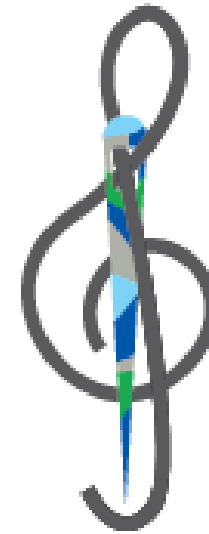


A luncheon and style show
benefiting the educational
programs of the
Dallas Symphony Orchestra

Dallas Symphony
Orchestra League



**FASHION
NOTES**

Purpose of the Project



The proceeds of Fashion Notes supported the DSO's education and outreach programs.

The educational programs of the DSO go far beyond the cultural lesson of learning to play an instrument.

Music education matters because it primes the brain for success in academics, careers, and relationships.

COMMUNITY IMPACT

In addition to the Young Musicians program, which serves younger children, DSO's **Young Strings** program serves Jr. and Sr. high school students. The program develops the talents of exceptional and underrepresented string players in the City of Dallas



There is a 100% high school graduation rate and college acceptance rate for students who stay in the *Young Strings* program.

COMMUNITY IMPACT-

ADDITIONAL
PROGRAMS

- The *My DSO Concert* is specially designed for children and adults on the autism spectrum.
- *Dallas Symphony Youth Concerts* bring over 20,000 preschool and elementary students and teachers to our Symphony Center each year!

FIRST GOAL OF DEVELOPMENT PROCESS



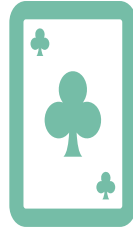
Develop a way to provide the funding for the Symphony's critical outreach programs, despite the pandemic.

HOW THE PROJECT WAS DEVELOPED





We listened to the concerns of patrons & adjusted accordingly



Ticket numbers were limited, tables were spaced, and sponsors were given two tables to spread out their groups



Meals were pre-plated but not preset to adhere to social distancing



Hand sanitizer was provided



Masks were worn during event, except during meals and while modeling



We provided a staggered entry to distance people while entering

**SECOND GOAL IN DEVELOPMENT PROCESS:
KEEPING OUR PATRONS SAFE DURING THE PANDEMIC**

The event, which was held at the Dallas Fairmont Hotel, began with a reception and gift-pull, followed by a luncheon, musical performance, fashion show, and live auction.



75TH YEAR

The Past Presidents of the Dallas Symphony Orchestra League were collectively the recipients of the *Fashion Notes Designer Award* for their work in designing and guiding the League for 75 years.

