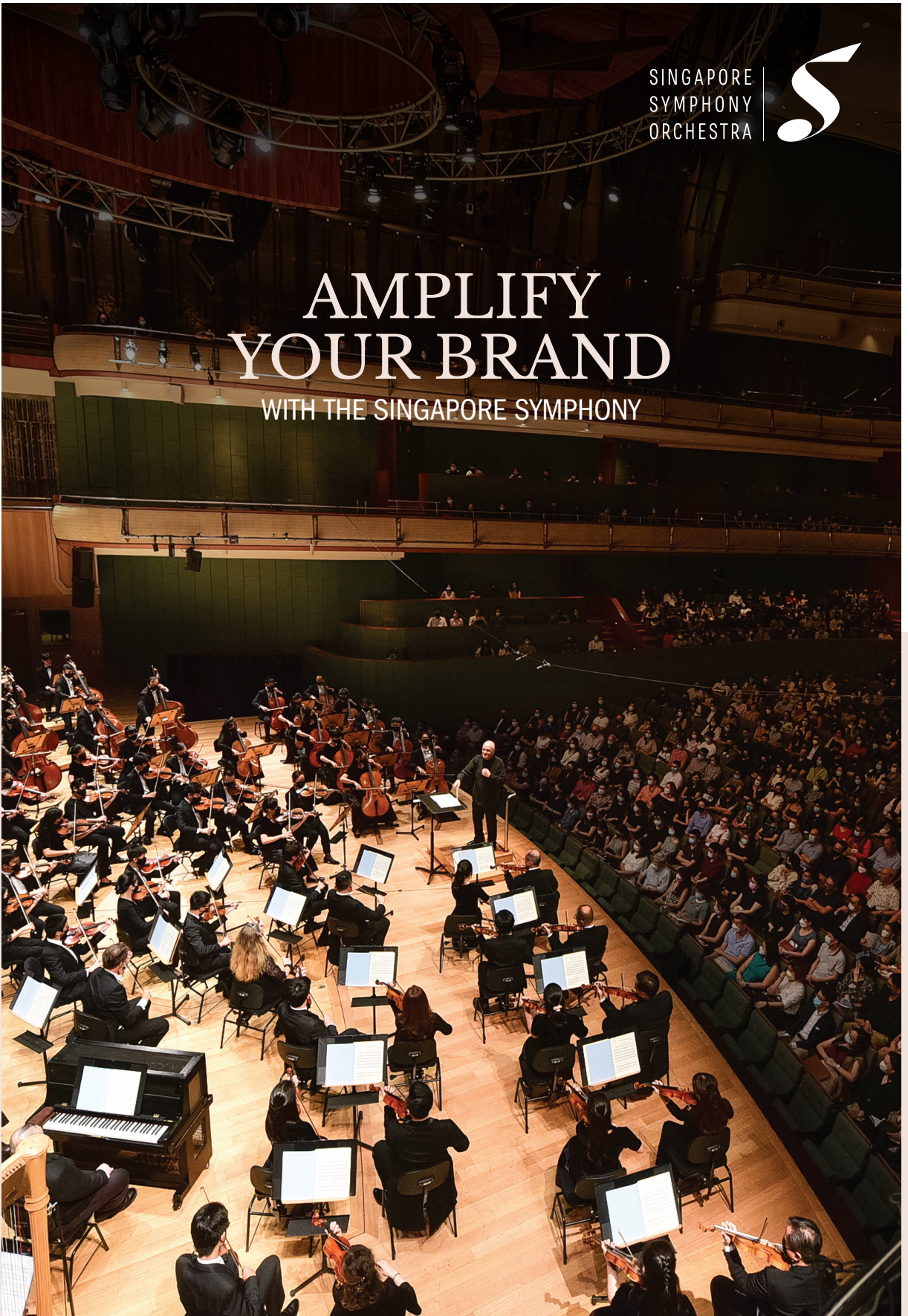


SINGAPORE
SYMPHONY
ORCHESTRA



AMPLIFY YOUR BRAND

WITH THE SINGAPORE SYMPHONY





AT THE HEART OF MUSICAL EXCELLENCE

Music excellence, education and creating memorable shared experiences are at the heart of the Singapore Symphony Group (SSG). With Singapore's drive to become a distinctive city for the arts and the invitation to businesses to be part of our country's thriving creative economy, there are multiple reasons to support the work we do.

