

PSO

PORTLAND
SYMPHONY
ORCHESTRA



The 2020-21 season is full of uncertainty, and the **PSO is preparing for three scenarios.**

- ① Full in-person season
- ② Half Digital
Half in-person
- ③ All Digital

These scenarios were determined by guiding principles that the PSO established to navigate the Covid-19 crisis. These principles have been approved by Trustees, musicians, and staff, and guided by nationally-noted strategic consultant Susan Nelson.

Guiding principles to navigate the Covid-19 crisis:

- ① Prioritizing health, safety, and well-being of our people and the community
- ② Staying mission-driven
- ③ Protecting our fiscal sustainability
- ④ Focusing on our PSO musicians and staff
- ⑤ Being adaptive and responsive
- ⑥ Connecting + communicating with our community



PSO PASSPORT

Your Gateway to Great Music!

A NEW SUBSCRIPTION PLAN FOR THE 2020-21 SEASON:

- Three flexible subscription tiers
- Increased scheduling flexibility
- Creative ways to safely hear the **PSO Play On** both online and, when it is safe to do so, in-person
- *You can give the gift of Passport and Magic by calling PortTIX!*



PSO PASSPORT

Your Gateway to Great Music!

SUPER PASSPORT

Full price of Subscription Seat

Save your Seats for 20-21 and beyond!

Access to ALL Passport digital concerts

Priority seating for Socially Distanced Concerts

Plus many exclusive online perks!

STANDARD PASSPORT

Save your seats for half the price!

Access to select Passport digital concerts

Priority seating for Socially Distanced Concerts

SIMPLE PASSPORT

Just \$70 a year!

Access to select Passport digital concerts

You do not save your seats

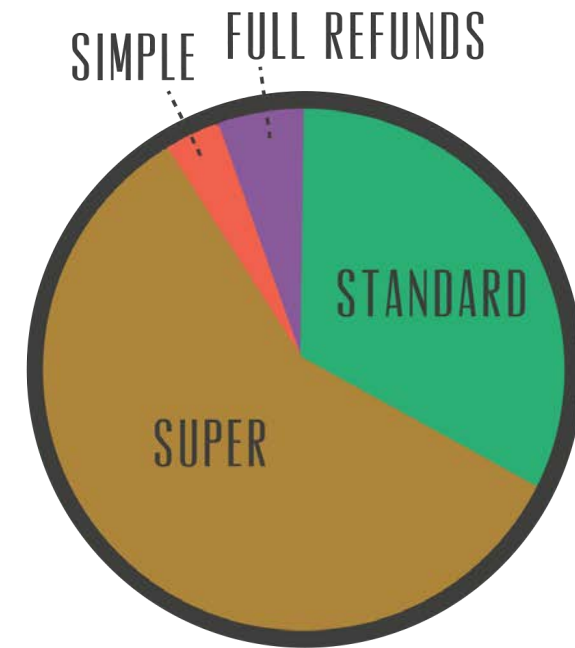


PSO PASSPORT

Your Gateway to Great Music!

PASSPORT PERFORMANCE TO DATE:

- Total Passport Revenue: **\$477,931.80**
- **188%** to \$255,000 Scenario B Goal
- Number of Passport Households: **1088**
- Renewed 2020-21 Subscriber Passport Conversion Rate: **90.8%**
- Unrenewed 2020-21 Subscriber Passport Conversion Rate: **30.5%**



Passport Holders by Tier



Click for updates on the coronavirus and your Portland Symphony Orchestra.

