



Women's Symphony League of Austin

Project Description:

When our September 2020 Jewel Ball was cancelled due to Covid-19, we were determined to help raise funds for our beloved Austin Symphony Orchestra. We created a 2-hour program, streamed through an easy-to-use online portal, and sold sponsorships to women who wanted to gather in groups of 10 or less to view the program. The first hour was a compilation of segments performed by our own WSL members. The second hour included a slideshow of WSL photos from the past 66 years accompanied by select holiday music.

The interviews/skits provided were one-of-a-kind. We had long-time members tell stories of their favorite WSL experiences. We had members perform by singing or playing musical instruments. We filmed the best and brightest stories. Additionally, the effort we dedicated to both filming and producing the video was enormous. The Yule Ball replaced our annual Christmas Party.

Timeline:

August: Brainstormed a solution to local ordinances that disallowed group meetings. Recruited a top-talent committee of 25 members. Creative members came up with the title of the event and a fabulous logo. Researched online platforms and video production teams.

September: Solidified our plan to host both in-person small parties of 10 or less as well as a virtual party for all to enjoy. Created a budget, sponsorship benefits and assigned committee members tasks including reaching out for in-kind donations and tapping members' talents to contribute. Set up online platform for registration and sponsorships (at no cost to WSL).

October: Researched catering options and held a tasting of potential meals. Started a sponsorship campaign by highlighting donors on social media with photos and personal stories that inspired so many members to want to sponsor, just so they could be praised by our sisterhood on Facebook. Solicited raffle item (diamond earrings) and several auction items (including two puppies!!)

November: Recruited members and their spouses and children to send in video submissions. Organized a very detailed plan for distribution of all sponsorship benefits. Held outdoor thank you note-writing and bag-decorating sessions in a members' backyard which included snacks, beverages and a warm fire pit. Met often with the video production team.

December: Created a schedule by which student musicians would visit sponsors' homes for outdoor concerts. Finalized last minute details and enjoyed this exceptionally fun party!

Budget:

REVENUE:	\$67,443.57 (includes donations, auction and raffle)
EXPENSES:	\$17,578.40 (food, desserts, alcohol, musicians, holiday party favors, floral arrangements and printing)
NET INCOME:	\$49,865.17

FUNDRAISING – Tickets and Sponsorships:

Tickets were free to members as we wanted to encourage participation. We also had an online auction and raffled off a donated pair of diamond earrings from Benold's Jewelers. This allowed those who could not attend to participate in the event.

Premiere Sponsors (\$5,000 - only 3 available)

- an engaging cocktail, dinner or dessert visit from Maestro Peter and Mrs. Mela Sarajane Dailey Bay
- featured superior placement of your name and/or logo on our website and formal invitation
- on-site chef preparing dinner for 10 in your home OR a delivered exquisite dinner for 10
- a large floral arrangement
- a custom multi-layer cake with a decorative topper
- a bottle of luxury champagne
- Custom Yule Mule Craft Cocktail Kit for 10
- 10 ASO concert tickets
- 10 special WSL holiday favors
- an outdoor live music visit during your party
- THE FIRST TWO SPONSORS GET AN OFFICIAL JEWEL BALL THRONE DELIVERED TO THEIR PARTY FOR THE BEST PHOTO OPPS EVER!
- *Please note: a party is not required to sponsor at this level; you may enjoy these benefits privately on your own terms.*

Distinguished Sponsors (\$2,500)

- featured placement of your name and/or logo on our website and formal invitation
- an exquisitely delivered dinner for 10 OR a gift certificate to an Austin fine dining establishment for later use
- a medium floral arrangement
- a custom multi-layer cake with a decorative topper
- a luxury bottle of champagne
- Custom Yule Mule Craft Cocktail Kit for 10
- 10 ASO concert tickets
- 10 special WSL holiday favors
- an outdoor live music visit during your party
- *Please note: a party is not required to sponsor at this level; you may enjoy these benefits privately on your own terms*

Superb Sponsors (\$1,000)

- featured placement of your name and/or logo on the website and formal invitation
- a small custom floral arrangement
- your choice of either a deluxe cheese display or dessert spread
- a bottle of champagne
- Custom Yule Mule Craft Cocktail Kit for 10
- 10 special WSL holiday favors
- an outdoor live music visit during your party
- *Please note: A party is not required to sponsor at this level; you may enjoy these benefits privately on your own terms.*

Exceptional Sponsors (\$500) will be highlighted as sponsors on the website and formal invitation, will receive a bottle of champagne and a small cheese tray or dessert display guests for 10, as well as 10 special WSL holiday favors for your guests.

Intimate Sponsors (\$250) will be highlighted as sponsors on the website and formal invitation, will receive a delivered gourmet dinner for two, a bottle of wine and a special WSL holiday party favor.

PARTY PEOPLE! This ticket is for any WSL member who wants to party but isn't up for a financial contribution. The evening's presentation will be available to all. Special WSL holiday party favors available at a convenient pickup location. BYOB; no cost, all welcome!