



PRESENTED BY
MusicPower
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Friday, May 29, 2026 | Rochester Riverside Convention Center

NEW! RPO Concert Sponsorship Bundle

We are excited to share a new opportunity to entertain clients, elevate your brand, and have an impact in beyond the Gala evening - package your table or half-table with **title sponsorship of an RPO series concert!**

Bundles include a full table + concert at **\$7,500** and a half-table + concert at **\$5,000**. Concerts include:

Jan 16 + 17 | The Sounds of Laurel Canyon



Jeff Tyzik leads this journey back to the '60s and '70s California rock scene, a tribute to legends like Joni Mitchell, Fleetwood Mac, Jackson Browne and other influential artists whose songs still resonate today.

Feb 12 + 14 | Saint-Saëns & Mendelssohn



Celebrate love and passion this Valentine's Day weekend with your RPO! Lina González-Granados leads the RPO with Mendelssohn's "Scottish" Symphony, sweeping you away to misty landscapes with heartfelt melodies.

Feb 26 + 28 | Dazzling Dvořák



Intensity and sophistication mark this program with violinist Paul Huang. Dynamic soundscapes and powerful artistry take center stage, especially in Shostakovich's striking Symphony No. 1.

Mar 21 + 22 | Baroque to Brilliance



One of the most brilliant couples in classical music, Gil Shaham and Adele Anthony, perform Sarasate's fiery *Navarra*. Saturday night includes a champagne toast, and Sunday is a matinee!

Mar 27 + 28 | Heroes & Villains



Legendary scores from your favorite spy and superhero movies - relive the sophistication of James Bond, the iconic theme of Mission: Impossible, and epic sounds of Batman, Spider-Man, Lord of the Rings, and more!

May 22 + 23 | Broadway in Hollywood!



This year's Pops finale takes a journey from Broadway to Hollywood with show-stopping hits from stage-to-screen sensations like *Wicked*, *West Side Story*, *Chicago*, *The Sound of Music*, and *Mamma Mia!*

A Partner That's "In Tune"

- **Elevated Entertainment:** Create unique experiences that leave a lasting impression.
 - A half or full table to the **2026 RPO Gala**, featuring a concert from the full RPO with guest vocalists!
 - Block tickets to your sponsored concert program, seated in top-tier Zone 1 seats
- **Meaningful Marketing:** Drive awareness and elevate your brand through the RPO.
 - Gala Sponsor recognition on signage, RPO.org, a half-page Gala ad, and in the Bravo! program book
 - Logo inclusion and crediting in **all digital and print materials** pertaining to the concert of your choice
- **Cultural Leadership:** Associate with an innovative Rochester gem with a discerning, diversifying audience.
 - 20 ticket vouchers (good for two tickets) for use in prospect engagement, staff recognition, and more!

25/26 SEASON

Concert Bundle Benefits

RPO 2025/26 Season Gala

This outstanding evening will recognize the power of creative voices – a celebration of song including cocktails, dinner, and a full orchestra performance conducted by RPO Music Director Andreas Delfs:

- Reserved seating for eight guests (full table)/four guests (half-table), with the opportunity to host RPO musicians at your table
- Sponsor recognition on Gala signage, RPO.org sponsor roll, and Bravo! program book
- One half-page ad in the dedicated Gala program book

Marketing and Advertising Recognition

Our comprehensive media and advertising plan will help you achieve broad visibility for your bundled RPO concert:

- Top sponsor recognition across all relevant RPO promotional materials and advertising
 - Includes print advertising, digital media, e-newsletters, direct mail, TV, and radio.
- Acknowledgement in pre-concert announcements, concert hall video boards, and social media to 36,000 followers.
- Recognition in RPO Bravo! program including the Concert page, Corporate Partner page, and institutional partner donor roll.
 - Circulation of over 110,000 across all ticketed concerts.

RPO Audiences, by the numbers

The RPO has one of the biggest platforms in Rochester's robust arts and culture scene:

- A comprehensive constituent database of 80,000, with monthly average email reach of 500,000+
 - Nearly 10,000 new-to file households since the orchestra's 2024 Centennial
 - Email open rate: 30%-32%; email click rate: 0.7%-1.0%
- Top five ZIPs include 14534 (Pittsford), 11450 (Fairport), 14618 (Brighton), and 14620 (SE Roch).
- A recent Claritas PRIZM analysis showed:
 - 46% of the RPO's audience are defined as *Affluent Empty Nesters* or *Conservative Classics* – late-career/retired individuals with high levels of disposable income and active lifestyles.
 - 22% of RPO audiences are categorized as *Accumulated Wealth* – high-earning working professionals with growing families.

Access and One-of-a-Kind Experiences

Partnering with Rochester's premiere performing arts ensemble provides unique opportunities to build relationships with existing clients and prospects alike. These opportunities may include:

- Personalized ticket packages for sponsored programs, including ticket vouchers for staff, top clients, or other relationships you'd like to treat to a night out.
- VIP backstage tours and access to RPO artists for sponsored concerts.
- Access to exclusive events throughout each season, including champagne toasts, happy hours, and more.

For more information, please contact Bryce Davis, Senior Director of Strategic Initiatives, at bdavis@rpo.org. Thank you for your consideration of this new sponsorship package!