

Driving Impact Through Sponsorships

HOUSTON SYMPHONY | LEAGUE

Houston Symphony League
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PROJECT OVERVIEW

Driving Impact Through Sponsorships was an initiative to use sponsorships for key Houston Symphony League events to offset the costs of the events and increase the amount of money given to the Symphony. Our President selected six events – three annual member events and three fundraising events – for sponsorships. Three of the events – Fall Membership Meeting, Member Holiday Party, and Spring Membership Tea - are annual member events that are not fundraisers. The other three events - Neiman Marcus Fashion Presentation; Shop, Sip, Stroll & Dine; and Conversations with an ICON – are fundraising events. The goal was to obtain sponsorships of at least \$5,000.00 for each of the six events.

PURPOSE OF THE PROJECT:

The goals of the project were to reduce League expenses for the six events, increase the League's annual contribution to the Houston Symphony, and increase awareness of the Houston Symphony and the Houston Symphony League in the Houston business community.

VOLUNTEER REQUIREMENTS

There were two chairs for each of the six events. The chairs were tasked with obtaining sponsorships for each of the events in addition to the other tasks of planning and executing the events.

FINANCIAL INFORMATION

Cash sponsorships amounted to \$15,000.00 - \$5,000.00 each for three of the events. In-kind donations from sponsoring businesses were worth a total of \$26,800.00. \$24,000.00 of the in-kind donations were for style shows at one member event and one fundraising event.

SUCCESSSES

The project was successful in obtaining sponsorships that offset costs and allowed the Houston Symphony League to make a record contribution of \$193,000.00 to the Houston Symphony for the 2024-2025 year. The League was also able to increase visibility of the Houston Symphony and Houston Symphony League by targeting individuals, small banks, and entrepreneurs who would not otherwise have an opportunity to associate their brand with the Houston Symphony.



The Houston Symphony League
 along with
 Co-Chairs Brigitte Kalai & Farida
 Abjani
 cordially invites you to

***Conversations
 with an ICON
 Saks
 Fifth Avenue***

Wednesday, March 26, 2025
Houston Country Club

11:00 AM - Champagne Reception
11:30 AM - Luncheon
12:00 PM - Honorees | Saks Fashion Show | Conversation

(Please RSVP by clicking anywhere to purchase tickets & tables)

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