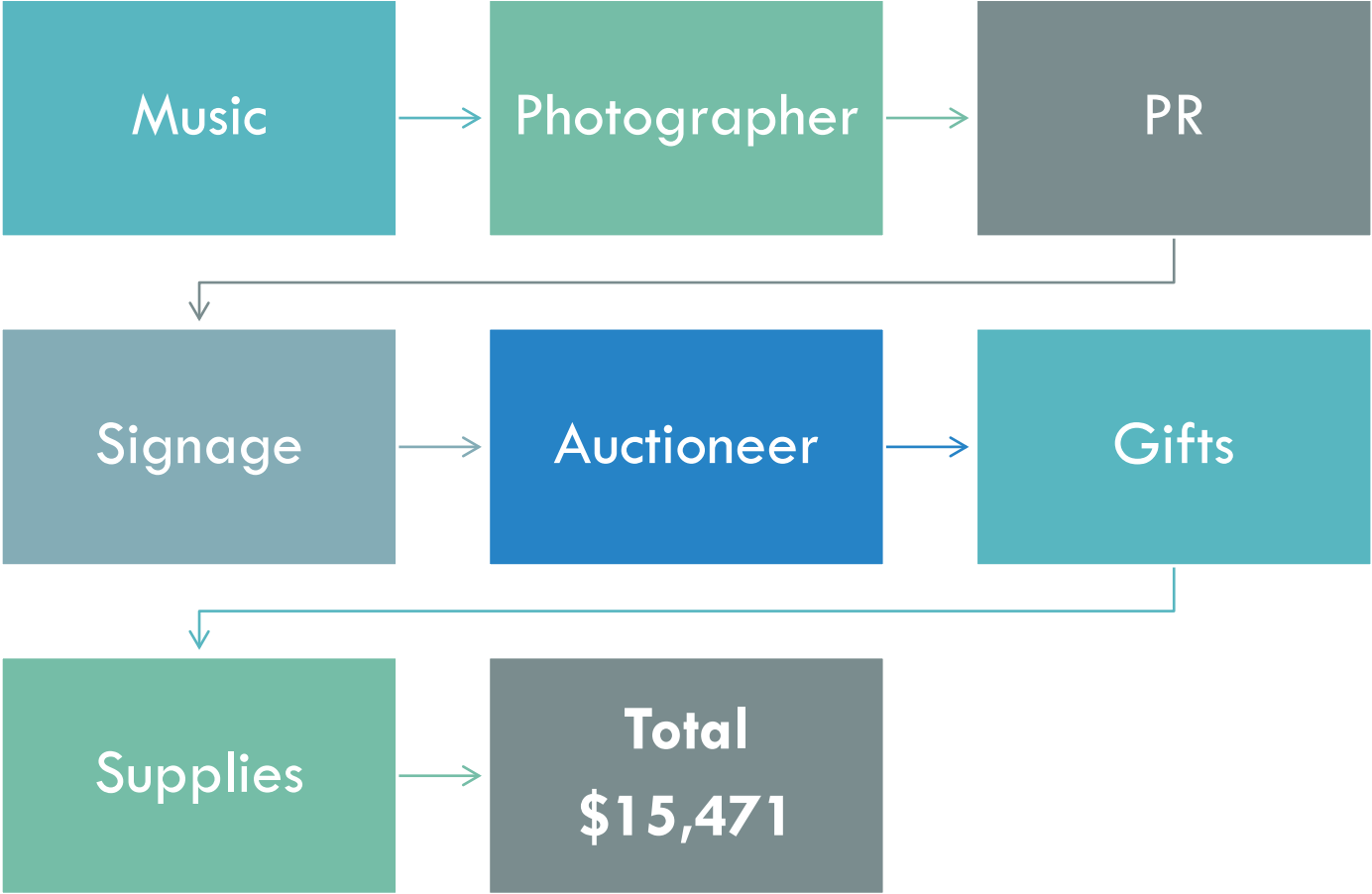


FINANCES:

Underwriting and Donations

- Sponsorship tables: \$43,000
- Tickets: \$2,525
- Donations consisted of Mystery Notes items, live auction items, raise the paddle, centerpiece sales, “in honor of” donations: \$25,700
- Lunch was donated by the hotel
- Flowers were donated

Total revenue: \$ 71,225



EXPENSES

TOTALS-

1

Total revenue
\$ 71,225

2

Total expenses
\$ 15,471

3

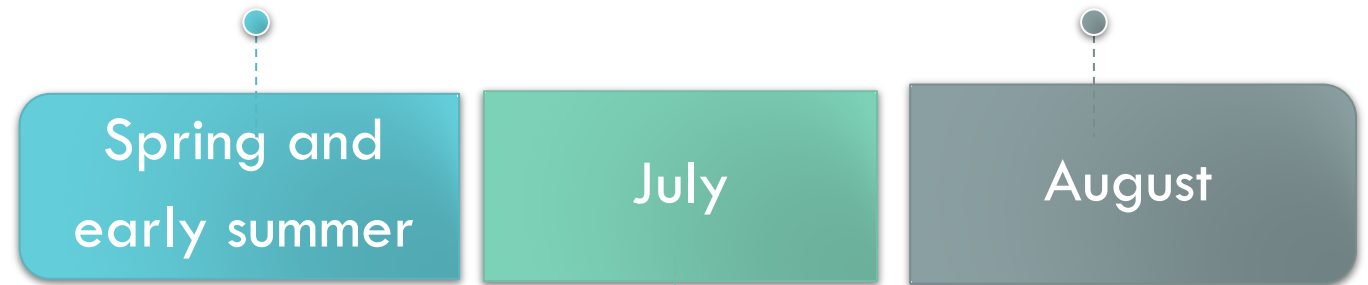
Net income
\$55,754

TIMELINE- 3-6 MONTHS OUT

- Reserved venue
- Committee met to plan
- Determined award recipient
- Drafted underwriting letter
- Contacted printer
- Began PR for event

-Mailed underwriting letters,
which also served as invitation
since numbers were limited

-Confirmed student musician



Spring and
early summer

July

August

-Met at venue to determine
food & wine

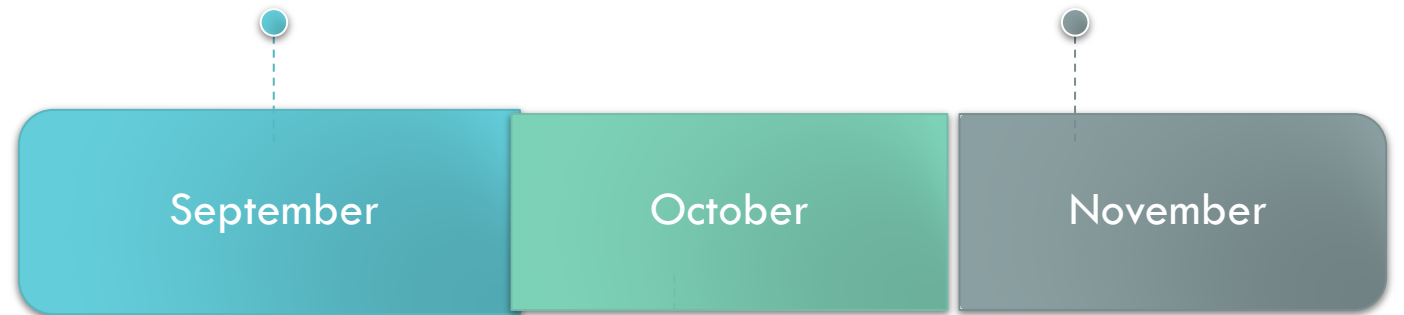
-Confirmed main sponsors, honorary
chair, clothing store for fashion show,
DJ and auctioneer

-Started gathering raffle items

TIMELINE- 0-2 MONTHS OUT

- Printed program
- Tasting at the venue
- Arranged seating
- Gathered final auction items

- Set up event
- Hosted the event



- Wrote scripts
- Confirmed final details



PARTNERSHIPS AND VOLUNTEERS

We partnered with a local clothing store

A bank served as our head sponsor

Our honorary chairs were a mother/daughter duo who made a generous donation

The committee (following slide)

On-site volunteers (following slide)

FASHION NOTES COMMITTEE

Head event
chair

Auction

Treasurer

Printing

Decorations

Publicity

Model
coordinator

Check
in/out



ON SITE-VOLUNTEERS

Nineteen models

Four people at registration table

Four people at the
“Mystery Notes” gift pull tables

Five people setting up the night before



DALLAS
SYMPHONY
LEAGUE