MISSION STATEMENT AND STRATEGIC PLAN
Through the performance and advancement of symphonic music, Lincoln’s Symphony Orchestra will educate, entertain and enrich current and potential audiences.

- Be the symbol of cultural excellence in Lincoln
- Expand our audience & move to a new performance facility
- Be recognized in the community for our artistic profile
- Be financially stable and healthy with a capacity for growth

BUDGET INFORMATION
2014-15 BUDGET: $850,000 (fiscal year July 1– June 30)

INCOME
- Ticket & Earned Revenue 25%
- Corporate Giving 14%
- Endowment 13%
- Individual Giving 29%
- LSO Guild & Other 3%
- Grants & Foundations 16%

EXPENSE
- Artistic 49%
- Administrative Personnel 27%
- Marketing & Development 4%
- Production 9%
- Office/General 11%

The Lincoln Symphony Orchestra Foundation, a separate 501(c)(3), manages an endowment with a current value of $2,694,765. LSO is the sole beneficiary of this endowment, and receives a quarterly distribution of 4.25% of the market value calculated over a 12-quarter rolling average.

Lincoln’s Symphony Orchestra Guild, a separate 501(c)(3), is a support organization with the mission to stimulate community interest and support for LSO through educational and fundraising activities. Each year they plan and execute fundraising events for the sole benefit of LSO.

BIOGRAPHIES OF PERSONNEL

Music Director Edward Polochick resides in Baltimore and is on faculty at the Peabody Conservatory of Music. He has been Music Director of Lincoln’s Symphony Orchestra since 1998. Polochick is the founder and artistic director of Concert Artists of Baltimore and is highly sought after as a guest conductor.

Resident Conductor Tyler White has been the Director of Orchestras at the University of Nebraska-Lincoln’s Glenn Korff School of Music since 1994. White is also an award-winning composer. He conducts LSO’s annual holiday concert and Young People’s Concerts.

Concertmaster Anton Miller has appeared throughout the United States and abroad as a soloist, chamber musician, recitalist and pedagogue. He has released several recordings, and is on the violin and chamber music faculty at New York University and The Hartt School at the University of Connecticut.

The musicians of the orchestra are professional musicians who have won a position with LSO through a screened audition process. Most of our musicians make a living playing and teaching music in the Lincoln and Omaha areas. Many of our musicians play in other orchestras and ensembles throughout the Midwest. Twenty percent of our musicians make financial contributions to LSO’s Annual Fund.

Since May 2005, Executive Director Barbara Zach has led a talented administrative team to work with the board in implementing LSO’s artistic vision. She is a graduate of the League of American Orchestra’s Executive Leadership Program, and received a 2010 Governor’s Arts Award for Emerging Leaders.

Community service: As a group, we serve on more than 30 non-profit boards, including Friendship Home, Rotary International, Food Bank of Lincoln, and many other arts organizations. More than half of our musicians donate their time each month to volunteer in a non-musical capacity (for organizations such as TeamMates and the Nebraska Community Blood Bank) and more than half also volunteer their musical talent at churches and schools.

LSO’S MOVE TO THE LIED CENTER AND AFFORDABLE TICKET PRICES
Since moving to the Lied Center, our audience has more than doubled (from 5,440 people in 2010-11 to over 13,000 in 2013-14), and the total number of household served has more than tripled. On a scale of 1-10, patrons valued LSO at 8.5 for the perceived value of the experience compared to ticket price. Here’s a snapshot of our audience demographics, taken from a spring 2014 survey:

- Gender: Male 60%, Female 40%
- Household Income:
  - Less than $25,000: 15%
  - $25,000 - $49,999: 30%
  - $50,000 - $74,999: 20%
  - $75,000 and above: 15%
- Age:
  - 18-40: 25%
  - 41-55: 20%
  - 56-70: 25%
  - Over 70: 20%
- Zip Code: Lincoln 35%, 683 & 684 35%, Other 30%
DONATIONS TO LSO
63% of LSO’s subscriber households make a gift to the Annual Fund Campaign.

In addition, LSO holds multiple fundraising events each year that are supported by patrons and corporations.

MULTI-YEAR PLEDGES
MarySue Harris Charitable Lead Unitrust ($500,000): $20,000 each year for 25 years (beginning 2011), to purchase percussion equipment, then to facilitate artistic growth (increased string count).

Lienemann Charitable Foundation ($250,000): $50,000 each year for five years (2011-2016) to support LSO’s move to the Lied Center.