Partnering the SSG provides opportunities for you to meet business objectives, gain brand recognition through association with the nation's flagship orchestra, and even contribute to your talent attraction and retention.

We invite you to join us in enriching the community through the power of music.



In 2022, *BBC Music Magazine* placed the SSO on its list of the best orchestras in the world.

The Singapore Symphony Group manages the Singapore Symphony Orchestra (SSO), the Singapore Symphony Chorus, the Singapore National Youth Orchestra (SNYO), the VCHpresents Music series, the Singapore International Piano Festival and the biennial National Piano & Violin Competition. The Group also represents the Associated Board of the Royal Schools of Music (ABRSM) in Singapore.

Through the SSO and its affiliated performing groups, we **spread the love for music, nurture talent and enrich our diverse communities**. Since its founding in 1979, the SSO has been Singapore's flagship orchestra, touching lives through classical music and providing the heartbeat of the cultural scene with its 44-week calendar of events.

In addition to its subscription series concerts, the orchestra is well-loved for its **outdoor and community appearances**, and its significant role educating the young people of Singapore through its school programmes. The SSO has also earned an international reputation for its orchestral virtuosity, having garnered sterling reviews for its overseas tours and many successful recordings. In 2021, the SSO clinched third place in the prestigious **Orchestra of the Year Award** by *Gramophone*. In 2022, *BBC Music Magazine* named the SSO as **one of the best orchestras in the world**.



GIVE THE GIFT OF MUSIC

The SSG offers an exceptional opportunity to strengthen your brand's profile among our influential, young, and rapidly growing network and audience.

Our **customisable packages** cater exclusively to you or your brand's priorities to ensure we make a lasting impact together.



79,000
tickets issued for live performances



2 million
views across digital platforms



Close to 300
beneficiaries enjoyed our concerts



Over 7,000
students benefitted from the *Young Symphony Explorers*

Data as of Financial Year 2022/23.

Artistic excellence across all SSG performing entities



Singapore Symphony Orchestra
Build an outstanding line-up of performances at the historic Victoria Concert Hall and world-renowned Esplanade Concert Hall.



Singapore National Youth Orchestra
Nurture the next generation of musicians through development opportunities with professionals.



Singapore Symphony Choruses
Foster passion for classical choral singing through our premier body of three choruses that provide platforms for training and performance at the highest level.

Diverse communities impacted deeply and meaningfully by music

Free community concerts
Increase accessibility to great music experiences.

Young Symphony Explorers
Students enjoy subsidised or complimentary tickets to witness our world-class performances and cultivate an appreciation for the arts.

Corporate Social Responsibility
We connect with organisations in the community to offer beneficiaries an opportunity to experience a concert performance through complimentary tickets. For some, it could be their first time in a concert hall.



Outreach and family-friendly concerts
We offer a wide selection of programmes for everyone, including our littlest concertgoers.

National Piano & Violin Competition
Identify and nurture young musicians through Singapore's most prestigious music competition.

Singapore International Piano Festival
Established in 1994 when piano recitals were rare occurrences in Singapore, the festival has since become a highlight of the international music calendar.



MAKE A LASTING CONTRIBUTION

Corporate patrons of the SSG enjoy a variety of benefits and branding opportunities, through diverse concert programming and activities catered to different audiences.

Whether you are a classical music aficionado, someone new to symphonic music or simply looking to host a private event, there is something for everyone through the flexibility of our corporate patron packages.

Some ways to partner the Singapore Symphony Group:

- Make a cash donation to the SSG
- Support a specific concert, programme or performing group
- Offer 1-for-1 matching for your employee’s cash donations
- Offer goods and services based on SSG’s needs

We look forward to a partnership that is built to last.

¹ As headline performers for your event, the SSO musicians will provide an exquisite experience and are not to be engaged as background music for events. There may be additional cost for instrument transportation, sound and stage set-up, along with other logistics if required. Musicians will be accompanied by representatives from the Company.

² The venue must be a suitable concert hall, subject to agreement on the performance details including repertoire.

Potential Packages for SSG Corporate Patron

Packages can be customised based on business needs.

