

nso national symphony orchestra

christoph eschenbach, music director

2011 | 2012 SPONSORSHIP OPPORTUNITIES



Welcome from the Music Director

Why Sponsor the National Symphony Orchestra?

Dear Friends,

I am honored to be entering my second season as Music Director of the National Symphony Orchestra. Our first year together was a great success, as the Orchestra gave many wonderful performances, and the coming year promises to be even more thrilling. Our concerts will include five transcendent symphonies by Beethoven, choral masterpieces by Mendelssohn and Orff and three concert weeks during *The Music of Budapest, Prague, and Vienna*.

This year, we are joined in the Concert Hall by some of our most exciting guest artists, including violinists Midori and Leila Josefowicz, pianists Nelson Freire and Stephen Hough, and many others. I am also delighted to share the podium with several celebrated friends and colleagues such as Herbert Blomstedt, Lorin Maazel, and Leonard Slatkin.

In 2011–2012, the musicians and I look forward to further strengthening our wonderful relationship, while presenting another year of inspiring concerts for the people of Washington, D.C. I hope you will consider one of the sponsorship opportunities highlighted in this booklet. Your support ensures that the NSO will remain one of the country's finest orchestras for many years to come.

Christoph Eschenbach

- Excitement and interest in the NSO has never been greater. In the 2011–2012 season, the Orchestra will continue its new artistic era in its second year under the baton of Music Director Christoph Eschenbach.
- Prominent visibility at the Kennedy Center—our nation's leading performing arts center—and throughout the Washington, D.C. area.
- High-level entertainment opportunities and networking at the Kennedy Center Honors Gala, Season Opening Ball, Kennedy Center Spring Gala, and other prestigious events.
- Extensive visibility in all printed materials and advertisements related to the sponsorship.



Programming and artists subject to change.



Christoph Eschenbach

Classical Season Programming



Green Series Presenting Sponsor \$150,000 Red Series Presenting Sponsor \$150,000

The National Symphony Orchestra's Classical Series offers a unique sponsorship opportunity to select a particular Subscriber Series during 2011–2012. These seven concert-week classical series feature NSO Music Director Christoph Eschenbach, as well as some of the finest programming and guest artists from around the world. As the Presenting Sponsor of the Orchestra's Green or Red Series, you will gain many benefits at the Kennedy Center and a visible presence throughout the greater Washington metropolitan area.

Matinee Series Sponsor \$100,000

This unique series pairs renowned artists with some of the world's most beloved classical works for seven memorable concerts, each taking place on either Friday or Sunday afternoon.

National Symphony Orchestra



Christoph Eschenbach Series \$200,000

In his second year as Music Director, Christoph Eschenbach will lead the National Symphony Orchestra in ten weeks of programs throughout the 2011–2012 season. Performances will include symphonies by Beethoven, Schubert, Shostakovich, and Tchaikovsky, as well as three weeks of programming in conjunction with the Kennedy Center's 2012 festival, *The Music of Budapest, Prague, and Vienna*.



Christoph Eschenbach

November 17, 18, and 19

Christoph Eschenbach, conductor

BEETHOVEN: Symphony No. 6 "Pastoral"

December 1, 2, and 3

Christoph Eschenbach, conductor

SHOSTAKOVICH: Symphony No. 1

January 26, 28, and 29

Christoph Eschenbach, conductor

SCHUBERT: Symphony No. 9 "The Great"

February 2, 3, and 4

Christoph Eschenbach, conductor

BEETHOVEN: Symphony No. 3 "Eroica"

February 9, 10 and 11

Christoph Eschenbach, conductor

BRUCKNER: Symphony No. 9

March 8, 9, and 10—Budapest

March 8 and 10

Christoph Eschenbach, conductor
Michelle DeYoung, mezzo-soprano
Matthias Goerne, baritone

BARTÓK: *The Miraculous Mandarin*

BARTÓK: *Bluebeard's Castle*

March 9

Christoph Eschenbach, conductor

"Hungarian Dances"

