



April 3-4, 2020 at the Brazos County Expo

PREMIERE MARKET 2020 EVENT SUMMARY

Shop in Support of the Symphony



Just in time for Easter, Graduations, Mother's Day gifts, and summer weddings, the Brazos Valley Symphony Orchestra presents its highly anticipated 8th Annual Premiere Market. **The 2020 Premiere Market will be held for two magical days in April on the 3rd and 4th at the state-of-the-art Brazos County EXPO facility in Bryan/College Station.** The Market features exquisite merchants selling unique specialty items, home accessories, clothing, gourmet foods, jewelry and much more. The 2020 Premiere Market hours are 9am to 5pm on both shopping days on Friday and Saturday, April 3 & 4. \$5 at door admission for general shopping.

TREAT YOURSELF: Muffins, Mimosas & More will be held on Friday, April 3rd from 9am to 11am. This special event will feature a complimentary mimosa for each paying guest, delicious muffins and other continental breakfast goodies, and a coffee bar. The best part . . . you don't have to eat breakfast before you leave the house! Cost is \$15 per person and includes a 2-day shopping pass to the rest of the market hours.

ON-SITE BISTRO and BARS: Our **Premiere Market Bistro** Café will be serving a variety of delicious lunch-like offerings during all market hours to make it easy for you to get a nibble while you shop and no need to go elsewhere for delicious food and snacks. Cash bars will also make for a fun indulgence and a great day of shopping in support of the Symphony!

Premiere Market Committee Contact: Eva Read-Warden 979-229-9918

Sponsorship Committee Chair: TBD

Symphony Office: 979-696-6100 or services@bvso.org

All proceeds benefit the Brazos Valley Symphony Orchestra, a 501(c)(3) non-profit arts organization

P. O. Box 3524 – Bryan, TX 77805 – 979.696.6100 – www.bvso.org – office@bvso.org



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PREMIERE MARKET 2020 SPONSORSHIP BENEFIT LEVELS

PLATINIUM LEVEL SPONSORSHIP—\$5,000+

As a Platinum Level Sponsor, you will receive all the benefits of a Gold Level Sponsor in addition to the following marketing and advertising exposure:

- **Over \$10,000 in Paid Media Advertising**

- **Television Coverage:**

You will be recognized as a Sponsor of the Premiere Market on more than 50 television spots on KBTX-TV. Select spots will be shown during the KBTX Morning Show, the KBTX Noon Show, the KBTX 6pm News and the KBTX 10pm News. This will allow Premiere Market advertising to appear during the peak viewing hours on KBTX.

Representatives from the Brazos Valley Symphony will be appearing on the KBTX Morning Show, and the KBTX Noon Show to promote the Premiere Market. Platinum Level Sponsors will be recognized during the interviews.

We anticipate that KBTX will once again be broadcasting from the Premiere Market location to help promote the event.

- **Radio Coverage:**

Bryan Broadcasting will be giving major coverage to the Premiere Market. Coverage will include over 40 radio spots promoting the event

Representatives from the Symphony will appear on WTAW's morning talk show to promote the event. During that time, you will be recognized as a Platinum Level Sponsor.

- **Magazines:**

We will have print ads for the Premiere Market in various local magazines. Your sponsorship at the Platinum Level will be recognized in the ads (ad deadline permitting).

- **Other Print Materials:**

We will be printing handout information that will be distributed throughout the B/CS area. All print materials will include recognition of Platinum Level Sponsors of the event (deadline permitting).

- **Even More Incredible Benefits just for Platinum Level Sponsors:**

- You will receive 10 complimentary passes to the 2 public shopping days

- You will receive 6 reserved section ticket vouchers upon request for the March Symphony concert of the Brazos Valley Symphony Orchestra.

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GOLD LEVEL SPONSORSHIP—\$3,500

As a Gold Level Sponsor, you will receive all the benefits of a Silver Level Sponsor in addition to the following marketing and advertising exposure:

- At the Premiere Market:
Gold Level Sponsors may place a promotional piece in each carry bag that will be handed to attendees of Premiere Market.
- Other Benefits just for Gold Level Sponsors:

You will receive 6 complimentary passes to the 2 public shopping days

You will receive 4 reserved section ticket vouchers upon request for the March Symphony concert of the Brazos Valley Symphony Orchestra.

SILVER LEVEL SPONSORSHIP—\$2,500

As a Silver Level Sponsor, you will receive all the benefits of the Bronze level including the following marketing and advertising exposure and benefits:

- Electronic Media:
Selected Email blasts about the Premiere Market will include recognition of Silver Level Sponsors and above for the event. Several email blasts will be sent from the Symphony to our database of over 2,000 patrons beginning in March.

Special recognition of Silver Level Sponsors will be included in a targeted Facebook post on our Facebook page beginning in March.
- And Other Fantastic Benefits just for Silver Level Sponsors:

You will receive 4 complimentary passes to the 2 public shopping days

You will receive 2 reserved section ticket vouchers upon request for the March Symphony concert of the Brazos Valley Symphony Orchestra.

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BRONZE LEVEL SPONSORSHIP—\$1,500

As a Bronze Level Sponsor, you will receive all the Copper level marketing and advertising exposure and these benefits just for Bronze Level Sponsors:

You will receive 4 complimentary passes to the 2 public shopping days

You will receive 2 reserved section ticket vouchers upon request for the March Symphony concert of the Brazos Valley Symphony Orchestra.

COPPER LEVEL SPONSORSHIP—\$500

As a Copper Level Sponsor, you will receive the following marketing and advertising exposure and benefits:

- At the Premiere Market:
Copper Level Sponsors will be recognized in signage at selected prime sites during the Premiere Market.
- Electronic Media:
At the March OR April 2020 subscription concert, we will feature a promotional Powerpoint slide on the Premiere Market prominently featuring Copper Level Sponsors and above prior to the concert if possible and at intermission.
- Other Print Materials:
At our April 2020 subscription concert, our program that is handed out to attendees will include recognition of Copper Level Sponsors and above for Premiere Market.
- Other Exciting Benefits just for Copper Level Sponsors:
You will receive 4 complimentary passes to the 2 public shopping days

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PREMIERE MARKET 2020 OTHER SPONSORSHIP OPPORTUNITIES

Any sponsorship level can designate a particular location, item, or event to underwrite at the Market as mutually agreed upon based on the value of the sponsorship. For example, underwriting or sponsorship can be designated for the following:

Venue Sponsorship - \$5,000 (1 available)

Bar Sponsorship - \$950 each (3 available)

Market Bistro Sponsorship - \$950 each (3 available)

Muffins, Mimosas & More Sponsor - \$950 each (3 available)

Program Printing Sponsor - \$950 each (3 available)

For information about other sponsorships, call the Symphony Office

Thank you for your consideration!

We hope you can join us and look forward to seeing you there!

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