

THE KANSAS CITY SYMPHONY LEAGUE



PRESENTED BY URSULA TERRASI
2022 CO-CHAIR

Introductory Overview

- **The Kansas City Symphony** - one of the top 25 orchestras in the United States
- **The Kansas City Symphony League** - formed in 1942
- **The Symphony Ball** - began in 1983



Situation and Strategies

Goals & Objectives:

- Attract and tap into past and existing supporters
- Expand support for the Symphony
- Raise significant funds
- Be diligent regarding expenses
- Diversify the attendees

Situation and Strategies

Expand & Increase:

- Board participation
- Involvement of current contributors
- And already involved Key Community Leaders
- High-involvement community leaders who have not supported the Symphony in the past

Situation and Strategies

Expand & Increase:

- Reach and engage younger audience segment and potential next-gen supporters
- Raise awareness among target groups of:
 - Our Goals
 - Our Accomplishments
 - The opportunity as a Catalyst for improving quality of life

**Kansas City Symphony
Royal Gala 2022
“Let’s Have a Ball!”**

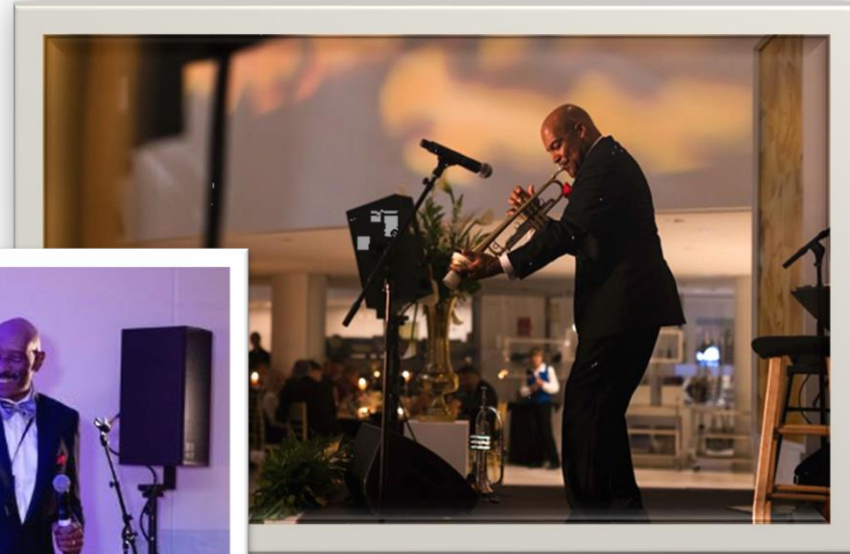


Create a Unique Brand and Theme

- Fresh and fun
- Relaxed dress recommendations
- Jazz, blues, and swing
- After concert supper club
 - Dinner
 - Dancing
 - Listening



Create a Unique Brand and Theme



*Engage and promote
Local KC Talent
Lonnie McFadden
and Ronnie McFadden*

Create a Unique Brand and Theme



THE KANSAS CITY SYMPHONY
ROYAL GALA
Let's have a Ball!

THE EVENT

For one night only, relive Kansas City's heyday when the music was swinging along with the original Monarchs' baseball bats.

Today, our town is still known for its music and baseball — thanks to our world-class Kansas City Symphony and two-time World Series winners, the Kansas City Royals!

Our honorary Royal chairs, Mary and John Sherman, welcome you to "have a ball," as we honor Kansas City's musical culture and begin our salute to Michael Stern's unprecedented years as music director.

However, we are in the process of trying to secure additional seating for new sponsors. If you would like to reserve a space, please indicate your desired level of support on the enclosed form. We'll be happy to place you on a wait list.

THE KANSAS CITY SYMPHONY
ROYAL GALA
Let's have a Ball!

For one night only — September 10, 2022 — yours invited to relive Kansas City's heyday when the music was swinging along with the original Monarchs' baseball bats. Join us as we turn the Kaufman Center for the Performing Arts into a vintage style supper club with fantastic food, classic cocktails, entertainment and, of course, music.

Today, our town is still known for its music and baseball — thanks to our world-class Kansas City Symphony and two-time World Series winners, the Kansas City Royals.

Honorary chairs Mary and John Sherman, principal owners of the KC Royals, invite you to "have a ball" as we honor Kansas City's musical culture and salute Michael Stern's unprecedented years as music director.

The evening begins with an exhilarating concert by the Kansas City Symphony in Helldorf Hall, then transitions to a roaring tapper club in Broadway Grand Hall. Surrounded by friends, you'll enjoy drink, dance and dancing while being entertained throughout the night by musical guest entertainers, Lorenz Mcadden.

