

BUILD YOUR BRAND WITH THE SINGAPORE SYMPHONY GROUP

SINGAPORE
SYMPHONY
ORCHESTRA



WE SIT PROUDLY AT THE CONFLUENCE OF MUSICAL EXCELLENCE, EDUCATION, AND COMMUNITY-BUILDING.

Are you looking to make a difference to society in a unique way? Or is your brand looking to enhance its impact and profile?

Partner us to build a community that is touched by inspiration through music.



We extend a very warm welcome from the Singapore Symphony Group.

The Singapore Symphony Group (SSG) manages the Singapore Symphony Orchestra (SSO), the Singapore Symphony Choruses, and the Singapore National Youth Orchestra. Through these performing groups, we spread the love for music, nurture talent, and enrich our diverse communities.

Since its founding in 1979, the Singapore Symphony Orchestra has been Singapore's flagship orchestra, touching lives through classical music and providing the heartbeat of the cultural scene in the cosmopolitan city-state. The national orchestra is also a proud cultural ambassador for the country, having performed at major music festivals internationally.

The SSG plays a significant role in educating and inspiring the young. Our Young Symphony Explorers (YSE) initiative enables children and students to enjoy a world-class performance experience through subsidised or free tickets. The choruses and youth orchestra are also platforms for the community to make music. Together, we seek to create memorable shared experiences and enrich the lives of the people of Singapore.



We are thrilled to invite you on a journey with Singapore's illustrious national orchestra.

We offer an exceptional opportunity for you to strengthen your brand's recognition and profile among our influential, young, and rapidly-growing network and audience.

Our dedicated packages will cater exclusively to your changing needs and priorities, whether you are a multi-national corporation, family enterprise, industry leader, entrepreneur, or anything in between.

For a start, you can consider the following ways to become a patron of SSG:

- Place an advertisement for your brand in our online and print publications;
- Make a corporate donation to enjoy tax deductions and many other benefits;
- Offer an in-kind non-cash gift.

Wherever you are on this patron journey with us, we will match your generosity and support with the commensurate level of exposure, benefits, and acknowledgement.

We look forward to creating a noteworthy patron experience and sharing a lasting affiliation with you.

What We Offer

Advertisements

As your advertising partner, we offer an association with excellence and virtuosity, presenting a dedicated opportunity to connect your brand to a focused audience. The Orchestra's concerts are held at the 1,800-seat state-of-the-art Esplanade Concert Hall, and the 673-seat Victoria Concert Hall. The SSO has earned an international reputation, having garnered sterling reviews for its overseas tours and successful album releases.

Your organisation's messages can target a wide range or selected segments of our audience, such as classical music lovers, gala concert attendees, parents of young children, or general members of the community. We invite you to reach out to your desired audience through advertising in our quality print and digital media. Platforms and materials where we can feature your brand include our website, concert programmes, mailers, as well as our corporate e-newsletter, *Bravissimo*.

Advertising packages start at \$2,500 and can be tailored to your business needs.

Corporate Donations

Our exclusive Corporate Patrons enjoy a variety of benefits and branding opportunities. Businesses may consider the following options to meet your corporate giving needs.

If you are searching for a meaningful programme to achieve your Corporate Social Responsibility goals, you can donate to the Young Symphony Explorers programme, where beneficiaries include students and youths from less privileged communities. Your gift will provide an opportunity for them to receive subsidised or complimentary tickets to attend a concert. For some, it could be the first time attending one.

For those looking to offer sophisticated events to entertain your guests, you may wish to channel your giving towards a selected concert by the SSO, our youth orchestra, or choral group. We offer different tiers of publicity and prominence for your brand and logo in all collaterals for the concert, and are able to arrange for an intermission reception so that you can interact with your guests.

Should you wish to organise an exclusive private event, your donation can be channelled to performances by SSO musicians at a suitable venue of your choice.

