

A vibrant garden scene featuring a blue pool in the foreground, a white stone fountain in the middle ground, and lush greenery and pink flowers throughout. The fountain is ornate with a tiered design and a small sphere on top. The pool is surrounded by a concrete deck and a bed of pink and white flowers. The background is filled with dense green trees and bushes.

PITTSBURGH SYMPHONY ASSOCIATION

*Symphony Splendor*

**GARDEN & PATIO TOUR**

*Cathy Trombetta, Chairman*



# OVERVIEW

A lush garden scene featuring a stone gazebo with a domed roof, a small waterfall cascading into a pond, and various green plants and flowers.

- Create list of essentials for successful fundraiser
- Recruit beautiful gardens in elite neighborhoods
- Assemble team of volunteer professionals
- Assign responsibilities





# OBJECTIVES

- Plan exciting event for maximum attendance

- Recruit volunteer docents for 9 gardens

- Maximum, free media exposure to build event awareness

- Increase community awareness of Pittsburgh Symphony Orchestra with fundraiser



# TIMELINE

- Donations and underwriting

- Acquire gardens

- Recruit and schedule musicians

- Overview for homeowners

- Garden descriptions from homeowners

- Educate docents

- Create program book with map

- Arrange transportation







Location of the Preview Party



# HIGHLIGHTS

- Preview party at a beautiful mansion
- Recruiting & scheduling musicians
- Silent and live auction
- Tour essentials: Program book
- Volunteers
- Parking & transportation





# VOLUNTEERS

*It takes an army*



Garden Tour  
Committee

19

Garden Tour  
Docents

75

Garden Tour  
Musicians

43

Garden Tour  
Sponsors

8



# FINANCIALS



Total Revenue

**\$65,292**

Total Expenses

**\$10,279**

Net Revenue

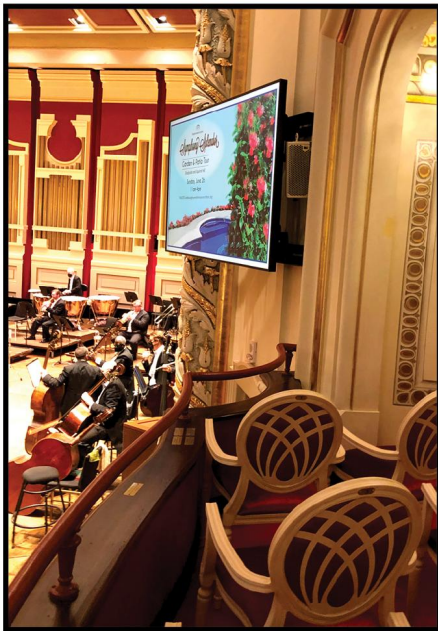
**\$55,016**



# SPONSORS AND SUPPORT



Barbara & Patrick Ghilani  
Ken Lehn



## MEDIA:

Billboards: *Lamar Advertising*  
Television: *KDKA-TV*  
Radio: *WQED Classical*  
Teletron: *PSO, Heinz Hall*  
*PSA website and blogs*



LOUIS ANTHONY  
JEWELERS  
HAVE WE MET...YET?

Number of  
Gardens

9

Major  
Sponsors

8

Program Ads

40

Print: *Post-Gazette*

*Tribune-Review*

*Pittsburgh Magazine*

*Shady Ave Magazine*

*Social Media*



A photograph of a man and a woman performing music outdoors. The man, on the left, is wearing a blue polo shirt and light-colored trousers, and is playing a violin. The woman, on the right, is wearing a floral dress and glasses, and is playing a cello. They are positioned in a gazebo-like structure with white columns. The background is filled with lush green foliage. Overlaid on the right side of the image are several white text boxes containing recommendations.

# RECOMMENDATIONS

Post-COVID alternative outdoor fundraiser

Personal connections

Active committee volunteer base

Showcase PSO musicians



# GRAND FINALE

## FINANCIAL SUCCESS

- Magnificent gardens and patios

- Superb reputation of Symphony Splendor events

- Positive rapport with PSO musicians

- Tremendous involvement by PSA members





A lush garden scene featuring a stone head sculpture in a pond, surrounded by ferns, rocks, and various plants. The water in the pond is dark and reflects the surrounding greenery. The stone head is positioned in the upper right quadrant, with water flowing from its mouth. The foreground is dominated by large, vibrant green ferns and other foliage. The overall atmosphere is serene and natural.

*“To plant a garden is  
to believe in tomorrow”*

Audrey Hepburn