

Celebrate 100:
**A Gala Evening
with Yo-Yo Ma**

In support of the
Toronto Symphony
Orchestra

November 16, 2022
Roy Thomson Hall
60 Simcoe Street, Toronto





Yo-Yo Ma



Jeremy Dutcher



Gustavo Gimeno, Music Director

A Note from TSO CEO, Mark Williams



I am delighted to invite you to **Celebrate 100: A Gala Evening with Yo-Yo Ma**—our centennial edition of the Toronto Symphony Orchestra’s (TSO) annual fundraising gala. Whether you are a seasoned TSO supporter or a new patron, I’m confident that you will not want to miss this spectacular event.

The TSO is proud of the role we have played over the last 100 years in making Toronto a vibrant place to live, work, and connect with each other. Over the last two years, the company has become yet more embedded into Toronto with an extraordinary number of new programs, collaborations, and partnerships. As we begin our second century of service, we will continue to offer music that brings joy and solace, opportunities for growth and self-reflection, and that supports the well-being of our diverse community.

I hope that you will join us on November 16, 2022. It is philanthropic and business leaders like you who ensure that arts and culture thrive in this dynamic city. Funds raised from this sensational event will support the TSO’s concerts and community work that enrich thousands of lives each year through the power of music.

We can’t wait to celebrate a century of music-making with our partners, audience, orchestra, and featured artists. Thank you to Gustavo Gimeno, Yo-Yo Ma, and Jeremy Dutcher for making this gala evening possible. And thank *you* for *your* support—see you there!

A milestone evening, 100 years in the making!

Take a leadership position among the Gala's guests by becoming a Sponsor

KEY EVENT FEATURES

- Exclusive pre-concert cocktail reception and full-course plated dinner for 250 VIP guests
- A powerhouse concert program featuring the TSO with virtuosic cellist Yo-Yo Ma performing Dvorák's emotional Cello Concerto and a special appearance by Canadian Indigenous artist and JUNO Award winner, Jeremy Dutcher
- Concert after-party with entire audience (2,400) and TSO musicians, featuring special musical surprises
- Engaging audience activations and photo opportunities, host drinks, and delicious eats

On Wednesday, November 16, 2022, the Toronto Symphony Orchestra (TSO) will celebrate its 100th anniversary in grand style at a dazzling concert that is not to be missed!

We invite you to take a leadership position among the Gala's guests by becoming a Sponsor, Table Host, Ticket Purchaser, or Event Donor. Please join us in celebrating the TSO's Centennial Season, and play a critical role in charting our path forward.

Your sponsorship and attendance will have a tremendous impact, supporting our work to deliver rich and diverse artistic programming on our main stages, and inspiring music education and meaningful community engagement initiatives that enrich lives and welcome all.

GALA SPONSORSHIP OPPORTUNITIES

Lead Sponsor	Champagne Sponsor	Applause Sponsor
\$100,000	\$50,000	\$25,000

Celebrate 100 Gala Sponsors

BMO Financial Group

Diamante Development Corporation

Ticketing & Hospitality			
Exclusive meet-and-greet opportunity with Yo-Yo Ma	●	●	
Access to the VIP Gala cocktail reception and Gala dinner	20	10	10
Option to have a TSO musician as one of your guests	●	●	●
Prime reserved seating for the Gala concert	20	10	10
Access to the post-concert party with host drinks for your guests	●	●	●
TSO concert tickets for use during the 2022/23 season	24	12	6
Invitation to a TSO Open Rehearsal in the 2022/23 season	6	4	4
Special commemorative TSO 100th Anniversary gift	●	●	●
Exposure & Brand Recognition			
Title sponsorship on all Gala concert promotional materials	●		
Opportunity to bring greetings at dinner	●		
Formal acknowledgement from CEO/TSO senior staff and/or Gala Emcee	●	●	
Featured quote in event press release	●	●	
Corporate logo/name recognition on Gala promotional and recognition materials (digital and print)	●	●	●
Company logo on dinner table sign	●	●	●
Opportunity to creatively showcase your brand as an activation on Gala night	●	●	●
Full page colour advertisement in evening programme	●	●	
1/2 page black and white advertisement in evening programme			●



Please note that logo/name placement and sizing will be in accordance with sponsorship level and subject to print deadlines. A charitable tax or acknowledgement receipt will be issued where possible for the maximum allowable amount under CRA guidelines.