PSO PORTLAND SYMPHONY ORCHESTRA

CONCERTS & EVENTS

ABOUT PSO

EDUCATION & COMMUNITY

SUPPORT

SIGHTS, SOUNDS & STORIES

CONNECT

The PSO Passport

YOUR GATEWAY TO GREAT MUSIC

[CLICK HERE TO LEARN MORE](#)



SUN OCT 18 2020 7:30PM

Noel Paul Stookey

[DETAILS](#) | [PURCHASE TICKETS](#)



2020-21 | CLASSICAL CONCERTS

SAT NOV 14 2020 2:30PM

Bach & Brahms

[DETAILS](#) | [PURCHASE TICKETS](#)



2020-21 | MAGIC OF CHRISTMAS

TUE DEC 1 2020 2:30PM

Magic of Christmas at Home

[DETAILS](#) | [PURCHASE TICKETS](#)

PSO DIGITAL CONCERTS

Selling Single Tickets in the 2020-21 Season

PAY-WHAT-YOU-CAN

The digital concert pricing is a Pay-What-You-Can (*starting at \$10*) model:

PRICING TIERS FOR ON DEMAND CONCERTS:

\$10.00 (*minimum price*) Consider this price if you're an individual enjoying this PSO digital concert

\$25.00 Consider this price if you're a duo enjoying this PSO digital concert

\$50.00 Consider this price if you're a family enjoying this PSO digital concert

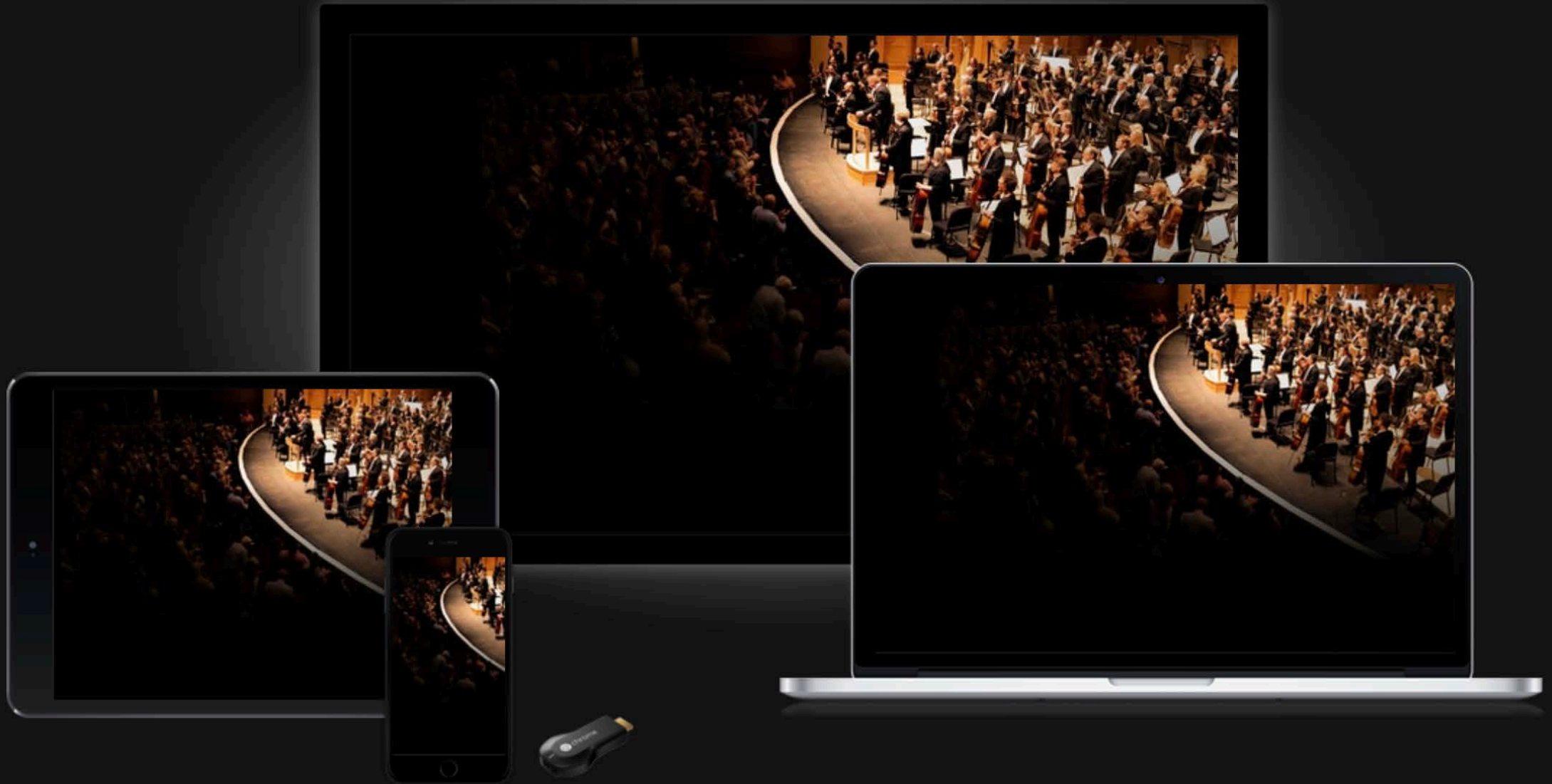
\$100.00 Consider this price if you're a socially-distanced group enjoying this PSO digital concert

