



IMPORTANT EVENT DEADLINES

Ads that require design services: March 16

Ads that are designed already: April 1

Reservations & payments: April 10

NEW JERSEY SYMPHONY ORCHESTRA GALA DETAILS

Date: Thursday, April 23, 2020

Location: **Pleasantdale Chateau**
757 Eagle Rock Avenue, West Orange, NJ

Program: 6:00 pm Cocktail Reception & Silent Auction
7:30 pm Dinner & Private Performance with the NJSO Chamber Players
& featured guest artists.

Dress Code: Cocktail Attire

Parking: Complimentary valet parking is provided for all event attendees.

Silent Auction: A silent auction will open online prior to the gala & will conclude at the event.

Join the New Jersey Symphony Orchestra for its 12th annual **SPRING INTO MUSIC GALA**. An event filled with a magnificent array of food and entertainment. Begin the evening at a lavish cocktail reception with hors d'oeuvres, an open bar and an exciting silent auction with upscale prizes. We are thrilled to honor **Craig Silliman, Verizon Executive Vice President and Chief Administrative Legal and Public Policy Officer**. Silliman has been a member of the NJSO Board of Trustees since 2011 and along with Verizon, a longtime funder of the Orchestra's education programs, including the NJSO Training Ensemble, the preparatory ensemble of the NJSO Youth Orchestras. This program offers students—especially African American and Latinx youth in the Greater Newark Area unparalleled opportunities to attain personal and musical excellence.

During the gala, guests will be treated to a private musical performance by members of the NJSO as well as featured artists. **Betsy Wolfe** is one of the most versatile and keenly intelligent Broadway performers of her generation. Wolfe starred in the title role in the Tony-nominated musical *Waitress*. Her other Broadway credits include *Falsettos*, *Bullets over Broadway*, *The Mystery of Edwin Drood* and *Merrily We Roll Along*.

Directing the NJSO chamber ensemble is the talented **Annbritt duChateau**, who has excelled as a keyboardist or conductor for nearly 20 major productions, with Broadway musicals becoming her "specialty." Some of the productions with which duChateau has been involved as a keyboardist, musical director, and/or conductor include *Frozen*, *Aladdin*, *Mary Poppins*, *Billy Elliot: The Musical*, *Les Misérables*, *Oklahoma!*, *A Christmas Carol* and *The Phantom of the Opera*.



HONORING
Craig Silliman
Verizon Executive
Vice President & Chief
Administrative Legal &
Public Policy Officer



Betsy Wolfe
Featured Guest Artist



Annbritt duChateau
Featured Director

INDIVIDUAL TICKETS

Silver Event Ticket – \$2,500

Admission for one to the cocktail reception, silent auction, dinner and performance; half-page color ad.
(Includes a \$2,200 charitable donation)

Bronze Event Ticket – \$1,250

Admission for one to the cocktail reception, silent auction, dinner and performance.
(Includes a \$950 charitable donation)

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



SPONSORSHIPS

Dinner Sponsor – \$50,000 *(Includes a \$44,000 donation)*

CATEGORY EXCLUSIVITY: An invitation for **20 guests** (two tables)

- Prominent recognition as the Dinner Sponsor on event materials
- A full-page color ad in the event journal
- Company name and logo featured on the NJSO and auction websites and dinner menus

Cocktail Reception Sponsor – \$35,000 *(Includes a \$30,200 donation)*

CATEGORY EXCLUSIVITY: An invitation for **16 guests** (two tables)

- Prominent recognition as the Cocktail Reception Sponsor on event materials
- A full-page color ad in the event journal
- Company name and logo featured on the NJSO and auction websites and beverage napkins

Diamond Sponsor – \$25,000 *(Includes a \$22,000 donation)*

- An invitation for **10 guests** (one table)
- Recognition as a Diamond Sponsor on event materials
- A full-page color ad in the event journal
- Company name and logo featured on the NJSO and auction websites

Platinum Sponsor – \$15,000 *(Includes a \$13,200 donation)*

- An invitation for **6 guests**
- Recognition as a Platinum Sponsor on event materials
- A full-page color ad in the event journal
- Company name and logo featured on the NJSO and auction websites

Gold Sponsor – \$10,000 *(Includes an \$8,800 donation)*

- An invitation for **4 guests**
- Recognition as a Gold Sponsor on event materials
- A full-page color ad in the event journal
- Company name and logo featured on the NJSO and auction websites

ADVERTISING

Event Journal Premiere Ad – Your ad will be placed in the NJSO event journal.

- Inside front cover full-page ad (color) – \$3,500
- Inside back cover full-page ad (color) – \$3,500
- Center full-page double ad (color) – \$3,000
- Full-page ad (color) – \$1,500
- Half-page ad (color) – \$750



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

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RESERVATION FORM

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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

- _____ Dinner Sponsor – \$50,000
- _____ Cocktail Reception Sponsor – \$35,000
- _____ Diamond Sponsor – \$25,000
- _____ Platinum Sponsor – \$15,000
- _____ Gold Sponsor – \$10,000

Individual Tickets

- _____ Silver Ticket(s) at \$2,500 each
(each ticket includes a half-page color event journal ad)
- _____ Bronze Ticket(s) at \$1,250 each

Advertising (due March 16 and already designed ads due April 1)

Event Journal Premier Ad

(See enclosed form for specifications)

- _____ Inside front cover full-page ad (color) – \$3,500
- _____ Inside back cover full-page ad color – \$3,500
- _____ Center full-page double ad (color) – \$3,000
- _____ Full-page ad (color) – \$1,500
- _____ Half-page ad (color) – \$750

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.
- ☐ I have an item I'd like to donate to the Silent Auction (goods, services, unique experience, vacation home, etc.)

ITEM _____

(We will contact you for more information on your auction item and to arrange pick up or delivery.)

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 • Spring into Music Gala • 60 Park Place, Suite 900 • Newark, NJ 07102

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



ADVERTISING

Important Ad Deadlines

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AD SPECIFICATIONS

Color Full-Page Ad

Color Full-Page Ad

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

Color Half-Page Ad

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

Helpful Hints:

- If your ad mentions the honoree for the event, it is Craig Silliman of Verizon.
- 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.

Color Half-Page Ad

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. Please reference **Spring into Music 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. Please reference **Spring into Music Ad** in the subject line.

(Please Print Message)

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