GALA TABLE HOST & GALA SUPPORTER OPPORTUNITIES

	Gala Table Host \$15,000	Gala Supporter \$1,500
Ticketing, Hospitality & Recognition		
Name on dinner table sign	●	
Option to have a TSO musician as one of your guests	●	
Access to VIP cocktail reception and Gala dinner	10	1
Prime reserved seating for the Gala concert	10	1
Access to the post-concert party with hosted drinks	10	1
Invitation to a TSO Open Rehearsal in the 2022/23 season	4	2
Name recognition in Gala program	●	●
Special commemorative TSO 100th Anniversary gift	●	●

Please note that name placement and sizing will be in accordance with sponsorship level and subject to print deadlines. A charitable tax or acknowledgement receipt will be issued for the maximum amount allowable under CRA guidelines.

GALA IN-KIND SUPPORT

	Food & Beverage Partner \$5,000+ IN-KIND	Event Enhancement Partner \$5,000+ IN-KIND	Guest Gift Sponsor IN-KIND
Ticketing & Hospitality			
Event tickets provided (After-party and Gala concert)	2	2	
Invitation to a TSO Open Rehearsal in the 2022/23 season	4	2	
Brand Recognition & Activation			
Corporate logo on Gala promotional & recognition materials (print & digital)	●	●	●
Opportunity for on-site product promotion, and/or gift bag samples (subject to TSO approval)	●	●	●

Please note that logo/name placement and sizing will be in accordance with sponsorship level and subject to print deadlines.



TSO Celebrates 100 Years of Artistic Achievement and Community Impact

The Toronto Symphony Orchestra was founded in 1922 by a group of Toronto musicians and gave its first performance at the historic Massey Hall.

Since 1982, Toronto's iconic Roy Thomson Hall has been our home, drawing patrons from nearby, across the country, and around the world.

Heading into our centenary season, the Toronto Symphony Orchestra's name remains synonymous with musical versatility and growth, and artistic distinction. Gustavo Gimeno began his role as the TSO's 10th Music Director in the 2020/21 season. He also serves as Music Director of the Orchestre Philharmonique du Luxembourg.

The TSO's impact stretches far beyond our innovative and compelling concert programming on our main stage. We are deeply committed to demonstrating that music is for everyone, and we continue to build on education and outreach programs that resonate with people of all ages, backgrounds, and circumstances.

These programs include:

- Music-education programs like School Concerts for grades K-12, and Digital Teacher Resources;
- Relaxed Performances, designed specifically for people living with autism spectrum disorders, sensory and communication disorders, and learning disabilities;
- The development of next-generation artists through the Toronto Symphony Youth Orchestra, our Resident Conductor and Affiliate Composer positions, and our partnership with Women in Musical Leadership;
- Health and wellbeing programs like TSONDConnections—which uses music and technology to connect seniors in care with TSO musicians to reduce social isolation and support positive mental health—as well as our burgeoning partnerships with the Princess Margaret Hospital, YMCA, and CAMH.

A selection of milestones from the TSO's rich history of music-making

1923

Viennese-born conductor Luigi von Kunitz forms the New Symphony Orchestra (renamed the Toronto Symphony Orchestra in 1927) and becomes the TSO's first Music Director. The inaugural performance, on April 23 at 5:15pm at Massey Hall, features Tchaikovsky's Fifth Symphony. Tickets are 75¢, 50¢, and 25¢.

1925

The first TSO Children's Concert is held at Massey Hall. An outgrowth of this initiative, the TSO's current education programs comprise Young People's Concerts, School Concerts, virtual Classroom Concerts, live streams, and workshops in collaboration with community groups.

1947

Glenn Gould makes his TSO debut, at age 14, with Beethoven's Piano Concerto No. 4. He is one of many young artists whose careers will develop under the auspices of the TSO.

1965

Japanese conductor Seiji Ozawa begins his tenure as fourth Music Director. He is instrumental in introducing new composers, such as Ives (Symphony No. 4) and Messiaen (*Turangalila-Symphonie*), to Toronto audiences. The Messiaen work is captured in a pioneering recording in 1968.

1976

At Ontario Place, Erich Kunzel debuts the Pops Concerts—a series that today thrives under the leadership of Principal Pops Conductor Steven Reineke.

