

Kalamazoo Symphony Orchestra









26/27 Season

Sponsorship Opportunities

Music That Moves You.
Moments That Last.

The Kalamazoo Symphony Orchestra believes music has the power to bring people together. From the concert hall to the classroom, the Kalamazoo Symphony creates gathering places where all community members can come together to share musical experiences that strengthen connections across Southwest Michigan.

Through unforgettable, high-quality performances, inspiring education programs, and collaborative community initiatives, we create opportunities for every resident to experience the magic of live music. Because music belongs to everyone, our role extends beyond presenting concerts: it is to create spaces where every person feels they belong and where shared experiences enrich lives.

We don't just want to create experiences for you.
We want to create experiences with you.

Because when music belongs to everyone,
our entire community is stronger.













Kalamazoo Symphony Orchestra

A New Logo, Inspired by You

Inspired by interconnectedness, our new logo is made of five pieces that represent the four sections of the orchestra and our community — individual parts that influence one another to create something bigger, bolder, and more inspiring together. The shape is also reminiscent of a concert hall, where musicians and listeners share one experience.

Breaking beyond the traditional circle, the subtle K reflects creativity and momentum while giving an energetic nod to Kalamazoo.

This logo was shaped by the voices of our community, with hundreds of survey responses helping guide the vision behind it.



Mozart & Stravinsky

Sat | Sep 26, 2026 | 7:30 p.m.
Julian Kuerti, Conductor | Alexi Kenney, Violin

Samuel Coleridge-Taylor | Overture to *The Song of Hiawatha*
Wolfgang Amadeus Mozart| Violin Concerto No. 3
Igor Stravinsky | *Petrushka*



Mendelssohn's Italian Symphony

Sat | Oct 17, 2026 | 7:30 p.m.
Molly Turner, Conductor| 2026 Stulberg Gold Medalist
Florence Price | Andante moderato
String Concerto | To Be Announced
Felix Mendelssohn | Symphony No. 4, "Italian"



Halloween Boos & Brews

Wed | Oct 28, 2026 | 6 p.m.

Peter and the Wolf - Family Concert

Sat | Nov 7, 2026 | 2 p.m.
Hannah Schendel, Conductor



Brahms & Bronfman

Sat | Nov 14, 2026 | 7:30 p.m.
Julian Kuerti, Conductor |Yefim Bronfman, Piano
Ludwig van Beethoven | Overture to *King Stephen*
Franz Liszt | Piano Concerto No. 2
Johannes Brahms | Symphony No. 4



Organ & Brass: Deck the Halls

Sat | Nov 21, 2026 | 2 p.m.
Karl Schrock, Organ | Symphony Brass Ensemble

Carols by Candlelight

Wed | Dec 9, 2026 | 6 & 8 p.m.
Symphony Burdick-Thorne String Quartet

Handel's Messiah

Sat | Dec 19, 2026 | 2 p.m. & 7:30 p.m.
Julian Kuerti, Conductor | Chorus To Be Announced

Carnival of the Animals
Wed | Jan 20, 2027 | 6 p.m.

Vivaldi's Four Seasons
Sat | Jan 30, 2027 | 7:30 p.m.
Jun-Ching Lin, Violin

Wu Man: Echoes of the East
Sat | Feb 13, 2027 | 7:30 p.m.
Julian Kuerti, Conductor | Wu Man, Pipa
Tan Dun | Fanfare Overture
Paul Hindemith | *Symphonic Metamorphosis of Themes by Carl Maria von Weber*
Zhao Jiping | Pipa Concerto No. 2

Holst's The Planets
Sat | Feb 20, 2027 | 7:30 p.m.
Julian Kuerti, Conductor
Franz Joseph Haydn | "The Representation of Chaos"
Paul Dukas | *The Sorcerer's Apprentice*
Gustav Holst | *The Planets*

Celtic Candlelight
Thu | March 4, 2027 | 6 & 8 p.m.
Selkie | Symphony Burdick-Thorne String Quartet

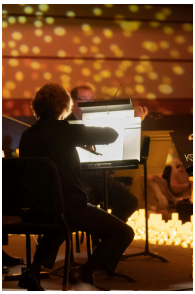
St. Matthew Passion
Sat | March 20, 2027 | 7 p.m.
Julian Kuerti, Conductor
Western Michigan University Grand Chorus
Johann Sebastian Bach | *St. Matthew Passion*

Beethoven & Dvořák
Sat | April 24, 2027 | 7:30 p.m.
Julian Kuerti, Conductor | Sterling Elliott, Cello
Michael Daugherty | III. Thunder on the Blue Ridge
Antonín Dvořák | Cello Concerto in B minor
Ludwig van Beethoven | Symphony No. 7

The Music of Carmen
Wed | May 19, 2027 | 6 p.m.