March 15, 16, and 17—Vienna

March 15 and 17

Christoph Eschenbach, conductor

Christine Goerke, soprano

Simon O'Neill, tenor

Eric Halfvarson, bass

Tomasz Konieczny, bass-baritone

The Choral Arts Society of Washington

BEETHOVEN: *Fidelio*

March 16

Christoph Eschenbach, conductor

Music by the Strauss family

March 22, 23, and 24—Prague

March 22 and 24

Christoph Eschenbach, conductor

Anne Schwanewilms, soprano

Nathalie Stutzmann, mezzo-soprano

Steve Davislim, tenor

Robert Holl, bass

The Washington Chorus

DVOŘÁK: *Stabat Mater*

March 23

Christoph Eschenbach, conductor

DVOŘÁK: Serenade in D minor op. 44

JANÁČEK: Capriccio

JANÁČEK: Concertino

DVOŘÁK: Serenade in E major op. 22

May 31, June 1, and 2

Christoph Eschenbach, conductor

BEETHOVEN: Symphony No. 7

June 7, 8, and 9

Christoph Eschenbach, conductor

TCHAIKOVSKY: Symphony No. 5

Beethoven Series \$100,000

The National Symphony Orchestra will present six concert weeks in 2011–2012 featuring the music of Ludwig van Beethoven. Music Director Christoph Eschenbach will lead the NSO in performances of three of the composer's greatest masterpieces, the Third, Sixth, and Seventh Symphonies, as well as a special concert presentation of Beethoven's only opera, *Fidelio*, as part of *The Music of Budapest, Prague, and Vienna*. Guest conductors Rafael Frühbeck de Burgos and Herbert Blomstedt will join the Orchestra to conduct the Eighth and Fourth Symphonies, respectively.



Ludwig van Beethoven

September 29, 30, and October 1
Rafael Frühbeck de Burgos, conductor
BEETHOVEN: Symphony No. 8

November 17, 18, and 19
Christoph Eschenbach, conductor
BEETHOVEN: Symphony No. 6 "Pastoral"

February 2, 3, and 4
Christoph Eschenbach, conductor
BEETHOVEN: Symphony No. 3 "Eroica"

February 16, 18, and 19
Herbert Blomstedt, conductor
BEETHOVEN: Symphony No. 4

March 15 and 17
Christoph Eschenbach, conductor
Christine Goerke, soprano
Simon O'Neill, tenor
Eric Halfvarson, bass
Tomasz Konieczny, bass-baritone
The Choral Arts Society of Washington
BEETHOVEN: *Fidelio*

May 31, June 1, and 2
Christoph Eschenbach, conductor
BEETHOVEN: Symphony No. 7



Rafael Frühbeck de Burgos



Herbert Blomstedt



Christoph Eschenbach

Great Soloists Series \$100,000

Throughout the 2011-2012 Season, the National Symphony Orchestra will feature appearances by some of the world's most celebrated artists in the Great Soloists Series. Performers will include violinists Midori and Leila Josefowicz, pianists Stephen Hough, Ingrid Fliter, and Nelson Freire, as well as cellist Claudio Bohórquez.



Midori



Ingrid Fliter



Stephen Hough



Nelson Freire



Claudio Bohórquez

December 1, 2, and 3
Christoph Eschenbach, conductor
Midori, violin

BRITTEN: Violin Concerto

January 12, 13, and 14
Hannu Lintu, conductor
Leila Josefowicz, violin

MACKEY: *Beautiful Passing*

January 19, 20, and 21
James Gaffigan, conductor
Ingrid Fliter, piano
SCHUMANN: Piano Concerto

April 19, 20, and 21
Andrew Litton, conductor
Stephen Hough, piano
RACHMANINOFF: Piano Concerto No. 1

May 17, 18, and 19
Andreas Delfs, conductor
Nelson Freire, piano
BRAHMS: Piano Concerto No. 2

June 7, 8, and 9
Christoph Eschenbach, conductor
Claudio Bohórquez, cello
LALO: Cello Concerto

Contemporary Music Series \$75,000

The NSO's tradition of performing new orchestral works will continue in 2011–2012 with the Contemporary Music Series. The Orchestra will perform music by Sean Shepherd, George Benjamin, Anna Clyne, Steven Mackey, Detlev Glanert, Jörg Widmann, and Bill Banfield, as well as a new commission by celebrated composer Osvaldo Golijov. These concerts will be conducted by several renowned contemporary music interpreters, including Music Director Christoph Eschenbach, Oliver Knussen, and Leonard Slatkin.

