



18

PARTNERSHIP PACKET

Season 18 | June 2026 – May 2027



AN INVITATION TO PARTNER

At the Space Coast Symphony Orchestra, we believe music is one of the most powerful ways to bring people together. It inspires, comforts, energizes, and reminds us we're part of something bigger than ourselves. That's why we perform year-round—and why we're intentional about building real relationships with the businesses and organizations that make this work possible.

We're not looking for "one-and-done" sponsors. We're looking for true partners—local leaders who want to be visible in the community, support something meaningful, and build a relationship that can grow for years to come.



In addition to classical programming, your SCSO presents film music, Broadway and stage works, jazz and big band concerts, pops and themed programs, family and children's concerts, contemporary and newly commissioned music, educational initiatives, and special community events.

LET US BE PART OF YOUR JOURNEY

QUICK FACTS

- 120,000+ residents reached (2025)
- 18 programs, consisting of 40 performances (typical season)
- Brevard, Indian River, & Orange Counties
- We are the only professional orchestra in Florida to perform year round.

SYMPHONY FOR EVERYONE

- Pay-what-you-can tickets
- Free admission: 18 & under
- Free college with valid ID

TIMELINE

- Season programming & dates confirmed: **May 1**
- Season Announced: **May 16 & 17**
- Dates confirmed: **June 1**
- Partner goal: **Early May**



YOUR PARTNERSHIP IN ACTION

Your partnership helps make professional orchestral music accessible year-round across Brevard and Indian River Counties. From free student admission and pay-what-you-can access to mentorship opportunities for young musicians and performances across multiple communities, SCSO partnerships support music that reaches people where they are.

EDUCATION & MENTORSHIP



Partnering with SCSO helps bring music to young people across Central Florida—and shows your business investing in the future of our community. Through school presentations, in-class workshops, youth concerts, instrument demonstrations, and composer meet-and-greets, we take the magic of live orchestral music directly to students of all ages and backgrounds. **Your support makes these experiences possible and connects your name with education, opportunity, and community impact.**

NEW MUSIC & LIVING COMPOSERS



Partnering with SCSO helps bring new music to life—and puts our region on the map. By supporting performances and commissions by today's leading composers (including Florida voices and diverse creators), you help us create world premieres and signature programs that shine a national spotlight on the Space & Treasure Coasts. **This is cultural leadership in action: innovation, community pride, and stories worth sharing well beyond our backyard.**

ACCESS & AFFORDABILITY

Symphony for Everyone ensures that anyone can experience live orchestral music—through pay-what-you-can tickets and free admission for all patrons 18 and under (plus free college with valid ID). It's the heart of our mission: making SCSO a model of inclusion, so the Symphony truly belongs to everyone.

SEASON 18 CONCERT SERIES

Year-round programs. Distinct audiences. Clear partner opportunities.

This season, we're changing the conversation. We're retiring the old, traditional concert categories and replacing them with fresh, modern series titles that speak the language of today's audience. The goal is simple: make every concert feel more approachable, more relevant, and easier to explore—so people can quickly find the experiences they love, bring friends, and come back again and again.

THE EPIC SERIES

Big, powerful orchestral experiences—masterworks, bold discoveries, and major premieres that redefine the symphonic tradition.

- **Typical season:** five programs
- **Best for:** Brand prestige, cultural leadership, long-term visibility

THE LIVE PLAYLIST

Film music, Broadway, jazz, pops, and themed programs—music audiences already love, experienced in an unforgettable live setting.

- **Typical season:** six programs
- **Best for:** Broad reach, high energy, mass appeal

THE CLOSE-UP SERIES

More personal and more local—intimate concerts, outreach events, and community-centered performances that forge connections.

- **Typical season:** four programs
- **Best for:** Community connection, education, relationship-building

THE LIMITED EDITION

Special one-time events designed to create buzz—unique collaborations, premieres, and “don’t-miss” experiences.

- **Typical season:** three programs
- **Best for:** Exclusivity, innovation, standout moments



PARTNERSHIP LEVELS

Partnership Levels (Season 18 | June 2026 – May 2027)

All partners receive season-long visibility, including:

Website + social media inclusion, venue screen ad/video at every concert (16:9), and a 25% employee discount on tickets to any SCSO concert.

