

HOUSTON
SYMP#ONY | LEAGUE

Driving Impact through Sponsorships



Strategy for More Funds through Sponsorships

The Houston Symphony required more money this year

- One answer was to find event sponsorships and in-kind donations for events
- Would also create additional new community partnerships
- Cover costs and not to provide any extras

Sponsorship Project Creation Plan

The process

- The President and the Event Chairs met to discuss and decide on potential sponsors and in-kind donation entities
 - Donors could not already be selected by the Houston Symphony
 - Donors had to be within the brand of the Houston Symphony
- Six events were decided on to find donors
 - Fall Membership Luncheon
 - Holiday Party
 - Neiman Marcus Fashion Presentation
 - Shop, Sip, Stroll & Dine
 - Spring Membership Tea
 - Conversation with an Icon

Cash Donations Results

Cash Donations

- \$5000 Holiday Party from a bank
- \$5000 Spring Membership Tea from an individual
- \$5000 Neiman-Marcus fundraiser from two individuals (\$2500 each)

TOTAL \$15,000

In-Kind Donations

In-Kind Donations

- \$14,000 Saks Fashion Show donated by Saks for the Conversation with an Icon fundraiser
- \$10,000 Christy Lynn Fashion Show donated by Christy Lynn store for the Fall Membership Luncheon
- \$2,800 worth of two products from two stores during the Shop, Sip, Stroll, & Dine fundraiser to be used later for raffles

TOTAL \$26,800

Donor Recognition

Logos and names were recognized on:

- Event Invitations
- Event Programs
- Event Signage

Success

- Decreased expenses for existing events by having sponsors defray some of the costs thus increasing our donation to the Houston Symphony
- Increased awareness of the Houston Symphony and the Houston Symphony League in the Houston business community