November 3, 4, and 5

Oliver Knussen, conductor
Peter Serkin, piano

SHEPHERD: *Wanderlust*
BENJAMIN: *Duet*

November 10, 11, and 12

Leonard Slatkin, conductor

CLYNE: <<rewind>>

December 1, 2, and 3

Christoph Eschenbach, conductor

GOLIJOV: *Sidereus* (NSO co-commission)

January 12, 13, and 14

Hannu Lintu, conductor
Leila Josefowicz, violin

MACKEY: *Beautiful Passing*

January 19, 20, and 21

James Gaffigan, conductor

GLANERT: *Fluss ohne Ufer* (NSO co-commission, US Premiere)

January 26, 28, and 29

Christoph Eschenbach, conductor
Christa Schönfeldinger, glass harmonica

WIDMANN: *Armonica*

April 13 and 14

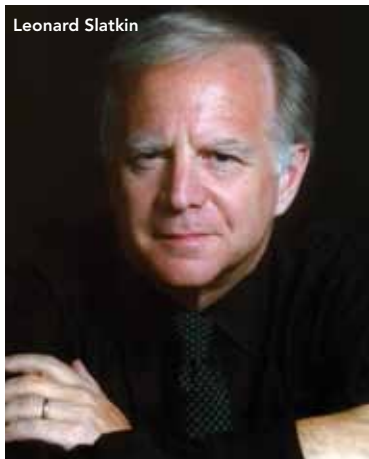
Thomas Wilkins, conductor
Sweet Honey in the Rock, guest artists

BANFIELD: *Affirmations* (NSO co-commission)

May 31, June 1, and 2

Christoph Eschenbach, conductor

TBA: *New work* (NSO commission)



Leonard Slatkin



Oliver Knussen



Hannu Lintu



Leila Josefowicz

The Music of Budapest, Prague, and Vienna \$100,000

In March 2012, the Kennedy Center will present *The Music of Budapest, Prague and Vienna*, an exploration of the rich cultural heritage of Budapest, Prague, and Vienna and their profound impact on the history of music. Christoph Eschenbach and the National Symphony Orchestra will present three weeks of concerts in conjunction with the festival—the first spotlighting the Hungarian music of Bartók, Liszt, and others; the second focusing on the Viennese traditions of Beethoven and the Strauss family; and the third featuring music by Czech composers Dvořák and Janáček.



Prague



Michelle DeYoung



Matthias Goerne

March 8, 9, and 10—Budapest

March 8 and 10

Christoph Eschenbach, conductor
Matthias Goerne, baritone
Michelle DeYoung, mezzo-soprano

BARTÓK: *The Miraculous Mandarin*
BARTÓK: *Bluebeard's Castle*

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Christoph Eschenbach, conductor

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Tomasz Konieczny, bass-baritone
The Choral Arts Society of Washington

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March 22 and 24

Christoph Eschenbach, conductor
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Nathalie Stutzmann, mezzo-soprano
Steve Davislim, tenor

Robert Holl, bass
The Washington Chorus

DVOŘÁK: *Stabat Mater*

March 23

Christoph Eschenbach, conductor

DVOŘÁK: *Serenade in D minor op.44*

JANÁČEK: *Capriccio*

JANÁČEK: *Concertino*

DVOŘÁK: *Serenade in E major op.22*

Season Opening Ball Presenting Sponsor \$200,000

The National Symphony Orchestra and Music Director Christoph Eschenbach open the 2011–2012 season with the spectacular Season Opening Ball. Each year, this event attracts executives from many Fortune 500 companies, government officials, prominent politicians, members of the diplomatic corps, and philanthropic leaders from across the nation. This season, Maestro Eschenbach will be joined by superstar violinist Joshua Bell.



Joshua Bell by Chris Lee;
Opening Ball by Daniel Schwartz



September 25

Christoph Eschenbach, conductor
Joshua Bell, violin

DVOŘÁK: Overture, *Carnival*
BRUCH: Violin Concerto No. 1
SMETANA: Three Dances, *The Bartered Bride*
RAVEL: *Boléro*

Handel's *Messiah* Presenting Sponsor \$25,000

The National Symphony Orchestra continues its annual holiday tradition by presenting Handel's *Messiah*. Guest conductor Matthew Halls will take the podium to lead the NSO, a quartet of accomplished soloists, and the Cathedral Choral Society in four performances of this beloved masterpiece.