Corporate Donations	\$10,000	\$30,000	\$50,000	\$100,000	\$150,000
250% tax deduction	✓	✓	✓	✓	✓
Tier of recognition in donor listings for 12 months	Overture Patron	Concerto Patron	Symphony Patron	Concertmaster Patron	Concertmaster Patron
NAC Patron of the Arts Award nomination	✓	✓	✓	✓	✓
Option A: Contribute to the Young Symphony Explorers					
Provide an opportunity for students to enjoy a word-class performance through subsidised or complimentary tickets.					
Number of tickets for beneficiaries or students in multiple concerts	Around 350	Around 1,000	Around 1,700	Around 3,500	Around 5,300
Option B: Support one public concert					
Contribute to a concert by the SSO or its affiliated performing groups. We offer prominence in concert collaterals, and hospitality opportunities at the venue.					
(applicable to all concerts from SSO, SNYO, the Choruses, except Gala, Special Gala and concerts in partnerships with other entities)					
Number of complimentary concert tickets for your esteemed guests*	10	40	60	100	120
Number of FPFC donor messages in the concert programme booklet	1	1	2	2	2
Intermission drinks reception based on guest numbers above*	–	✓	✓	✓	✓
[optional] Additional ticket purchase to the same concert to expand your guest list, subject to availability	10	20	30	50	60
Acknowledgement for corporate donations in key concert publicity material	–	“Supporter” with logo	“Sponsor” with logo	“Presenting Sponsor” with logo	Corporate name in concert title, with logo
Option C: Up close with the SSO					
Include an SSO performance as part of your private event at a suitable venue of your choice.					
Number of musicians and duration of performance ¹	Up to 2 20 minutes	Up to 2 30 minutes	Quartet 30 minutes	Small orchestra 40 minutes	Orchestra ² Duration to be discussed

Become a Champion for Education

We invite you to support your preferred performing group in educating the next generation of learners.

Singapore National Youth Orchestra

Comprising a main orchestra and junior orchestra, the SNYO plays a crucial role in nurturing the most promising young musicians, ensuring Singapore's cultural scene thrives for years to come. For these aspiring musicians, the opportunity to play on near-professional quality instruments is an extraordinary and transformative performing opportunity that contributes to their talent development. Instrument loans are offered to members who do not have the financial means to purchase their own instruments to further their progress. Your support will help us refresh, repair and upkeep our instruments and continue empowering our young members to reach their full potential.



Singapore Symphony Children’s Choir

As Singapore's premier children's choir, the Singapore Symphony Children's Choir (SSCC) has provided a unique and exhilarating opportunity for young voices to collaborate with the national orchestra and world-class conductors since its establishment in 2006. The choir is committed to a comprehensive training approach that nurtures artistic growth and personal development. In addition, workshops such as *The SSCC Experience* grants curious learners the opportunity to experience a day in a life of a chorister. Your support for the SSCC will play a vital role in cultivating choral patronage and shape the future of choral music in Singapore and beyond.

A package starts at \$100,000 per year.

Major Gifts to the SSO Endowment Fund

The SSO Endowment Fund was established in 1978 to secure the long-term future of Singapore's national orchestra. The yearly investment return of the Fund now supports the SSO and affiliated groups in our artistic explorations.

We accept cash donation from \$100,000 as top-ups to the SSO Endowment Fund. Your dedication to the enduring legacy of symphonic music is highly valued.

In recognition of your giving, we provide acknowledgement across our diverse range of media platforms, ensuring your contribution receives widespread visibility. For cash donations above \$1 million, we provide naming opportunities of a key musician’s chair in the SSO or affiliated performing groups for 10 years.

In-kind Partnership

Be part of our cherished community of corporate entities by contributing your company's goods and services.

Recent collaborations have granted our partners title benefiits, earning them the recognition of SSO Official Partner. These positions have been offered to airlines, hotels, media platforms among others.

We welcome the opportunity to explore title possibilities with brands and businesses.



Left: Ng Pei-Sian, Principal Cello, The Head Foundation Chair

The Singapore Symphony Group manages the Singapore Symphony Orchestra, the Singapore Symphony Chorus, and the Singapore National Youth Orchestra.

The mission of the Group is to create memorable shared experiences with music. Through the SSO and its affiliated performing groups, we spread the love for music, nurture talent and enrich our diverse communities.



To find out more about making a gift towards the Singapore Symphony Group, we invite you to get in touch via director_development@sso.org.sg