



New Jersey Symphony Orchestra

## SPRING INTO MUSIC

An Evening with *Jason Alexander* • April 14, 2018

# Gala Details

- Date:** Saturday, April 14, 2018
- Honoree:** Kenneth C. Frazier, Chairman of the Board and CEO, Merck & Co., Inc.
- Location:** New Jersey Performing Arts Center, One Center Street, Newark, NJ
- Program:** 4:30 pm Cocktail Reception and Silent Auction  
6 pm Dinner  
8 pm Concert with the New Jersey Symphony Orchestra
- Dress Code:** 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.
- Silent Auction:** A silent auction will open online prior to the gala and will conclude at the event.

Join the New Jersey Symphony Orchestra and an array of cultural, social, business and civic leaders for an unforgettable evening of fine dining and entertainment at the Orchestra's tenth annual **Spring into Music Gala**.

The NJSO is pleased to honor **Kenneth C. Frazier, Chairman of the Board and CEO, Merck & Co., Inc.** Mr. Frazier heads one of the largest healthcare companies in the world, and under his leadership, Merck is delivering innovative, lifesaving medicines and vaccines that save and improve lives around the world. Mr. Frazier has also led the formation of philanthropic and other initiatives that build on Merck's 125-year legacy. As a long-standing, significant supporter of the Orchestra, Merck helps the NJSO nurture young minds, inspire creativity and promote lifelong engagement with live music through its education and community engagement programs.

After the gala events, sit back and enjoy **Jason Alexander: The Broadway Boy**. As a Tony Award-winning Broadway song-and-dance man, his concert with the NJSO brings a hilarious re-telling of his journey to and on the Broadway stage and features a program of great music from the theater along with comedy and audience interaction.

## Individual Tickets

### Silver Event Ticket – \$2,500

Admission for one to the cocktail reception, silent auction, dinner and performance; black and white quarter page ad in the event journal. *(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.)*

## Honoring



**Kenneth C. Frazier**  
Chairman of the Board  
and CEO,  
Merck & Co., Inc.

## Featuring



**Jason Alexander**



## Sponsorships

### Title Sponsor – \$100,000

CATEGORY EXCLUSIVITY: An invitation for 20 guests (two tables); premier seating for the concert; invitation for your guests to attend an intermission reception during the performance; recognition adjacent to the event name as the Title Sponsor on event materials and in the widely-distributed concert program book; full-page color ad in the event journal; company name and logo featured on the NJSO and auction websites. *(Includes a \$94,000 donation.)*

### Gala Sponsor – \$75,000

CATEGORY EXCLUSIVITY: An invitation for 20 guests (two tables); premier seating for the concert; invitation for your guests to attend an intermission reception during the performance; prominent recognition as a Gala Sponsor on event materials and in the widely-distributed concert program book; full-page color ad in the event journal; company name and logo featured on the NJSO and auction websites. *(Includes a \$69,000 donation.)*

### Dinner Sponsor – \$50,000

CATEGORY EXCLUSIVITY: An invitation for 20 guests (two tables); premier seating for the concert; prominent recognition as a 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. *(Includes a \$44,000 donation.)*

### Cocktail Reception Sponsor – \$35,000

CATEGORY EXCLUSIVITY: An invitation for 16 guests (two tables); preferred seating for the concert; prominent recognition as a 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. *(Includes a \$30,200 donation.)*

### Diamond Sponsor – \$25,000

An invitation for 10 guests (one table); preferred seating for the concert; 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. *(Includes a \$22,000 donation.)*

### Platinum Sponsor – \$15,000

An invitation for 6 guests; preferred seating for the concert; 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. *(Includes a \$13,200 donation.)*

### Gold Sponsor – \$10,000

An invitation for 4 guests; preferred seating for the concert; 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 online auction websites. *(Includes an \$8,800 donation.)*

## Event Journal Advertising

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



# Reservation Form

## Deadlines

Ads that require design services: **March 16**  
Sponsor/ticket reservations and print-ready ads: **March 23**  
Payments: **April 2**

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

\_\_\_\_\_ Gala Sponsor – \$100,000  
\_\_\_\_\_ Performance Sponsor – \$75,000  
\_\_\_\_\_ Dinner Sponsor – \$50,000  
\_\_\_\_\_ Cocktail Reception Sponsor – \$35,000  
\_\_\_\_\_ Diamond Sponsor – \$25,000  
\_\_\_\_\_ Platinum Sponsor – \$15,000  
\_\_\_\_\_ Gold Sponsor – \$10,000

## Event Journal 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 (color) – \$2,000  
\_\_\_\_\_ Full Page (black & white) – \$1,500  
\_\_\_\_\_ Half Page (color) – \$1,000  
\_\_\_\_\_ Half Page (black & white) – \$750  
\_\_\_\_\_ Quarter Page (color) – \$500

## Individual Tickets

\_\_\_\_\_ Silver Ticket(s) at \$2,500 each  
\_\_\_\_\_ Bronze Ticket(s) at \$1,250 each

## 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**



# Event Journal

## Ad Specifications

### Deadlines

Ads that require design services: **March 16**  
Sponsor/ticket reservations and print-ready ads: **March 23**

Payments: **April 2**

#### 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)

#### Quarter-Page Ad

Trim 2.6875" W x 4.25" H (no bleed)

If your ad mentions the NJSO, it can be spelled out as  
"New Jersey Symphony Orchestra" or "NJSO"

#### Honoree is:

Kenneth C. Frazier, Chairman and CEO, Merck & Co., Inc.

**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](mailto:lbessey@njsymphony.org). Reference **NJSO Spring Gala 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](mailto:lbessey@njsymphony.org). Reference **NJSO Spring Gala 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 • Spring into Music Gala • 60 Park Place, Suite 900 • Newark, NJ 07102