Come celebrate why Kansas City is so special — then and now — while renewing your commitment to the Kansas City Symphony. As a 2022 Gala Benefactor, you'll be an MVP in supporting the Kansas City Symphony's continued vitality, community outreach and youth educational programs that enrich the lives of so many in our region. The sponsorship levels and benefits are enclosed. As a sponsor, you'll be given the "royal treatment" of an exclusive Benefactor Party that's guaranteed to be a home run!

With great appreciation,
Mary and John Sherman, Honorary Chairs

See Ann Fogelberg and Ursula Tenas, Co-Chairs

Presented by the Symphony League of Kansas City

Honorary Chairs: Mary and John Sherman
Co-Chairs: Ann Fogelberg and Ursula Tenas
Complimentary garage or valet parking available

Printing by: [unreadable]

Work to build Innovative Partnerships

Initiate Community Outreach/Partnerships

- National/Local Based Jewelry store
- Award Winning Graphic artist
- Local graphic and production printers
- Local photographer
- National/local restaurant (Capital Grill)
- Local Magazines
- Kansas City Royals

Create a "Buzz"

THE KANSAS CITY SYMPHONY

ROYAL GALA

Let's have a Ball!

The Symphony League of Kansas City – along with Honorary Chairs Marny and John Sherman – invite you to have a "Ball"

September 10, 2022

Kauffman Center for the Performing Arts.


The evening begins with an exhilarating Symphony performance in Helzberg Hall led by Michael Stern, then transitions to a rousing vintage-style supper club in Brandmeier Hall with dinner, drinks and entertainer extraordinaire, Lonnie McFadden.

Relive KC's heyday when the music was swinging along with the original Monarch's baseball bats. Today our town is still known for its music and baseball – thanks to our world-class Symphony and two-time World Series winners, the KC Royals.

Come celebrate KC then and now while supporting our Symphony's continued vitality, community outreach and youth educational enrichment.

Join Co-Chairs Sue Ann Fagerberg and Ursula Terrasi to experience the "Royal" treatment of this exciting evening!

For more information visit ksymphonyball.org



Royal Treatment

THE KANSAS CITY SYMPHONY

ROYAL GALA

Let's have a Ball!

The Symphony League of Kansas City will host the 2022 *Royal Gala* at the Kauffman Center for the Performing Arts on September 10th. This year's theme is "Royal Treatment." Marny and John Sherman are serving as the honorary chairs, with Sue Ann Fagerberg and Ursula Terrasi as the co-chairs. The reception will include a Kansas City Symphony performance, followed by cocktails and dinner with entertainment by Lonnie McFadden.



John and Marny Sherman, Honorary chairs, with Messrs Michael Stern, Kansas City Symphony

In The Spotlight

THE KANSAS CITY SYMPHONY

ROYAL GALA

Let's have a Ball!

Marny and John Sherman are the honorary chairs for the Symphony League of Kansas City's *Royal Gala*. "Royal Gala" Marny Sherman and her son Fagerberg are serving as the co-chairs of the event, which will be held on September 10th at the Kauffman Center for the Performing Arts. Messrs Michael Stern will kick off the festivities by conducting a Symphony performance in Helzberg Hall. Reception will be the site for cocktails and dinner, along with entertainment by Lonnie McFadden. The major chair recipients will be announced at the gala to which the Monarch's original baseball and Kansas City state flag are being presented will honor the Kansas City Royals.

Sue Ann Fagerberg and Ursula Terrasi are co-chairs with Kathleen Gehring, Symphony League president



New Giving Levels

- The Michael Stern Guest Artist Circle
- Community Engagement Circle

Innovative “perks”

- Kansas City Royals Owners Suite
- Michael Stern in Breckenridge, CO
- Culinary/wine pairing with Michael Stern

Event Challenges... and Solutions!

800 reservations with 620 dinner seats

- Sold out every benefactor level (\$1,500- \$75,000)
- Returning donations was not an option
- Asked League members and benefactors for open seats
- Added a wait list
- Seated everyone
- Raised a record dollar amount

Results

- Goals were exceeded
- Attendance was at capacity
- Low percentage of costs to revenue (17%)
- Raised \$1,381,930

We're grateful for the support and generosity of our committed League members, the community, and the Symphony organization.

THE KANSAS CITY SYMPHONY

ROYAL GALA

Let's have a Ball!



Kansas City Symphony Gala
1983 - 2022

THE KANSAS CITY SYMPHONY
ROYAL GALA
Let's have a Ball!

