Pre- and Post-Concert Partnership Opportunities

This orchestra truly made me feel welcome from the start to the end of the project. It was a great experience and I enjoyed working with everybody.

—Ryan Webber, Bemidji State University
What types of pre- and post-concert experiences are offered at Orchestra Hall?

We collaborate with a variety of partners to curate pre- and post-concert experiences that create and deepen connections between the Minnesota Orchestra and the community.

Pre- and post-concert experiences generally fall into two categories:

- **Free events** provide new opportunities for people of all ages to engage with the music in fun, surprising and even whimsical ways. These events include Concert Preview discussions with musicians and guest artists, performances, interactive exhibits and more.

- **Refreshments and décor**, including drink and cuisine specials, plus complimentary coffee and donuts for select Classical concerts, add to the experience of Orchestra Hall.

It was great to have another arts organization brought in. It made me feel all warm and fuzzy about the Twin Cities arts. They made me feel good about how much collaboration there is.”

—Audience member
Who can be a pre- or post-concert partner?

A variety of individuals and nonprofits have partnered with us since 2015. Events have featured professional musicians, dancers and visual artists; PreK-12 and university students; community ensembles; digital game designers and many others. We have even hosted puppies and pocket pets at Orchestra Hall and collected books, music, blankets and more to donate to organizations throughout Minnesota. You don’t need to be an artist or arts organization to participate!

Any individual or organization can be a pre- or post-concert partner if they:

• Draw connections to the featured repertoire, composers and/or themes highlighted by the Orchestra’s onstage performance.
• Work within the Orchestra’s communication timeline to maximize messaging impact and visibility.
• Encourage others to come visit the event at Orchestra Hall!

How does the partnership process work?

Community partners co-curate pre- and post-concert experiences with Minnesota Orchestra staff to ensure that events align with the mission and vision of both organizations. Orchestra staff work with the partner to choose a mutually agreeable event date, and to establish the connection to the featured repertoire, composers and/or themes that the experience will highlight. Then, the partner determines how they will highlight the connection in a way that authentically aligns with their own artistic or organizational goals. Throughout the process, Orchestra and partner staff communicate regularly to ensure a successful event for all.

We want to explore the impact created by overlapping our strengths and mission. The Minnesota Orchestra has a broad base of support and visibility, so when we have the occasion to collaborate it helps extend the value of our mission to a greater cross-section of our shared community. In return, we lend artistic context and additional substance to the Orchestra audience through thematic presentations.

—Alexander Legeros, The Museum of Russian Art
Why partner?

There are many benefits to being a partner, including **free**:

- Numerous engagement opportunities, in person and online, with the Minnesota Orchestra’s patron base (see table below for reach)
- Use of Orchestra Hall lobby spaces and equipment (see table for equivalent rental value)
- On-site technical support
- Complimentary ticket vouchers, each of which can be redeemed for a pair of tickets (average value of $35/ticket) to select Minnesota Orchestra performances
- Visit to your organization by a Minnesota Orchestra musician (upon request and pending availability)

### Reach

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number of Impressions</th>
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</thead>
<tbody>
<tr>
<td>Monthly Mailer</td>
<td>30,000 patrons</td>
</tr>
<tr>
<td>Postcard</td>
<td>10–15,000 patrons</td>
</tr>
<tr>
<td>Facebook</td>
<td>41,000 followers</td>
</tr>
<tr>
<td>Twitter</td>
<td>19,000 followers</td>
</tr>
<tr>
<td>Showcase Blog</td>
<td>800–2000 views</td>
</tr>
<tr>
<td>Minnesota Orchestra Website</td>
<td>10,000–50,000 views</td>
</tr>
<tr>
<td>Concert Reminder Emails</td>
<td>1200 patrons/concert</td>
</tr>
<tr>
<td>Digital Signage/Concert Attendance</td>
<td>1800 patrons/concert</td>
</tr>
</tbody>
</table>

### Equivalent Rental Value

<table>
<thead>
<tr>
<th>Space</th>
<th>For-Profit</th>
<th>Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Lobby</td>
<td>$7500</td>
<td>$7000</td>
</tr>
<tr>
<td>Roberta Mann Grand Foyer</td>
<td>$2500</td>
<td>$2250</td>
</tr>
<tr>
<td>Target Atrium &amp; Cargill Commons</td>
<td>$2000</td>
<td>$1800</td>
</tr>
<tr>
<td>N. Bud Grossman Mezzanine &amp; Lindahl Terrace</td>
<td>$1750</td>
<td>$1600</td>
</tr>
<tr>
<td>Kathy &amp; Charlie Cunningham Green Room</td>
<td>$750</td>
<td>$600</td>
</tr>
</tbody>
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**Information must be provided at least 2 months in advance to be included in promotional materials.** Not all communications are guaranteed for every pre- or post-concert experience.

Partners are also invited to purchase ad space in Showcase, our monthly program book which reaches approximately 22,000 per issue. Contact Marilyn A. Miller at mnplaybill@aol.com to learn more.
We were able to establish potential future opportunities to keep St. Paul Ballet and Minnesota Orchestra connected. SPB is looking to bring students for a tour. In addition, we have gained more interest in ballet classes at our organization from adult dancers.

—Laura Greenwell, St. Paul Ballet

Thank you so much for supporting Avivo ArtWorks. The experience of partnering with the Orchestra has left a lasting impression on ArtWorks and on the member artists that use our program. Community matters, and we create it by coming together!

—Jes Reyes, Avivo ArtWorks