page Premiere Ad (black and white) – \$5,000
- \_\_\_\_\_ Half-Page Premiere Ad (black and white) – \$2,500

#### Digital Slideshow Ad

- \_\_\_\_\_ Full-Screen Message with logo or photo – \$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

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 \_\_\_\_\_

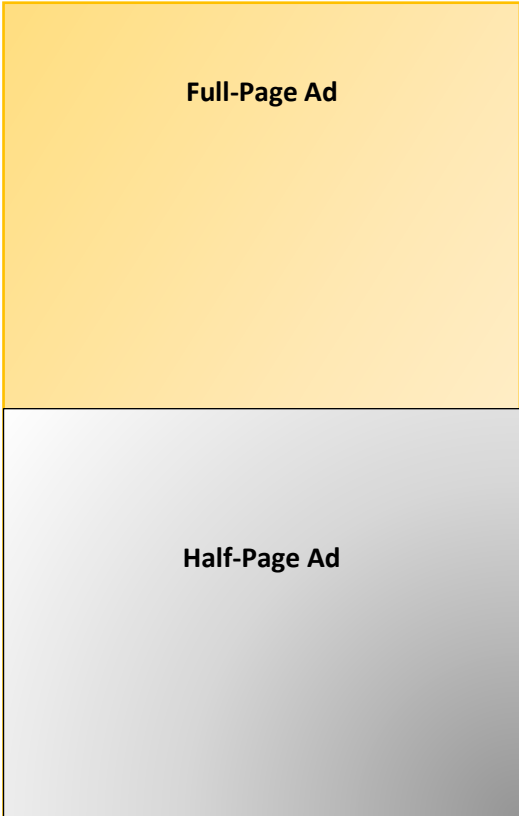
**Return completed form to: NJSO • Opening Night Celebration • 60 Park Place, Suite 900 • Newark, NJ 07102**

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



# PROGRAM BOOK AD SPECIFICATIONS

Materials Deadline: August 20, 2018



### Full-Page Ad

Black and white full bleed. Trim 5.375" 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)

### Helpful Hints

- Honorees are:
  - Nariman Farvardin, President of Stevens Institute of Technology
  - Florence Johnson, NJSO Community Relations Liaison
- If your ad mentions the NJSO, it should be stated "New Jersey Symphony Orchestra" or "NJSO."
- If you would like mention Xian, her full name is Xian Zhang, and her title is Music Director
- 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 grayscale high-resolution PDF files with crop marks and bleeds. Email PDF files to [lbessey@njsymphony.org](mailto: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](mailto:lbessey@njsymphony.org). Reference **Opening Night Ad** in the subject line.

**Please send completed form with payment to:**

New Jersey Symphony Orchestra  
Opening Night Celebration  
60 Park Place, Suite 900, Newark, NJ 07102