Other (*\$10 minimum*) This field allows patrons to pay whatever they want over \$10.



Watch from anywhere

Your favorite PSO concerts and videos, available wherever you want.



PSO DIGITAL CONCERTS

Selling Single Tickets in the 2020-21 Season

WHERE TO WATCH:

ON YOUR COMPUTER*

available late September

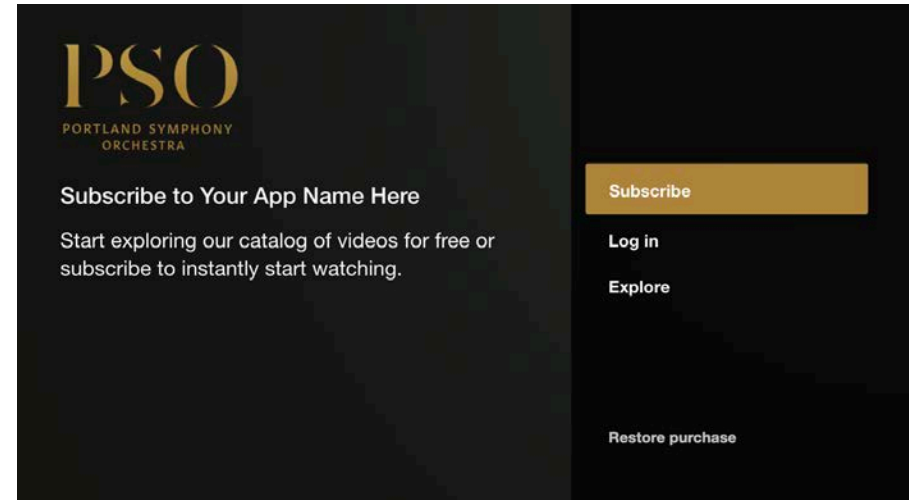
- Our Portland Symphony TV web platform

PHONE & TV

available mid-to-late November

- Portland Symphony TV phone apps (iOS, Android)
- Portland Symphony TV apps (Apple TV, Amazon Fire TV, Android TV, Roku)

**as well as phone via web platform and Smart TV if you having Airplay or Chromecast capabilities*



This app is available only on the App Store for iPhone, iPad, and Apple TV.



Portland Symphony Orchestra 4+

Your Gateway to Great Music
[Portland Symphony Orchestra](#)

★★★★★ 5.0 • 3 Ratings

Free · Offers In-App Purchases

Screenshots [iPhone](#) [iPad](#) [Apple TV](#)




PSO PORTLAND
SYMPHONY
ORCHESTRA

RECOMPOSED: THE FOUR SEASONS

*This concert was recorded on Sunday, October 4, 2020
at Merrill Auditorium in Portland, Maine*



A photograph of four musicians performing in a chamber ensemble. From left to right: a man in a tuxedo and glasses playing the violin, a woman with long white hair playing the violin, a man playing the cello, and another man playing the double bass. All musicians are wearing black face masks. They are seated at music stands in a room with wood-paneled walls. The lighting is warm and focused on the performers.

*And in the pleasant, flowery meadow,
To the gentle murmur of leaves and plants
The goatherd sleeps, his faithful dog at his side.*







PSO

PORTLAND
SYMPHONY
ORCHESTRA