Itzhak Perlman: Cinema Serenade

Mon | April 12, 2027 | 7:30 p.m.
Julian Kuerti, Conductor
Itzhak Perlman, Violin

An unforgettable evening with violin legend Itzhak Perlman, whose talent and charm have enchanted audiences across the world. In this special Cinema Serenade program, Perlman shares music from beloved films he has recorded, weaving in personal reflections and insights along the way.





Star Wars: A New Hope In Concert

Fri | April 2, 2027 | 7 p.m.
Sat | April 3, 2027 | 7 p.m.

Celebrate the 50th anniversary of the film that started it all in concert, with the Kalamazoo Symphony performing John Williams' Oscar®-winning score live to the complete film.

© & ™ Lucasfilm Ltd. All rights reserved.
Presentation Licensed by Disney Concerts
in association with Warner/Chappell Music.

PREMIER SPONSORSHIP OPPORTUNTIES	Premier Concert Presenter	Premier Concert Sponsor
Itzhak Perlman & Star Wars: A New Hope	**$50,000**	**$30,000**
Sponsor Webpage/Program Listing	**X**	**X**
Open Rehearsal invitations (January)	**8**	**8**
Sponsor Spotlight Social Media Post	**X**	**X**
Complimentary tickets to sponsored event(s)	**4**	**2**
Logo on concert(s) promotional materials and signage (Program Books if applicable)	**X**	**X**
Employee Discount - 20% off select concerts	**X**	**X**
Program Book Ad (Not available for Star Wars)	**Full**	**Half**
Donor Lounge Passes (When available)	**4**	**2**
Preconcert Slideshow Logo	**X**	**X**
Opportunity for preconcert welcome	**X**	
VIP Parking (at applicable venues)	**X**	**X**
Access to artist events when available	**X**	**X**
Opportunity for company banner at concert	**X**	
Logo in Season Brochure/ Announcement Materials	**X**	
Name on all Symphony tickets		

SPONSORSHIP OPPORTUNITIES	Season Presenter	Associate Season Sponsor	Signature Series Sponsor
	$100,000	**$50,000**	**$25,000**
Sponsor Webpage/Program Listing	**X**	**X**	**X**
Open Rehearsal invitations	**6**	**6**	**6**
Sponsor Spotlight Social Media Post	**X**	**X**	**X**
Complimentary tickets to sponsored event(s) *Cannot be used for Premier Events*	**4 tickets to all concerts**	**4 tickets to 10 concerts**	**4 per concert**
Logo on concert(s) promotional materials and signage (Program Books if applicable)	**X**	**X**	**X**
Employee Discount - 20% off select concerts	**X**	**X**	**X**
Program Book Ad	**Full (all books)**	**Full (all books)**	**Full (all Series books)**
Donor Lounge Passes (per concert)	**4**	**4**	**4**
Preconcert Slideshow Logo	**X**	**X**	**X**
Opportunity for preconcert welcome	**X**	**X**	
VIP Parking (at applicable venues)	**X**	**X**	**X**
Access to artist events when available	**X**		
Opportunity for company banner at concert	**X**		
Logo in Season Brochure/ Announcement Materials	**X**	**X**	**X**
Name on all Symphony tickets	**X**		

Candlelight Series Sponsor	Craft Music Series Sponsor	Concert Presenter	Associate Concert Sponsor
$7,500	$7,500	$10,000	$5,000
X	X	X	X
4	4	2	2
4 VIP tickets per concert	4 tickets per concert	4	2
X	X	X	X
X	X	X	X
		Half	
		4	2
		X	
		X	
		X	X

Our Audience

Sure, Symphony audiences are growing...But who are they?

