



*December 3-4, 2021 at the Brazos County Expo*

## **PREMIERE MARKET 2021 – For the Holidays!** **EVENT SUMMARY**

*Shop in Support of the Symphony*



Just in time for all your holiday shopping needs, the Brazos Valley Symphony Orchestra presents its highly anticipated 9<sup>th</sup> Annual Premiere Market. **The 2021 Premiere Market for the Holidays will be held for two magical days in December on the 3rd and 4th.** Our event features exquisite merchants selling unique specialty items, home accessories, clothing, gourmet foods, jewelry and much more. The 2021 Premiere Market hours are 9am to 5pm on both shopping days on Friday and Saturday, Dec. 3 & 4.

\$5 at door admission for general shopping.

**TREAT YOURSELF: Muffins, Mimosas & More** will be held on Friday, Dec. 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 \$20 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, complete with a signature Holiday Market Cocktail, will also make for a fun indulgence and a great day of holiday shopping in support of the Symphony!

**Premiere Market Committee Chair:** Jennifer Fredericks  
**Symphony Office:** 979-696-6100 or [services@bvso.org](mailto: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](http://www.bvso.org) – [office@bvso.org](mailto:office@bvso.org)*



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## **PREMIERE MARKET 2021 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 appear if allowed in the studio on the KBTX Morning Show, and the KBTX Noon Show to promote the Premiere Market. Platinum Level Sponsors will be recognized during the interviews.
  - **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 if allowed in the studio 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 unlimited complimentary passes to the 2 public shopping days.
    - You will receive 2 complimentary admissions to Muffins, Mimosas & More upon request.

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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 20 complimentary passes to the 2 public shopping days.

## **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 3,000 patrons beginning in November.

- And Other Fantastic Benefits just for Silver Level Sponsors:

You will receive 15 complimentary passes to the 2 public shopping days.

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## **BRONZE LEVEL SPONSORSHIP—\$1,500**

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

Special recognition of Bronze Level Sponsors will be included in a targeted Facebook post on our Facebook page beginning in November.

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

## **COPPER LEVEL SPONSORSHIP—\$500**

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**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 a 20-21 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 Exciting Benefits just for Copper Level Sponsors:**

You will receive 5 complimentary passes to the 2 public shopping days.

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## **PREMIERE MARKET 2021 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 - \$1,250 each

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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