Symphony on the Sand

SPONSORSHIP OPPORTUNITIES
SYMPHONY ON THE SAND
Saturday, April 27, 2019 | 8 p.m.
at Callaway Gardens

A Callaway Gardens tradition, the distinguished Columbus Symphony Orchestra alights on stage annually at Robin Lake Beach, creating an enchanting night where the beauty of the symphony meets Mother Nature’s breathtaking backdrop.

GUEST PROFILE
Individuals and couples ages 25-75
Key influencers, corporate partners, annual members
Charity supporters, socially conscious and community-minded
Artistic, Creative, Outside of the box thinkers
Wine lovers & foodies alike
Atlanta, Columbus, La Grange, Birmingham
All proceeds from Symphony on the Sand directly benefit the Ida Cason Callaway Foundation, a 501(c)3 not-for-profit, to support the ongoing mission of Callaway Gardens. The Foundation depends on charitable gifts to continue its environmental mission of conservation, education, and land stewardship, as well as the sustainability and improvement of the Gardens. Our supporters’ generous sponsorship help us:

**CONSERVE**
our gorgeous 2,500 acres of woodland gardens, as well as, the endangered plants & animals that live within it.

**EDUCATE**
all ages through our world-class exhibits, workshops, internships & lecture series. Your donation also helps fund our 30K+ annual field trips & educational workshops throughout the year.

**RAISE AWARENESS**
to wildlife conservation through initiatives such as our Adopt-A-Raptor program, which enables visitors to help support the feeding, training, housing, and medical care of our resident raptors.

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with the Columbus Symphony Orchestra

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MARKETING STRATEGY

PROGRAM: Distributed to all attendees at the event, the program includes event details, sponsor recognition, and Columbus Symphony Orchestra set list.

SOCIAL MEDIA: With an audience of over 104K spread across social media outlets, Callaway will link guests/followers to our mission, event details, and our sponsors through engaging content.

E-PROMOTIONS: Pre/During/Post emails will be scheduled through our 600K+ database of subscribers. Including save-the-date, invitation, and various event details with promotions.

WEBPAGE: The Callaway Resort & Gardens website will be updated with event and sponsor information along with direct logo placement & link capabilities.

PRINTED TICKETS/ETICKETS: A physical ticket will be given out to all patrons attending the event. This ticket will clearly recognize sponsors, event details, and more.

EVENT BANNER: Various banners will be displayed with event sponsor logos and important event schedules.

POSTERS: Full-color posters will be displayed around our 100 mile radius in local businesses, corporate offices, and various locations.

LAWN SIGNS: Will be displayed during the event to guide patrons with important event information as well as sponsor logos.

OVERALL MARKETING CAMPAIGN & PR: Included in Callaway’s branded marketing campaigns through radio, billboards and digital targeting ads alongside specialized PR tactics.
PRESENTING SPONSOR

$5,000

Drum roll please! We are offering an exclusive sponsorship for the presenting rights to Symphony on the Sand.

The Presenting Sponsor level is our highest sponsorship level for the event. As the official sponsor, your company logo will be featured on any and all marketing materials revolving around the event.

PRESENTING SPONSOR BENEFITS INCLUDE:

- Verbal acknowledgement at the Symphony on the Sand performance
- On-site presence before and after performance
- Prominent logo recognition on all print, media and advertising
- 5 Annual Memberships
- Logo recognition on event tickets, banners, and posters
- Two Reserved Front Row tables
- 10 general admission tickets to event
- Year-round logo recognition on the Callaway Resort & Gardens’ website with a link to your company website
FIREWORKS SPONSOR

$2,500

SPONSOR BENEFITS INCLUDE:

Verbal acknowledgement at the Symphony on the Sand performance
Logo recognition on all print, media and advertising
Logo recognition on event banners, and posters
3 Annual Memberships
One Reserved Table
6 general admission tickets to event

TABLE SPONSOR

$1,500

SPONSOR BENEFITS INCLUDE:

Logo recognition on all print, media and advertising
Logo recognition on event banners, and posters
One Reserved Table
6 general admission tickets to event
PROGRAM SPONSOR

$1,000

SPONSOR BENEFITS INCLUDE:

Logo recognition on all print, media and advertising
Logo recognition on event program
1/8 Page Ad Space in Program
4 general admission tickets to event

LAWN SPONSOR

$500

SPONSOR BENEFITS INCLUDE:

Logo recognition on lawn signs
4 general admission tickets to event
AN ENCHANTING EVENING UNDER THE STARS

Symphony on the Sand creates an opportunity for partnerships between charities, musicians, culinary vendors, artists, annual members, corporate sponsors and community members. In addition to raising money for the Ida Cason Callaway Foundation, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas to better craft the perfect sponsorship for you and your company.

CONTACT INFORMATION

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*All sponsorship are tax deductible