Our Reach Becomes Your Reach:

- **50,000** people are reached through performances every season
- **10,500** programs printed
- **11,400** followers between Facebook and Instagram
- **450,000** website page views annually
- **17,000** tickets out seasonally
- **30,000** pieces of mail printed
- **11,300** e-club members

$75,000
ANNUAL INCOME

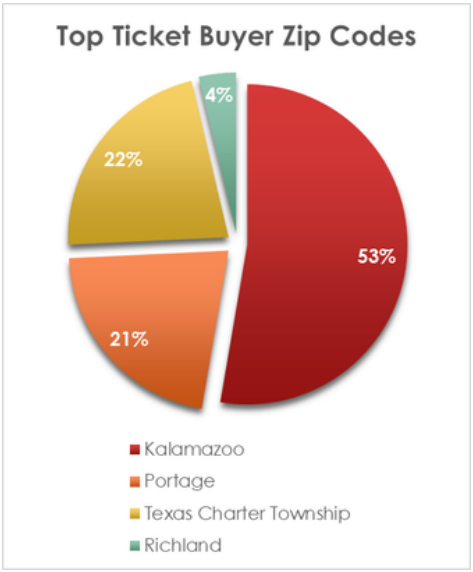
Nearly half of KSO patrons earn annual incomes over $75,000.

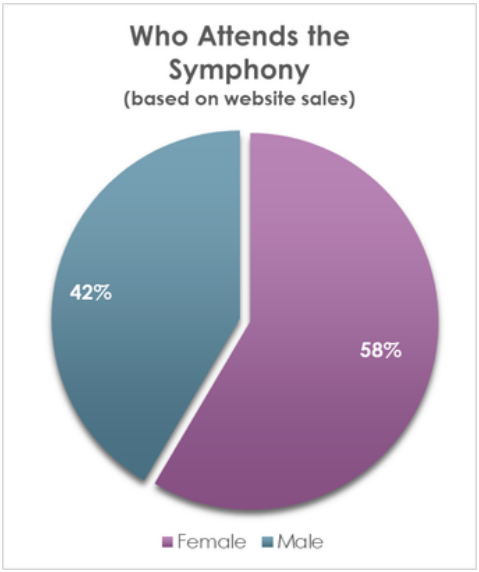
50%
HOLD DEGREES

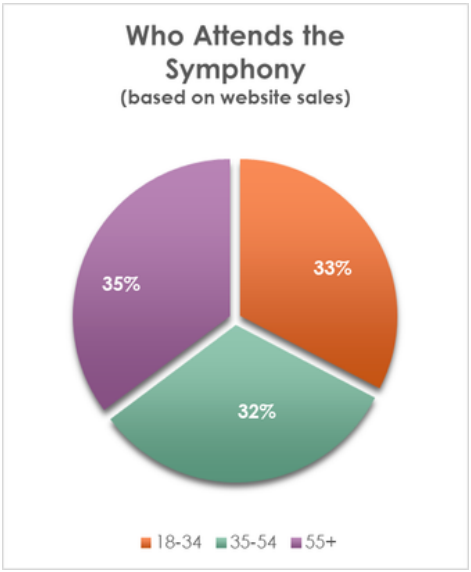
50% of KSO patrons hold bachelors or advanced degrees.

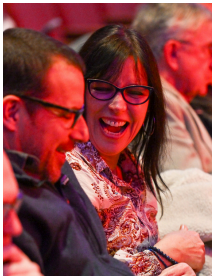
Our Audience

Sure, Symphony audiences are growing...But who are they?

















26/27 Season at a Glance

Sep 26	Mozart & Stravinsky Signature Series
Oct 17	Mendelssohn's Italian Symphony Signature Series
Oct 28	Halloween Boos & Brews Craft Music Series
Nov 7	Peter and the Wolf Family Discovery
Nov 14	Brahms & Bronfman Signature Series
Nov 21	Organ & Brass: Deck the Halls
Dec 9	Carols by Candlelight KSO By Candlelight Series
Dec 19	Handel's Messiah
Jan 20	Carnival of the Animals Craft Music Series
Jan 30	Vivaldi's Four Seasons
Feb 13	Wu Man: Echoes of the East
Feb 20	Holst's The Planets Signature Series
March 4	Celtic Candlelight KSO By Candlelight Series
March 20	St. Matthew Passion Signature Series
April 2 April 3	Star Wars: A New Hope Movie with Orchestra
April 12	Itzhak Perlman: Cinema Serenade
April 24	Beethoven & Dvořák Signature Series
May 19	The Music of Carmen Craft Music Series

For more information:
Amy Williams, President & CEO
Advancement@KalamazooSymphony.com

Kalamazoo Symphony Orchestra