EXCLUSIVE SEASON PRESENTING SPONSOR

\$15,000

One available

“Season 18 Presented by [YOUR BUSINESS NAME]”

Signature Season Features

- Two-page full-color centerfold spread in all Season 18 printed program books
- Logo included on all printed tickets
- Included in press releases where appropriate (once secured)

Digital + Community Visibility

- Featured on SCSO website and across season marketing
- Included in every newsletter/mailer throughout the season
- Venue screen ad/video at every concert (16:9)

Sponsor Spotlight Video

- Aaron Collins Sponsor Spotlight Video (1) posted on SCSO social media with a paid boost

Tickets + Access

- 100 Flex Tickets (100 × \$35 = \$3,500 value)
- 50% employee discount (partner code)

Priority Opportunities

- Priority access to additional sponsor features and special events that arise as the season progresses (as available)



SERIES SPONSOR (One per series)

\$6,000

Four available

Choose one: **Epic** | **Live Playlist** | **Close-Up** | **Limited Edition**

Premium Print

- Full-page full-color Back Cover ad in program books for your sponsored series
- Full-page black & white ad included in every Season 18 program book (season-long presence)
- Included in press releases where appropriate (once secured)

Visibility + Access

- Included on website + social media throughout the season
- Venue screen ad/video at every concert (16:9)
- 50 Flex Tickets (50 × \$35 = \$1,750 value)
- 35% employee discount (partner code)



We strive to create creative partnerships throughout the Season. For example, SCSO partnered with Space Coast Harley-Davidson for a featured photoshoot supporting our American Road Trip concert—an example of how we collaborate with partners to create unique, shareable moments that extend well beyond the concert hall.

We understand that every partner is different & unique.

That's why SCSO partnerships are designed to be flexible—allowing us to tailor benefits, visibility, and engagement opportunities to align with your goals. Whether you're looking for broad exposure, deeper community connection, or something in between, we're happy to work with you to create a partnership that fits.



PROGRAM SPONSOR (Per program / concert weekend) \$2,500

Thirteen to sixteen available

Premium Print

- Full-page full-color ad in your sponsored program book:
- Inside Front Cover OR Inside Back Cover (as available)
- Full-page black & white ad included in every program book for the remainder of the season

Visibility + Access

- Included on website + social media throughout the season
- Venue screen ad/video at every concert (16:9)
- 25 Flex Tickets (25 × \$35 = \$875 value)
- 25% employee discount (partner code)

What is a Flex Ticket?

A Flex Ticket is a transferable ticket valued at \$35 that can be used for admission to any eligible SCSO concert during the season. There is no need to call ahead or reserve seats—just arrive and enjoy. Flex Tickets may be mixed and matched and shared with employees, clients, friends, or family.



ADDITIONAL INFORMATION:

Venue Screen Ad Specs (16:9)

Static slide: 1920×1080 preferred

Video: MP4 (H.264), 1080p preferred, 10–15 seconds max

Ad Design Help (Optional)