December 15, 16, 17, and 18

Matthew Halls, conductor
Kiera Duffy, soprano
Matthew Shaw, counter-tenor
James Gilchrist, tenor
Neal Davies, bass-baritone
Cathedral Choral Society

HANDEL: *Messiah*



Matthew Halls

Pops Season

Steven Reineke, Principal Pops Conductor

Pops Season Presenting Sponsor \$150,000

This season the NSO will welcome new Principal Pops Conductor Steven Reineke to present a six-week series of Pops programming that spans from October to May. The NSO Pops will present *Some Enchanted Evening: The Music of Rodgers and Hammerstein*; *George Benson: An Unforgettable Tribute to Nat King Cole*; *The Perfect Gift!*; *Cirque De La Symphonie*; *Wayne Brady Sings the Sammys*; and *Big Bad Voodoo Daddy*.

October 13, 14 and 15
November 25 and 26
December 8, 9, 10 and 11
February 23, 24 and 25
March 29, 30 and 31
May 10, 11 and 12



Photo by Michael Tammaro

Steven Reineke



Canadian Tenors

The Perfect Gift! Sponsor \$25,000

The NSO Pops return again to continue their holiday tradition with: *The Perfect Gift!* Joined in the Concert Hall by The Canadian Tenors, the NSO and these four gifted performers with diverse vocal styles will present a concert filled with time-honored classics such as "O Holy Night," "Ave Maria," and many more. Each year, these concerts are among the Orchestra's most popular events, drawing families from throughout the area for an uplifting evening filled with holiday cheer.

December 8, 9, 10 and 11

Family Season

Family Season Presenting Sponsor \$150,000

This sponsorship provides a unique opportunity to reinforce your company's image with children and families. The Family Season includes NSO Family Concerts designed to bring music to life through lively narration with special guests; Kinderkonzerts which encourage audience participation; Connections Ensemble Concerts that link music with curriculum; and Teddy Bear Concerts tailored for the Orchestra's youngest audience. These concert presentations are designed to be exciting and educational for the entire family.



Family Concerts Single Concert Supporting Sponsor \$15,000

The NSO Family Concerts bring your favorite stories to life through lively narration and wonderful music. This season will feature *Peter and the Wolf* including the Oscar®-winning film by Suzie Templeton; *Magic Circle Mime Company: The Mozart Experience*; and *The Carnival of the Animals*. Young audience members can stay after some performances for Kids' Chat where they ask questions and hear engaging stories in an up-close-and-personal talk with the concert artists.

October 16
March 4
May 13



Kinderkonzerts Presenting Sponsor \$15,000

Designed to acquaint young children with classical music and the instruments of the orchestra, NSO Kinderkonzerts feature small groups of NSO musicians who demonstrate their instruments and perform short pieces of music, both classical and popular. These performances involve the children as participants as well as listeners. Previous Kinderkonzerts have included *Strings and Stories*, featuring the Kennedy String Quartet, and *Got Rhythm?*, an exploration of where rhythm comes from.



The Unlikely Trio



Kennedy String Quartet



Connections Ensemble Concerts Presenting Sponsor \$15,000

Single Concert Sponsor \$7,500

For students in grades 5–9, Connections Concerts find new and exciting ways to integrate educational curriculum with musical topics. Yvonne Caruthers, NSO cellist and the Connections creator, leads these popular and educational concert programs. In recent years, the Connections Concerts have included programs such as *Science and Music* and *Math and Music*.

Teddy Bear Concerts
Presenting Sponsor \$25,000
Single Concert Sponsor \$10,000

Teddy Bear Concerts are based upon the European tradition of young children bringing their favorite stuffed animals to a concert. The ensemble uses stories, sound effects, children's songs, and pieces from the classical musical repertoire. Recent seasons have featured Teddy Bear Concerts such as *The Tale of Teddy and the Ten Hats* and *Tunes 'n' Tales*, a program that showed how different sounds, melodies, rhythms, and instruments can be used to bring a story to life.



Teddy Bear Concert by Carol Pratt; audience by Margot Schulman

Education and Outreach Programming

Young People's Concerts Presenting Sponsor \$50,000

The goal of the NSO Young People's Concerts is to provide children with access to classical music they may not otherwise experience, while promoting learning, discipline, and creativity. Past Young People's Concerts have included "Beethoven Rocks!," "Sounds of Time" and "Sound Science," which used the works of Beethoven, Debussy, John Williams, and others to illustrate the relationship between curriculum topics and music. Over the course of the last 28 years, nearly 500 NSO Young People's Concerts have been presented to nearly 1.2 million students from the Washington, D.C. metropolitan area.



