



Contributions from businesses and foundations are vital to the vibrancy and wellbeing of our community. These donors make Minnesota a wonderful place for residents, visitors, and businesses by investing in exceptional performances, innovative education offerings, and meaningful community collaborations that enrich and inspire people of all ages throughout our state, across the country and around the world.

The Minnesota Orchestra offers an array of experiences—including concerts, programs and events—for companies to activate their brand, build business relationships and strengthen reputations for corporate citizenship. We strive to collaborate with partners to create shared value, and welcome the opportunity to customize a package that best meets your goals and interests.

To find out more about how your company can play a part, please contact [John Dunkel](#), Manager of Corporate Relations, at 612-371-5659 or jdunkel@mnorch.org.

CORPORATE PARTNERSHIPS

Why invest in a partnership with the Minnesota Orchestra?

A ROBUST CULTURAL COMMUNITY

Your support ensures the health of our vibrant cultural ecosystem, which enhances the lives of those who live and work in the Twin Cities and beyond. The Minnesota Orchestra is the state's largest performing arts organization, and our activities support the livelihood of hundreds of Minnesota artists while drawing more than 200,000 people each year to downtown Minneapolis.

A WORLD-REOWNED REPUTATION

Your support elevates our community's visibility on the world stage. The Grammy Award-winning Minnesota Orchestra is widely considered to be one of America's top symphonic ensembles, and our headline-grabbing tours and critically acclaimed recordings strengthen Minnesota's status as a cultural destination.

A COMMITMENT TO EDUCATION

Your support helps the Orchestra inspire and educate more than 30,000 young people each year. These students and their families participate in enriching school visits, collaborative side-by-side rehearsals with local youth orchestras, and fun and informative Young People's Concerts that feature diverse community arts partners.

A MUSICAL HOME FOR EVERYONE

Your support ensures that music belongs to everyone. By creating a welcoming experience in Orchestra Hall, we captivate and connect audiences. By providing innovative programming, we move with the pulse of the community. By serving as social stewards of the arts, we strive to widen our lens of greater inclusion. By inviting each person to feel the power of music, we generate empathy and compassion for humankind.

A DELIGHT FOR CLIENTS AND COLLEAGUES

In appreciation for your support, corporate partners receive exclusive benefits including ticket discounts, space rental discounts, hospitality opportunities, Orchestra Hall tours, special invitations and more.



CORPORATE PARTNERSHIPS

Sponsorship Opportunities

CONCERTS

The Minnesota Orchestra offers a range of opportunities to align with our popular concert offerings. Companies can be featured as signature season-long sponsors, attach their brand to a specific series of concerts, or support festivals and other special programming. We also offer an opportunity to become a Concert Host for specific performances (see the next page to learn more).

EDUCATION, ENGAGEMENT & ACCESSIBILITY

The Minnesota Orchestra has a longstanding commitment to inspiring and enriching programming that helps people learn, grow and reach their full potential. Sponsors make it possible for students to attend free or deeply discounted concerts, support collaborative engagements with community partners, and provide accessibility services that ensure a welcoming and inclusive environment for all.

SPECIAL EVENTS

The Minnesota Orchestra's calendar is full of exciting events that can provide high-profile opportunities to activate your brand. These include season-opening celebrations in the fall, holiday and New Year's festivities in the winter, the beloved Symphony Ball gala in the spring, a summer festival that brings joy and energy to the heart of downtown Minneapolis, and so much more.

Sponsorship Benefits

Corporate sponsors receive prominent recognition, exclusive benefits, unique client and employee engagement opportunities and alignment with one of Minnesota's most celebrated brands.

YOUR BENEFITS PACKAGE MAY INCLUDE

- Ticket vouchers for Minnesota Orchestra performances
- Season-long ticket discounts for your employees
- Recognition in the concert program, Orchestra Hall donor wall, and Minnesota Orchestra website
- Access to the Cunningham Green Room hospitality suite at intermission
- Invitations to special events throughout the season
- Complimentary tours of Orchestra Hall and other backstage opportunities
- Opportunity to have musicians from the Orchestra perform on your corporate campus
- Corporate Concierge Service



CONCERT HOST SPONSORSHIP OPPORTUNITY

Investment: \$10,000

Your company will be recognized throughout Orchestra Hall for an entire weekend as the presenting sponsor of that weekend's concerts.

You will also receive the opportunity to entertain clients and colleagues at one of the concerts that weekend. Before the concert, your guests will gather in Orchestra Hall's Cunningham Green Room hospitality suite, which features floor-to-ceiling windows that overlook the beautifully restored Peavey Plaza. There your group will enjoy a cocktail reception or light dinner and have the opportunity to hear from a musician or artist about the evening's concert. Guests may also be able to tour the concert stage. After your reception, your group will be guided to box seats for a dazzling performance.



Package Benefits

- Black-and-white logo recognition on lobby monitors and on the iconic cubes over the stage prior to an during your hosted concert weekend
- Use of the Cunningham Green Room hospitality suite (beverage and catering not included)
- 10 tickets for the concert
- Visit from a musician or artists
- Stage tour

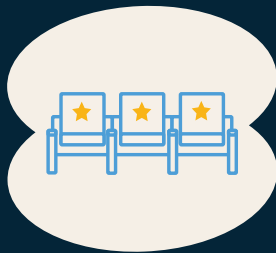
Season-Long Benefits

- 6 vouchers each redeemable for 2 complimentary tickets
- 15% employee discounts on ticket purchases
- Credit line recognition in Annual Report
- Credit line on the Corporate Sponsor page on the Minnesota Orchestra website
- Credit line on the donor wall in the Orchestra Hall lobby
- Corporate Concierge Service

A SEASON BY THE NUMBERS



13,569 donors made gifts that fueled the 2022–23 season's spectacular performances and programs. We are touched by the many donors who send personal notes alongside their gifts to share the Orchestra's importance in their lives, including one who said: "Thank you for feeding the souls of Minnesotans with your beautiful music."



82% of Orchestra Hall's seats were filled during the 2022–23 season. We were thrilled that nearly **12,000 of our guests** were first time Minnesota Orchestra concert-goers!



28,636 students and teachers from **237 schools** attended Young People's Concerts. More than one-quarter of those students attended for free, while others received their ticket for just **\$6.25**.



30 hours of recording sessions captured the final symphony in the Minnesota Orchestra's Mahler cycle, the massive Third Symphony. The Orchestra also released its recording of Mahler's Ninth Symphony, which *BBC Music Magazine* called "truly exceptional."



56 local artists, arts organizations and other partners created dazzling pre- and post-concert activities—including choral and dance performances, lectures and art installations—that complemented and illuminated the Orchestra's performances.



129 Minnesota Orchestra concerts were held at Orchestra Hall and beyond. In total, the Orchestra performed **221 pieces** written by **120 composers** during the 2022–23 season.



>3 million music lovers tuned in to live and recorded Minnesota Orchestra concerts via the Digital Concert Hall, radio and television broadcasts and streaming music services.

AUDIENCE SNAPSHOT

250,000 patrons attend concerts at Orchestra Hall every year.

More than **3 million** people annually watch or listen to live and on-demand concerts on television, radio and streaming platforms.

In recent seasons, residents from all **87 Minnesota counties** attended a Minnesota Orchestra performance.