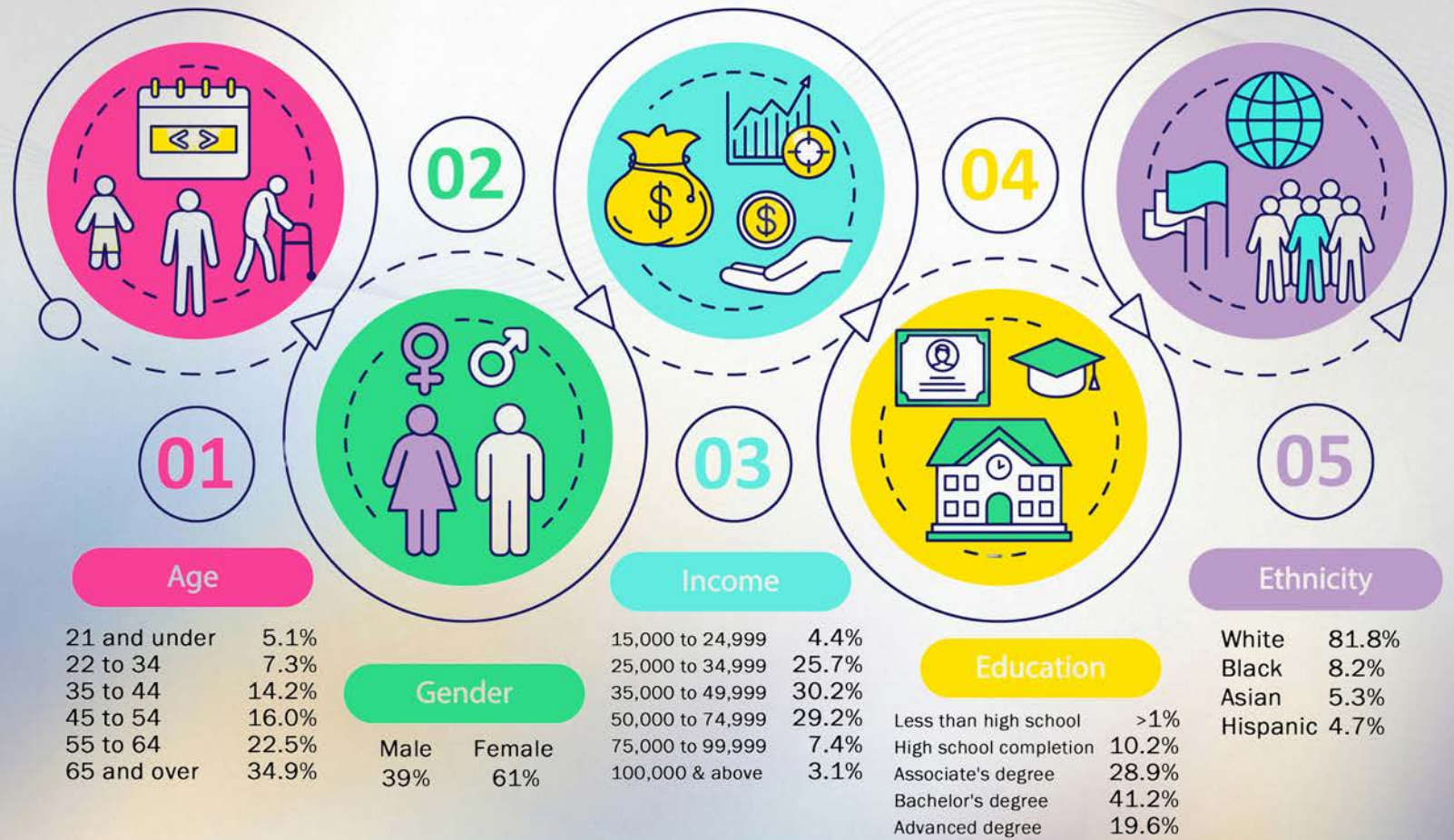
SCSO can design a clean, professional ad for print and screen use: \$120 per ad (print-ready PDF + 16:9 screen version).

Unlike many arts organizations, visibility with your SCSO doesn't end when the program book is printed. Because SCSO performs year-round—and because our audience follows us across multiple platforms—your partnership can be seen repeatedly by the people you're trying to reach. In addition to in-program recognition, SCSO promotes our partners through a wide network that includes our website, social media, email newsletters, and other digital channels—reaching tens of thousands of residents across Central Florida.

This multi-channel approach keeps your message active throughout the season, builds familiarity with your brand, and connects your business with the community goodwill that comes from supporting access to the arts and music education.

OUR DEMOGRAPHICS

REPRESENTING SEPT 2024 - 2025



OUR SOCIAL MEDIA REACH



11,513
Followers



34,710
Followers



SURVEY RESPONDENTS BELIEVE THE SCSO IS AN ESSENTIAL PART OF THE COUNTY'S CULTURAL LIFE.



63,100
Followers



113,443
views of 02 videos

4



SOCIAL MEDIA PARTNERS

Space Coast Fun 4 Kids, Destination Brevard, Willi Miller's Arts Blast, & Space Coast Daily



132,011
WEBSITE UNIQUE USER SESSIONS (2025)



PARTNERSHIP AT A GLANCE

A one-page snapshot of our sponsorship opportunities

Becoming a partner with your Space Coast Symphony Orchestra is more than placing an ad—it's a relationship that builds lasting visibility and community goodwill. Advertising delivers a single message, but partnership connects your business to memorable live experiences all season long and to our broad, inclusive audience through Symphony for Everyone. Just as important, we work with partners to create additional features and opportunities as the season unfolds, with the goal of making this a thriving, prosperous collaboration that grows year after year.

Season Snapshot (typical): Approximately 18 varied programs and 40 performances across Central Florida reaching an estimated 120,000 residents and visitors.

EXCLUSIVE SEASON PRESENTING SPONSOR

\$15,000

- **Premier print placement:** Two-page full-color centerfold spread in all Season 18 program books
- **Top-of-season recognition:** Logo on all printed tickets + featured across season marketing
- **Ongoing digital visibility:** Featured on SCSO website, included in every newsletter/mailer, plus a 16:9 venue screen ad/video at every concert
- **Sponsor spotlight:** 1 Aaron Collins video feature posted on SCSO social media with a paid boost
- **Hospitality + access:** 100 Flex Tickets (\$35 each; \$3,500 value) + employee discount (partner code)
- **Extras as the season unfolds:** Priority access to additional sponsor features and special opportunities (as available)

SERIES SPONSOR

\$6,000

- **Premium print placement:** Full-page full-color Back Cover ad in program books for your sponsored series
- **Season-long print presence:** Full-page black & white ad in every Season 18 program book
- **Ongoing visibility:** Included on website + social media throughout the season
- **Every-concert screen exposure:** 16:9 venue screen ad/video at every concert
- **Hospitality + access:** 50 Flex Tickets (\$35 each; \$1,750 value) + 25% employee discount (partner code)

PROGRAM SPONSOR

\$2,500

- **Premium print placement:** Full-page full-color ad in your sponsored program book (Inside Front or Inside Back Cover, as available)
- **Season-long print presence:** Full-page black & white ad in every program book for the remainder of the season
- **Ongoing visibility:** Included on website + social media throughout the season
- **Every-concert screen exposure:** 16:9 venue screen ad/video at every concert
- **Hospitality + access:** 25 Flex Tickets (\$35 each; \$875 value) + 25% employee discount (partner code)

The Space Coast Symphony Orchestra is the only arts organization in Brevard and Indian River Counties to perform year-round, delivering ongoing visibility instead of a once-a-year moment. Through Symphony for Everyone pay-what-you-can access and free admission for all patrons 18 & under (plus free college with valid ID), SCSO reaches a wide cross-section of the community—families, students, and loyal arts supporters across the Space & Treasure Coasts.

855.252.7276 | info@spacecoastsymphony.org



ADVERTISING ONLY

Want to advertise only—without becoming a full partner? We've made that easy. SCSO program books are printed for each concert, which means your ad can be refreshed throughout the season to match what you're promoting right now. Highlight a single event, seasonal sale, grand opening, or special offer—or keep your business consistently visible year-round by running the same ad across multiple programs. It's a simple, flexible way to reach SCSO patrons and stay in front of the community without committing to a sponsorship level.

Step 1: Choose Your Ad Size

Choose your ad size that best fits your budget and goals.

Step 2: Submit Form with Payment

Complete your form and email to artdepartment@spacecoastsymphony.org

Step 3: Create Your Ad & Send to Us!

Design your ad and send it to artdepartment@spacecoastsymphony.org

FILE FORMATS: .JPG, .PNG, or .PDF
RESOLUTION: 300 dpi (at full size)
COLOR MODE: CMYK (no spot colors)

ADVERTISE A SINGLE CONCERT OR PROMOTION

SCSO program books are printed for each concert, so your ad can be updated throughout the season. Want to promote one event, sale, or special offer? Contact us at **(855) 252-7276**.

FULL PAGE
5.25" w x 8.25" h

\$1200.00

HALF PAGE
Horizontal
5.25" w x 4.125" h

\$700.00

HALF PAGE
Vertical
2.50" w x 8.25" h

\$700.00

QUARTER PAGE
Horizontal
5.25" w x 1.875" h

\$400.00

QUARTER PAGE
Vertical
2.375" w x 3.875" h

\$400.00