Photo by Carol Pratt

Summer Music Institute Sponsor \$50,000

Student Scholarship Donor \$4,000 per student

Established in 1993, the Summer Music Institute is a four-week classical music education program designed for young musicians, ages 15–20, who are seriously considering orchestral music as a career. Students from all over the world are selected by audition, and participate in a wide variety of activities led by NSO musicians. Participants also perform two full orchestra concerts and three chamber music recitals.



Youth Fellowship Program Underwriter \$10,000

The NSO Youth Fellowship Program is a full-scholarship, year-long orchestral training program intended for serious, local high school musicians interested in pursuing a professional career in orchestral music. The Fellowship program provides young musicians with a high standard of professional performance training, which includes access to numerous Orchestra performances and rehearsals, master classes with guest artists, one-on-one mentorship and instruction, as well as other educational opportunities.

Youth Orchestra Day Sponsor \$15,000

The most gifted young musicians of the metropolitan D.C. area come together at the Kennedy Center for NSO Youth Orchestra Day. After several rehearsals as a youth orchestra, the students are joined by NSO members for the final rehearsal. The program concludes with a free public performance in the Kennedy Center Concert Hall.



Young Soloists' Competition Presenting Sponsor \$25,000

The NSO Young Soloists' Competition occurs annually and recognizes the most talented high school musicians from the metropolitan Washington, D.C. area. In recent years, eight out of more than 40 local competitors have advanced to the final round, with the winning soloist receiving a \$1,000 cash prize/scholarship and a chance to solo with the NSO. In addition, the winner and all finalists were offered student membership in the Friday Morning Music Club for one year.



Sample Sponsorship Benefits

Name Visibility and Media Exposure

Text and/or logo ID included in all NSO media related to the sponsorship, examples include:

- Program page credit and listing among donors in *Playbill*, the program books for each Kennedy Center performance, with an annual circulation of more than 3.7 million.
- Logo ID and/or text recognition in season banners and posters displayed at the Kennedy Center.
- Text recognition on single performance tickets, if applicable.
- Logo ID and/or name recognition in print advertisements for NSO concerts in *The Washington Post* and other media outlets.
- Name recognition in the *Kennedy Center News*, the glossy magazine that is distributed bimonthly to 250,000 households and businesses throughout the Washington metropolitan area.
- Text recognition on the Kennedy Center Corporate Fund brochure and season or education brochures.
- Logo ID and text on appropriate concert webpages, and hyperlink to the company's website via the Kennedy Center/NSO website (the Kennedy Center website is visited by approximately 12,000 people per day).

Advertising and Promotional Opportunities

- Prominent mention in programming/sponsorship special press release announcement and all NSO and Kennedy Center printed materials and announcements, as appropriate, related to the sponsorship.
- The right to incorporate the National Symphony Orchestra and Kennedy Center name, marks, and logo into appropriate packaging and advertising to promote its association with the name and image of the NSO and Kennedy Center, with prior approval of the NSO.

Entertainment and Hospitality

VIP privileges at the Kennedy Center for designated benefit recipients, including:

- Invitations to special events, admittance to three Circles lounges (each lounge offers full bar services), exclusive reserved parking in the Kennedy Center garage, and the opportunity to purchase prime orchestra seating.
- A select number of complimentary tickets to the NSO Season concerts throughout the year of the sponsorship. Additional tickets may be purchased at a discount of 10%.
- NSO hosted dinner for twelve (12) in conjunction with one of the NSO/Kennedy Center performances, including: complimentary box seats, free parking, special recognition in *Playbill*, and pre- or post-concert backstage visit.
- Exclusive opportunities for corporate entertaining by hosting your guests with complimentary tickets to prestigious NSO and Kennedy Center events, which could include:
 - A priority advance invitation to purchase tickets to the world-renowned Kennedy Center Honors Gala.
 - Tickets to the NSO Season Opening Ball.
 - Tickets to the Kennedy Center Spring Gala and other special events throughout the season.
- Opportunity to co-host meet-and-greet receptions with NSO conductors and artists in conjunction with the NSO concerts.

The National Symphony Orchestra welcomes the opportunity to customize the above benefits, as appropriate, to accommodate sponsors' special needs and interests.

For additional information on sponsorship opportunities, please contact the NSO Development Office at (202) 416-8060.

National Symphony Orchestra
Development Office
P.O. Box 101510
Arlington, VA 22210
Fax: (202) 416-8097

(Above benefits contingent upon sponsorship level.)





The Kennedy Center

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS