Invest in your orchestra, your community, and your business

2012-2013 Season

Boston Symphony Orchestra Business Partners

Tanglewood
A message from Chairman Ted Kelly

In 1881, prominent Boston banker Henry Lee Higginson realized his lifelong dream of founding Boston’s first full-size and permanent symphony orchestra in the tradition of the great orchestras of Europe. For many years, Higginson personally financed the fledging Boston Symphony Orchestra as it built its audience and base of philanthropic support. Over 130 years later, Boston Symphony Orchestra, Inc. – comprised of the BSO, Boston Pops, Symphony Hall, and Tanglewood – is not only a great American cultural institution but also is widely recognized as one of the world’s leading orchestral organizations. The iconic stature and loyal audience the BSO enjoys in our community and throughout New England is unparalleled in the classical music world.

As was true more than a century ago, the Boston Symphony relies on the support of its patrons and the Boston business community to fulfill its mission to make and present music at the highest possible level of achievement – and to make that music available to our community. With an annual operating budget of over $80 million, only 50% of the BSO’s expenses are covered through ticket sales and other earned income. Of the rest, over $20 million must be raised each season through individual and corporate contributions—so that we can continue to be the world-class, financially viable organization we are today.

Just as Higginson saw it as his personal and civic duty to sustain the Boston Symphony Orchestra in its early years, we hope your company or business will join us in ensuring this cultural treasure remains a vibrant part of the city we work in and are proud to call home.

Edmund F. Kelly
Chairman, Boston Symphony Orchestra, Inc.
Chairman of the Board, Liberty Mutual Holding Company
Five reasons why businesses support the Boston Symphony Orchestra

The Boston Symphony Orchestra is a valued and beloved cultural leader in our city and around the world—and our BSO Business Partners join with us in promoting and supporting the arts, arts education, and our integral role in Boston’s economy.

ARTS / MUSIC
Through BSO and Boston Pops performances we invite people to immerse themselves in the transcendent, refreshing power of live music. Whether it’s a new interpretation of a classic, new music, or something from the popular repertoire, music connects us as a community. No performance is ever the same—nor is any audience. Give your employees, colleagues, and clients the opportunity to be a part of something truly special by investing in the BSO experience.

CIVIC PRIDE
Great cities need strong cultural institutions, and the BSO and Boston Pops—long considered to be America’s orchestra—play an integral role in Boston’s reputation as an internationally renowned cultural capital. Join with us in supporting one of our most important cultural assets and celebrating our city as an exceptional place to live, work, and do business.

ECONOMIC IMPACT
The BSO brings more than $136.6 million to Suffolk County and $60.6 million to Berkshire County in economic impact each year. That’s why we say the Boston Symphony Orchestra means business! Make a generous investment in our success—and you’ll help generate tremendous cultural and commercial dividends for our community and your enterprise.

EDUCATION AND COMMUNITY ENGAGEMENT
The gift of music—playing, listening, understanding—should be available to all. And students actively involved in the arts perform better on key standardized tests, evidence a lower average dropout rate, and tend to be more actively involved in their communities. Partner with us to ensure the continued development and success of our innovative education and engagement projects—initiatives that have a powerful, positive impact on young people in our community.

BRAND ASSOCIATION / NETWORKING
Add visibility to your brand with a presence at BSO and Boston Pops events and concerts, plus get prominent corporate listings in the BSO annual report, program book, and website. We engage more people than any other symphonic organization in the world: annual attendance at the BSO exceeds that of the Boston Celtics and New England Patriots home games combined, and our website generates over 7 million page views per year.

BSO Business Partners are part of an exclusive network of successful businesses and individuals, the innovators and leaders who make our city a standout place to do business. Beyond Boston Symphony and Boston Pops performances—with delighted clients—Partner perks include personalized concierge ticket service, access to our exclusive pre-concert and intermission lounge, and complimentary tickets.
Your peers: BSO Business Partners Committee

The BSO Business Partners Committee helps shape the work of this important volunteer organization—and cultivates and communicates the importance of corporate involvement in the BSO and its programs.

CHAIR
Diana Scott, John Hancock Financial Services

MEMBERS
Mike Anderson, Spencer Stuart
Beverly A. Bunker, First Republic Bank
Margaret Clough, Loomis, Sayles & Company
Catherine Curtin, Bingham McCutchen LLP
Mike Daley, Daley and Associates
Judy Feingold, BSO Overseer/Former Overseer Chair
Mary Ann Manning, Boston Private Bank & Trust Company
Renée Miller-Mizia, Esq., Alvarez & Marsal
Margery L. Piercey, Wolf & Company, P.C.
David Porter, Baystate Financial Services
Sidney Queler, Atlantic Trust Private Wealth Management
Roger Sametz, Sametz Blackstone Associates
Paul Tormey, The Fairmont Copley Plaza Hotel
Patricia L. Tambone, Tambone Real Estate Law Office
Jeremy Wallach, Charles River Associates
Christina Wiskow, John Hancock Financial Services

“\nThe BSO genuinely inspires and uplifts our young people in our community through their music education programs. At Boston Private Bank, we share that same commitment in our community—and it’s that synergy in our values that makes us want to be a part of what the BSO does.”

MARY ANN MANNING
Vice President, Marketing Communications Manager
Boston Private Bank & Trust Company

MAKING A DIFFERENCE ON AND OFF STAGE
As brand strategists, we know that being associated with an organization whose brand attributes—thoughtfulness, artistic excellence, integrity, creativity—mesh with ours and those of our clients, elevates Sametz Blackstone’s brand. And we know that supporting the arts and arts education, beyond enriching the lives of many, also better positions a business within its competitive landscape.

Through their support, BSO Business Partners strengthen the BSO brand—while also advancing their own.”

ROGER SAMETZ
President and Chief Executive Officer
Sametz Blackstone Associates

The Boston Symphony Orchestra is truly one of Boston’s great treasures, and I am delighted to serve as Chair of the 2013 Business Partners Committee. At John Hancock Financial Services, we find our BSO Business Partners membership helps the BSO reach far into our community by funding the various outreach, youth, and music education programs that the BSO offers. It has been great to see the BSO step up its programs as many public school districts have pared back their creative education offerings. As a practicing violinist who learned to play while in middle school, I can tell you there is true value in receiving a well rounded and broad based education.

Your investment in the BSO truly makes a difference. Ticket sales from performances cover only half of operating expenses each year: the balance comes from the BSO’s endowment and contributed support. Financial support from Boston’s business and professional community allows the BSO to continue its longstanding legacy of cultural excellence through its four distinctive brands: the Boston Symphony Orchestra, Boston Pops, Tanglewood, and Symphony Hall.

Becoming a BSO Business Partner also provides your company with exclusive events and opportunities that help support your client entertainment, marketing, networking, and employee benefit goals. There’s a wonderful array of benefits and privileges throughout the year. While an investment in the BSO is valued corporate philanthropy, there are many business goals that can be achieved as well.

Thank you for considering an investment in the BSO. It will pay returns in multiple ways.

Diana L. Scott
Chair, Boston Symphony Orchestra Business Partners Committee
Senior Vice President, Human Resources, John Hancock Financial Services

A message from
Diana Scott
The rewards of becoming a BSO Business Partner

$2,500 MEMBER LEVEL
- Complimentary tickets to select performances during the BSO Season
- Two complimentary lawn tickets for a BSO or Boston Pops concert at Tanglewood*
- Two admissions to a BSO working rehearsal
- Two admissions to a Pops working rehearsal
- Listing on the BSO Business Partners website page
- Invitations to exclusive events and unique networking opportunities
- Private guided tours of Symphony Hall
- Subscription to the exclusive BSO Business Partners e-newsletter, Clef Notes
- Concierge ticket assistance
- Advanced ticket ordering for Holiday Pops and Tanglewood

Tax-deductible portion of your gift: $2,458

$5,000 PATRON LEVEL
All the benefits listed at the Member level, plus:
- Four complimentary tickets to a BSO Youth and Family Concert
- Two additional complimentary lawn tickets for a BSO or Boston Pops concert at Tanglewood (four admissions total)*
- Two additional admissions to a BSO working rehearsal (four admissions total)
- Two additional admissions to a Pops working rehearsal (four admissions total)
- Invitation for two to the Annual Higginson Society Dinner
- Invitation for two to the Almost the Fourth Boat Cruise on July 3
- Listing in the BSO Annual Report
- Inclusion in Consolidated Corporate List in select BSO and Boston Pops program books
- Access to the Beranek Room, our exclusive pre-concert and intermission lounge for VIP donors
- Discount at the Symphony Shop
- Discounted rate for first Symphony Hall program book ad purchase
- Discounted rate for Symphony Hall function room rental

Tax-deductible portion of your gift: $4,336

$10,000 PRINCIPAL PLAYER LEVEL
All the benefits listed at the Patron level, plus:
- One complimentary Holiday Pops table with five seats
- Two additional complimentary lawn tickets for a BSO or Boston Pops concert at Tanglewood (six admissions total)*
- Two additional admissions to a BSO working rehearsal (six admissions total)
- Two additional admissions to a Pops working rehearsal (six admissions total)
- Listing on annual BSO Business Partners brochure
- Enhanced listing on the BSO Business Partners website page: company name linked to company website
- Enhanced listing in select BSO and Pops program books: senior executive(s) included in listing

Tax-deductible portion of your gift: $8,649

$15,000 CONCERTMASTER LEVEL
All the benefits listed at the Principal Player level, plus:
- Spring Pops Co-Named Concert: Ten complimentary tickets (two tables), special corporate recognition in the program book, complimentary use of a private room for a pre-concert reception, and backstage artist meet-and-greet with conductor, guest artist, or Pops musician
- Two additional complimentary lawn tickets for a BSO or Boston Pops concert at Tanglewood (eight admissions total)*

Tax-deductible portion of your gift: $4,336

$25,000 CONDUCTOR’S CIRCLE LEVEL
All the benefits listed at the Concertmaster level, plus:
- Spring Pops Named Concert: Twenty complimentary tickets (four tables), special corporate recognition in the program book, complimentary use of a private room for a pre-concert reception, conductor recognition from stage, and backstage artist meet-and-greet
- Two complimentary Holiday Pops tables with five seats (10 tickets total)
- Two additional complimentary lawn tickets for a BSO or Boston Pops concert at Tanglewood (ten admissions total)*
- Two additional admissions to a BSO Youth and Family Concert (six admissions total)
- Two additional admissions to a BSO working rehearsal (ten admissions total)
- Two additional admissions to a Pops working rehearsal (ten admissions total)

Tax-deductible portion of your gift: $11,327

* Tanglewood lawn tickets are valid for all BSO and Pops concerts, excluding Popular Artists, Tanglewood on Parade, or TMC Orchestra concerts.
"Arbella, as a BSO Business Partner, recognizes the value of music and art in peoples’ lives and is proud to support the work of the BSO in bringing music to youth and adults, families and individuals. Arbella employees enjoy taking their families to the family concert—the instrument playground is always a big hit—and to Pops and BSO concerts. Many of our employees have never had the opportunity to experience Symphony Hall or Tanglewood, and are grateful to be introduced to these unique and special places.

Supporting the education and community programs of the BSO through the BSO Business Partners is very important to Arbella. These programs introduce the enjoyment of music to youth and others in the community who would not otherwise have the chance to participate in the world of music—something that can change a life."

BEVERLY TANGVIK
Director of Charitable Giving, Assistant Vice President
Arbella Insurance Foundation

“Music has always been a very big part of my life, and a wonderful counterbalance to our work here at Wolf & Company as CPAs. Personally, it has inspired me to travel the world, led to great friendships, and provided me with opportunities to give—and I’ve passed down that same passion for music to my son. But the BSO has a tremendous impact on our city as a whole, too.

The historic hall, the diversity of the musical performances—truly something for everyone!—the draw of artists from around the globe, the breadth and depth of artistic accomplishment…the BSO’s role in the cultural fabric of Boston and Massachusetts is undeniably significant.”

MARGERY PIERCEY
Member of the Firm
Wolf & Company, P.C.
Our special thanks to these 2011-12 BSO Business Partners

$25,000 Conductor’s Circle Level
Bank of America

$15,000 Concertmaster Level
Arbella Insurance Foundation
Arthur J. Hurley Company, Inc.
Bingham McCutchen, LLP
Boston Private Bank & Trust Company
Eaton Vance Corp.
John Hancock Financial Services
Liberty Mutual
Loomis, Sayles & Company
Medical Information Technology, Inc.
Natixis Global Asset Management
New Balance Foundation
Perspecta Trust, LLC
State Street Corporation
Weil, Gotshal & Manges LLP
Wolf & Company, P.C.

$10,000 Principal Player Level
Baystate Financial Services
BNY Mellon
Deluxe Corporation Foundation
First Republic Bank
Goodwin Procter LLP
Greater Media, Inc.
Intercontinental Real Estate Corporation
Putnam Investments
Spencer Stuart
Suffolk Construction Company, Inc.
TA Associates Realty
Tetlow Realty Associates, Inc.
William Gallagher Associates

List as of April 2012

Paul Tormey
Regional Vice President and General Manager
The Fairmont Copley Plaza Hotel

“Advancing Economic Health and Progress
The BSO and Boston Pops continue to attract thousands of visitors to our city. People who shop, eat, drink, park their cars, take taxis, stay in hotels, and bring their friends. Supporting the Boston Symphony Orchestra through the BSO Business Partners helps raise the city’s economic health—and, importantly, contributes to our stature as a city where talented people want to work.”

AND THANKS TO THE MANY BSO BUSINESS PARTNERS AT OTHER LEVELS.
“Throughout history, cities that attract and retain talented employees, innovative businesses, and best-in-class professionals have had strong cultural institutions. And for over 130 years, the BSO has advanced our city’s cultural position. The BSO has a gravitational pull that makes people want to work and live here—and do their best for their own enterprises and their neighbors.

Our namesake, John Hancock, knew quite a lot about building communities committed to doing the right thing. By supporting the BSO Business Partners, businesses and professionals across the region strengthen Boston’s cultural core—and its position in the global marketplace of people and ideas.”

DIANA SCOTT
Senior Vice President, Human Resources
John Hancock Financial Services