1979

Yo-Yo Ma performs for the first time with the TSO—and will go on to perform almost 50 more times with the Orchestra.

1987

The TSO's "Canadian Odyssey" tour takes it to Northern Canada, making it the first orchestra ever to perform in Inuvik, NWT.

2001

TSOUNDCHECK is created to encourage young people ages 15–35 to experience orchestral music with the TSO. With over 34,000 current members, it remains a landmark audience-development performing arts initiative.

2008

Under Music Director Peter Oundjian, TSO Live—a self-produced label of live-concert recordings—is launched. Eight recordings are released between 2008 and 2013.

2017

To commemorate the 150th anniversary of Confederation, more than 40 new works by Canadian composers across the country—co-commissioned by the TSO and other Canadian orchestras—are performed, including a series of short, fanfare-like pieces called "Sesquies".

2019

The TSO presents its first-ever Relaxed Performance for neurodiverse audiences and those who benefit from more informal concert experiences.

2021

Daniel Bartholomew-Poyser, who helped to initiate the TSO's Relaxed Performances, is appointed Barrett Principal Education Conductor & Community Ambassador.

Spanish born conductor Gustavo Gimeno begins his tenure as Music Director.

2022

Gustavo Gimeno and four of his predecessors all take to the podium in a Music Directors' Special Homecoming concert marking the beginning of a 15-month-long celebration of the TSO's 100-year history.

PATRON AND COMMUNITY TESTIMONIALS

“

I cannot begin to tell you the joy that the TSO brings to my life... I am so impressed with the various ways the TSO has reached out and responded to the needs of the community throughout this pandemic. What you have done is so important to the emotional health of us all. Thank you for the music!”



“

Thank you so much for putting an excellent program of works for this 2021–22 season. What an awesome way to come out of the pandemic, listening to the TSO tackling the classics and new works with such vivid and passionate gusto. I look forward to spending many more evenings listening to the TSO.”



“

Thank you for creating this [Relaxed Performance]. It is a gift to our autistic daughter as well as us. We would not be able to visit the TSO otherwise, and she enjoyed it so much! It was lovely letting her run around, dance and be herself in an environment without social expectations, which she does not perceive.”

“

My Mom is deeply moved by music and hearing performances of this calibre on instruments she doesn't ordinarily get to hear is entralling for her. I could see it in her posture, leaning forward into the screen with a smile on her face.”

— Response to TSOUNDConnections

MEDIA HIGHLIGHTS

“

The balance between the orchestra and [Yo-Yo] Ma was remarkably matched. His tone was delicate and transparent and rumbled with a desperate energy under the surface of each melodic passage.”

— Toronto Star, June 1, 2015



“

This is like a musical hug: How the Toronto Symphony Orchestra created one stunning performance from 29 separate locations.”

— Toronto Life, March 25, 2020



“

Gimeno has shown me a tendency to take the TSO on thrill-rides, tonight being no exception. Soloists in every section had great opportunities to show us their stuff, but often in the context of faster than usual tempi. It's wonderful to see the rapport between them, the trust they place in his hands and the response they make to his baton.”

— Barczablog, May 20, 2022

“

The relaxed performance is one way the TSO is broadening their audience, ensuring that they are creating an inviting and welcoming atmosphere for different Toronto communities. The other way is through the actual programming: the variety of concerts organized for young people in 2022/2023, the TSO's centennial year, is impressive.”

— Shedoesthcity.com, May 13, 2022



YOUR SUPPORT MATTERS

The success of Celebrate 100: A Gala Evening with Yo-Yo Ma will depend on the donors and sponsors who lend their support. We have a variety of options available to suit your charitable or business budget and objectives.

To learn more about how you can support the TSO as a Gala Sponsor, Gala Table Host, Gala Supporter, In-Kind Partner, or Event Donor—or to discuss how you can partner with the TSO's other programs—contact:

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DONATIONS IN LIEU

Unable to celebrate with us? Please consider making your Celebrate 100 donation today. Any donation to support TSO activities is greatly appreciated and will be fully tax-deductible.

To make your contribution, please contact Hilary Knox, Associate Director, Donor Relations & Engagement, by phone at 416.595.4267 or make your donation online at [TSO.CA/Gala](https://www.tso.ca/gala).

Philanthropic donors to the Celebrate 100 Gala will be recognized in print and web gala materials.

Government & Foundation Support

