



P R O P O S A L

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FOREVER

F O R T E

An invitation from the Salisbury Symphony



Greetings from the Salisbury Symphony!

Welcome and thank you for considering a partnership with us. We are delighted to present you with an overview of our organization's work, vision, and the transformative impact we aim to make in our community through the power of music and the arts.

As you turn the pages, you will find detailed information about our innovative programs, community outreach, and educational initiatives—all designed to make high-quality cultural experiences accessible to people of all ages, backgrounds, and financial situations.

We deeply value the partnerships that make our mission possible and are excited about the prospect of joining forces with you to expand our impact and jointly create a more inclusive, vibrant, and unified community.

Hunter Scott Safrit
Executive Director



The Rhythm We Resonate With

Engaging with over 20,000 community members and 250 stakeholders annually, we are more than just an orchestra; we are a symphony of shared dreams and collective aspirations. Our audience isn't just passive spectators; they are participants in this mesmerizing dance of melodies. With affordable and inclusive ticketing, we ensure that the joy of music is within everyone's reach, truly reflecting the diversity and spirit of Salisbury.

From young learners in schools to esteemed guests at our gala performances, our audience spectrum is broad, ensuring that our corporate partners enjoy significant visibility and resonance across varied demographic segments.

When you align your esteemed brand with the Salisbury Symphony, you're not just supporting an orchestra; you're endorsing the very ethos of our community. Our audiences span various age groups, demographics, and interests, offering a wide canvas for brand outreach. Furthermore, our commitment to accessibility and quality mirrors corporate values of inclusivity and excellence.

Supporting the Symphony is a testament to investing in the future - a future where art and commerce sing a harmonious duet, reflecting a society that's progressive, inclusive, and forward-looking. Let's co-write this symphony of success, where every note echoes our shared commitment to Salisbury's legacy and future.

An Overture to Partnership

At the Salisbury Symphony, we believe that music has the power to transcend barriers, to connect, and to inspire. As we move forward, it is our ambition to ensure that this power is accessible to all. But we also recognize that the strongest melodies are born from collaboration.

As we reach out to you, we envision a partnership where our shared commitment to Salisbury comes alive in every note and every bottle. Here's what we're proposing:

- **Brand Integration:** A designated Initiative commensurate with support that will prominently feature your brand, bringing together the refreshing experience of enthralling musical performances for everyone
- **Joint Community Events:** Together, we can host community events that blend the joy of music with the exhilarating feeling of family, forging deeper community ties.
- **Collaborative Marketing:** Co-branded marketing material, joint social media campaigns, and special offers for enthusiasts at our events.
- **Customized Sponsorship Packages:** Depending on the level of involvement and investment, we offer tiered sponsorship packages, ensuring mutual benefit.

A Harmonious Legacy

In the early sixties, amidst the echoes of a burgeoning community, an idea took root in Salisbury. Dr. Samuel E. Duncan of Livingstone College envisioned a symphony orchestra that would enrich the town's cultural tapestry. This vision materialized in 1967 when the very first strains of music resonated in Keppel Auditorium on the grounds of Catawba College. Directed by the internationally recognized Professor Albert Chaffoo, Salisbury Symphony was not just an orchestra; it was a promise of bringing world-class music to the very heart of North Carolina.



Fast forward to today, and that promise has not only been kept but has bubbled over beyond imagination. With over half a century of continuous performances, the Salisbury Symphony stands as a beacon of musical excellence. We've evolved, bridging the past's rich heritage with today's vibrant energy. Our commitment remains unwavering – to educate, entertain, and inspire. Our Orchestra and Serenade Series Concerts showcase our musical talent, but our commitment to community and education stands as our defining feature.

The Symphony of Tomorrow

As we stand at the threshold of a new era, our gaze is firmly set on the future. While we cherish and honor our origins, we understand the imperative of evolving with the times.

Our aspirations reach beyond the stage. We envision a Salisbury Symphony that is not only recognized for its performances but also for its groundbreaking role in redefining accessibility in orchestral music. We're in pursuit of a world where anyone, irrespective of their background or status, can be touched by the transformative power of music. We aim to challenge the status quo, showcasing to other symphonies globally the profound impact of genuine community engagement.

The future confidently awaits, promising wider horizons, stronger community connections, and a symphony that unites us more powerfully than ever. And as we journey forward, every note we play, every concert we perform, and every life we touch becomes a part of the grand kaleidoscope of sound we aim to create in Salisbury. The Salisbury Symphony's story is far from over; in many ways, the most beautiful melodies are yet to be composed.

Lets Sit Down and Dream

We are keen to tailor our partnership to best align with your objectives and values. Our hope is to embark on a journey where both our stories become part of a larger narrative – one of innovation, commitment, and unwavering quality.

As community heroes, we hold the keys to our society's heartbeats. Let's unite our melodies and create a symphony that echoes far and wide, cementing Rowan County's name as a hub of unparalleled business and cultural brilliance.

Hunter Scott Safrit
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We seek to educate, entertain, inspire, engage and enrich our community through orchestral music and other musical performances of the highest quality.

Music For All

At the Salisbury Symphony, we've always believed in curating a medley of experiences that resonate with every individual, irrespective of their age or background. Our programs are meticulously crafted, ensuring they are not just events but milestones that mark the rhythmic journey of our community.



- **Orchestra Series:** A spellbinding array of concerts, featuring the full might of our orchestra, each performance a testament to the power of collective harmony.
- **Serenade Series:** An intimate rendezvous with chamber music, where every note is a conversation, and every pause, an emotion.
- **The Nutcracker Ballet:** Our annual tradition, where fantasy meets reality, and the festive spirit comes alive to the melodies of our orchestra.
- **Pops at the Post:** An outdoor extravaganza, drawing thousands to bask in the timeless allure of orchestral tunes under the open sky.



Enabling Tomorrow's Maestros

Music isn't just an art; it's an educator. Our education-centric programs have been instrumental in nurturing talent, fostering appreciation, and sowing the seeds of passion in young hearts.

- **After School Strings:** A hands-on initiative that bridges dreams with reality, allowing young aspirants to embark on their musical odyssey.
- **Youth Orchestra:** Where budding artists collaborate to produce symphonies that reverberate with ambition and skill.
- **In-School Mini-Concerts:** A unique endeavor, bringing the grandeur of symphonic sounds to school halls, igniting imaginations and aspirations.

