



Musicians of the Old Post Road

Concert Sponsorship Opportunities

Expected Circulation

Season Brochure: 40,000 (11,000 mailed which includes our mailing list plus mailing lists from other major musical institutions in the eastern Massachusetts area)

Print Press Release: Worcester Telegraph & Gazette, Boston Globe, Boston Herald, Boston Phoenix, local and regional newspapers

E-mail Press Release: Approximately 125 media contacts

Concert Postcard/Flyer Mailing: 18,000 (approximately 6,000 postcards mailed 3 times per season)

Public Service Announcements: WGBH Classical Performances, WCRB, other local radio and TV stations

Program Book Circulation: 1,300 (300 per print run for 5 concert programs)

Newsletter Circulation: Approximately 3,000 mailed 2 to 3 times per year

Ticket Promotion Programs: Discount tickets are offered and promoted through member publications of the following organizations: WGBH Business Member Partnership Program, Massachusetts Teachers Association, MIT and Harvard University faculty and staff; discount tickets are offered to students of many local eastern Massachusetts colleges and universities.



Musicians of the Old Post Road

Concert Sponsorship Opportunities Form

Sponsor Information:

Name: _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: (____) _____

e-Mail Address: _____

Website: _____

Sponsorship Levels:

_____ \$5,000 +

_____ \$2,500 - \$4,999

_____ \$1,000 - \$2,499

_____ \$500 - \$999

_____ \$250 - \$499

_____ \$50 - \$249

Please indicate which concert you would like to sponsor:

_____ ***A Haydn Celebration***

Friday, October 23, 8 pm, Christ Church, Cambridge
Saturday, October 24, 8 pm, First Parish, Sudbury

_____ ***Mediterranean Christmas***

Saturday, December 19, 3 pm, Old South Church, Boston
Sunday, December 20, 3 pm, First Unitarian Church, Worcester

_____ ***From the Romantic Salon***

Friday, February 5, 8 pm, First Parish, Wayland
Saturday, February 6, 8 pm, Harvard Epworth Church, Cambridge

_____ ***Virtuosi Italiani***

Saturday, March 27, 8 pm, Emmanuel Church, Boston
Sunday, March 28, 3 pm, First Unitarian Church, Worcester

_____ ***Conversations Galantes: Music of the French Baroque***

April 24 in collaboration with the Wellesley College Concert Series

Please make checks payable to: **Musicians of the Old Post Road, Inc.** and mail check and form to:

Musicians of the Old Post Road, Inc.
318 Bear Hill Rd., Suite 9
Waltham, MA 02451

If you have questions please contact Old Post Road at (781) 466-6694 or musicians@oldpostroad.org