All corporate patrons will receive tax deductions, and also enjoy benefits such as:

- Acknowledgement and mentions in SSO's key publicity channels,
- National Arts Council (NAC) Patron of the Arts nominations based on the tier of your gift.

Donation packages start at \$5,000 and can be tailored to your business needs.

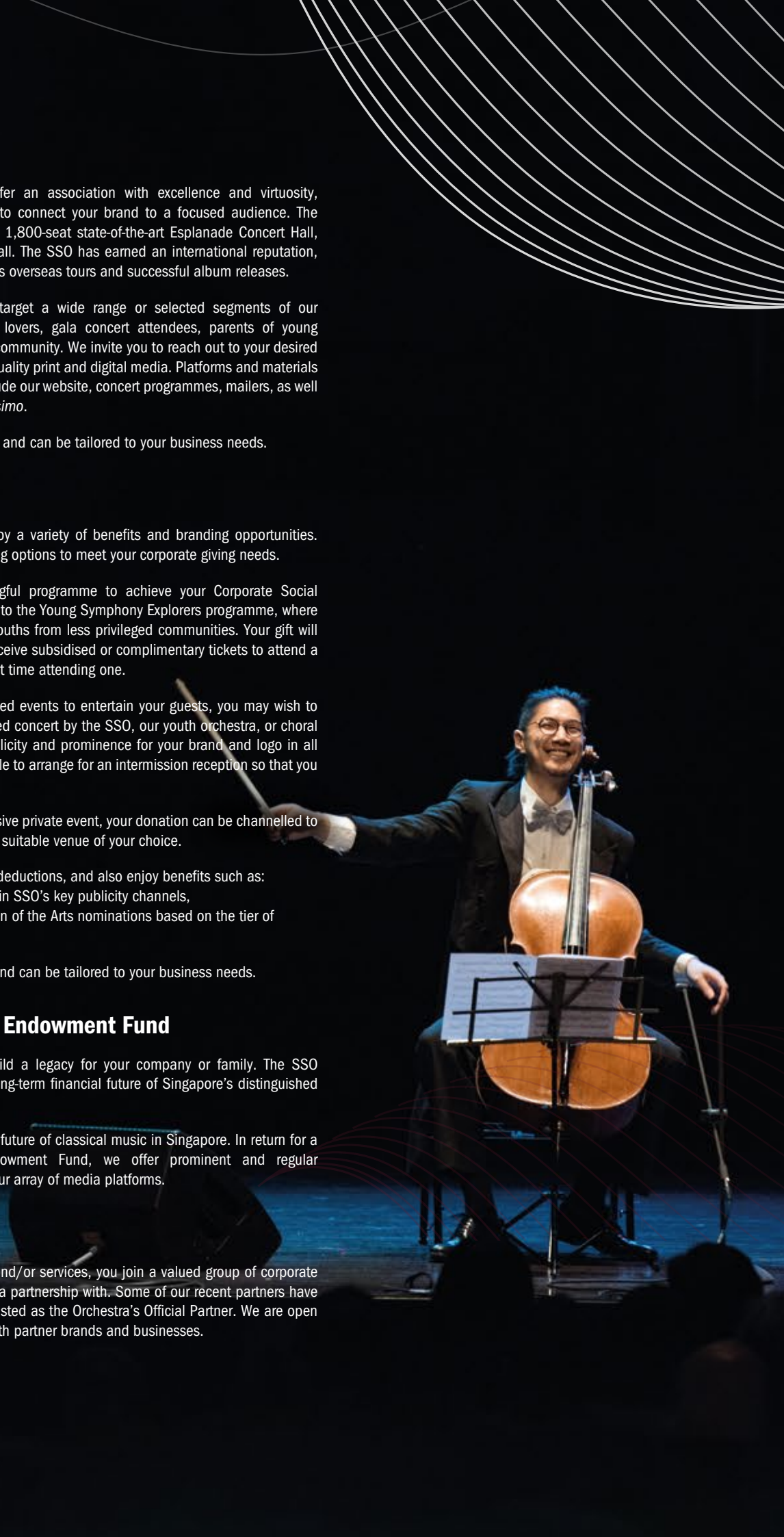
Major Gifts to the SSO Endowment Fund

Make a long-lasting impact and build a legacy for your company or family. The SSO Endowment Fund was built for the long-term financial future of Singapore's distinguished national orchestra.

We treasure your commitment to the future of classical music in Singapore. In return for a major donation to the SSO Endowment Fund, we offer prominent and regular acknowledgement opportunities on our array of media platforms.

In-kind Partnership

By donating your company's goods and/or services, you join a valued group of corporate entities of which we have developed a partnership with. Some of our recent partners have enjoyed title benefits and are being listed as the Orchestra's Official Partner. We are open to exploring other title possibilities with partner brands and businesses.





Potential Packages for SSG Corporate Patron

Packages can be customised based on business needs.

	\$2,500	\$5,000	\$10,000	\$30,000	\$50,000	\$100,000	\$150,000
Advertisements							
Number of concerts where your Full Page Full Colour (FPFC) advertisement will appear in the concert programme booklet	1	1	4	6	6	10	All
Article in SSG e-newsletter <i>Bravissimo</i>	—	✓	✓	✓	✓	✓	✓
Number of months with an exclusive advertising web banner on the SSO website	—	—	3	3	6	12	12
1 FPFC advertisement in our Season Brochure ¹	—	—	—	✓	✓	✓	✓
Special discount for tickets to Subscription/VCHpresents concerts	—	—	—	—	10%	18%	20%

Corporate Donations

250% tax deduction	✓	✓	✓	✓	✓	✓	✓
Tier of recognition in donor listings for 12 months	Serenade Patron	Overture Patron	Concerto Patron	Symphony Patron	Symphony Patron	Concertmaster Patron	
NAC Patron of the Arts Award nomination	—	✓	✓	✓	✓	✓	✓

Option A: Contribute to the Young Symphony Explorers programme							
Number of tickets for beneficiaries or students	Approx. 180	Approx. 350	Approx. 1,000	Approx. 1,700	Approx. 3,500	Approx. 5,300	

Option B: Support one SSO Subscription concert (or equivalent)							
Number of 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	—	—	✓	✓	✓	✓	
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: Experience a privileged personal audience with the SSO performing at your private event							
Number of musicians and duration of performance ²	—	Up to 20 minutes	Up to 30 minutes	Quartet 30 minutes	Small orchestra 40 minutes	Orchestra ³	

We look forward to curating an exclusive package based on your budget and needs.

Make a gift to the SSG and enrich communities with us today.

¹ Additionally, 1 FPFC advertisement in 1 exclusive SSO private event (donor appreciation dinner, etc.) when the situation permits for these events to resume.

² As headline performers for your event, the SSO musicians will provide an exquisite performance experience. Do note that SSO musicians are not to be engaged as background music for events. There may be additional cost for instrument transportation, sound and stage set-up, and other logistics, if these are required. Musicians will be accompanied by representatives from the Company.

³ The venue must be a suitable concert hall, subject to agreement on the performance details including repertoire.

When you make a Major Gift to the SSO Endowment Fund, you become our lifelong Benefactor, championing the future of classical music in Singapore.

We invite you to consider a Major Gift, which starts at \$1,000,000, transactable in up to two tranches.

Major Gift

- 250% tax deduction
- Recognition in the exclusive league of Maestro Patron, to be mentioned in key donor listings for 12 months for each year of the \$500,000 payment
- NAC Patron of the Arts Award nomination for each year of tranche payment
- Naming of one Principal musician's chair. Your brand/name will appear at 60 to 70 concerts a year, in addition to being listed in all our orchestra musician rosters for 10 years
- SSG would tailor the acknowledgement and benefits in concerts or private events according to your needs for 10 years
- SSO Benefactor Award for perpetuity



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