CORPORATE GIVING
$50,000+
Eilen Baldin Estate Gift
Lienemann Charitable Foundation
Lincoln Symphony Foundation

$25,000+
Dolezal Family Foundation
James & Rhonda Seacrest
Nebraska Arts Council

$15,000+
Allstate
Dillon Foundation
Ebbeka Design*
Lincoln’s Symphony Guild
MarySue Harris Charitable Trust
Nebraska Lottery

$7,500+
Ameritas Life Insurance Corp.
Anscority Life Insurance Company
Cooper Foundation
Farmers Mutual Insurance Company of Ne.
Lincoln Industries
Rogers Foundation
Union Bank & Trust Co.
US Bank*

$5,000+
BNSF Railway
Dietze Music House
First National Bank
Lexus of Lincoln
Mary F. Tous Charitable Foundation
Nelnet, Inc.

$500+
Abel Foundation
Blue Cross & Blue Shield of Nebraska
Harris Academy of the Arts*
Lincoln Arts Council
Lincoln Community Foundation
Lisa I Mansur MD PC
Mattson, Ricketts, Davies, Stewart & Catkins
Osloss Family Foundation

INDIVIDUAL ANNUAL FUND
$10,000+
Charles & Marita Burmeister
Ted & Anabeth Cox
MarySue Harris
Dave & Marilyn Moore

$5,000+
Jim & Margaret Griesen
Christopher Marks & Jessica Freeman
J. Richard Shoemaker
Rob & C.J. Thoma

$2,500+
Nancy Armstrong Johnson
Reg Kuhn
Max & Lillie Larsen
Edward Polochick
Dan & Angie Mahleisen
H. Don & Connie Osborne

$1,000+
Judith C. Amber
Roxann & Leroy Brennfoeder
David Buntain
Rob & Christine Denicola
Mrs. Howard Dinsdale
Don & Carolyn Eveland
Mike & Tina Fardella
Herb & Kathy Friedman
Jon & Melanie Gross
Jon Hinrichs & Donna Woods
Rich Jones & Willa Foster Jones
Dr. Max & Patricia Linder
Ken & Linda Livingston
Craig & Anita Loecek
Mrs. Larry Lusk
Dr. Lisa & Dwight Mansur
Scott & Patsy Moore
Charles & Pilar O’Connor
Ruth Olsen
John & Sigrun Pfister
Rieke Metals, Inc.
Louise Schleich
James & Rhonda Seacrest
Jack & Jo Stewart
William Stibor
Loreta Tiemann
Craig & Joyce Uhrbauer
Diana Warner
Gus & Marcia Wiebers
Barbara Zach

$500+
Kathleen & Tam Allian
C. Arien & Betty Beam
Charles Bette
Ed & Mary Cople
Laura Burton Franz
Larry & Betty Frederick
Eleanor Ganz
Jeffrey Haas
Rachael Hamilton
Lily G. & Robert L. Hans
Mary Lou Hanson
Charlotte Heermann
J. Michael Hemmer
Dan & Mary Howell
Ken & Meg Kester
Cynthia & Gary Love
Matt & Paula Metcalf
Marilyn Metzger
Anton Miller
Robert & Jean Carrol Murphy
Elizabeth Noordhoek
Loyal & Mary Alice Park
Roger & Carol Riefle
Fred & Kristi Scheele
Mr. & Mrs. Frank C. Sidles
Dennis & Nancy Stara
Opal Stivins
Bill & Betty Strain
Bud & Dee Tenney
Rosemary & Mel Thornton
Craig & Elizabeth McLeod Walls
Herman & Helen Wiebers
Andrew & Erin Willis
Jake & Marjorie Wyant

*denotes in-kind donations

SCHOOL RESIDENCIES

- Through our school visits with our Music Director and guest artists, we have impacted 2,801 Elementary school students
- 90 Middle school students
- 294 High school students
- 291 College students

- More than 1,900 students attended last season using the Lienemann Charitable Foundation Student Tickets for only $5 each.

- More than 200 young professionals have used our 20/30 Club discount to attend concerts this season.

- Our adult outreach and education has reached 1,773 people this season, including performances and talks at the Downtown Rotary Club, an instrument petting zoo at First National Bank’s NESTfest, pre-concert chats and cultural activities, and an event at The Landing at Williamsburg Village.

- We have provided over 800 complimentary tickets this season to low income families, in partnerships with Title I elementary schools and Family Literacy.

CONTRIBUTED INCOME

BOARD OF DIRECTORS

Marilyn Moore, President
Roxann Brennfoeder, Past President
Reginald Kuhn, Secretary
Cynthia Love, Treasurer
Jim Griesen, VP Governance
Elizabeth MacLeod Walls, VP Development
Jim Barone, VP Patron Experience

Ted Cox
Christine Denicola
Nancy Finken-Ernst
Larry Frederick
Robert Goldberg
Robert Hinrichs
Ken Kester

Lillie Larsen
Damon Thomas Lee
Karen Lusk
Chuck O’Connor
Jared Rector
Andrew Willis
Gus Wiebers

Ex-Officio Members:
Edward Polochick
Music Director
Barbara Zach
Executive Director

Tyler G. White
Resident Conductor
Coraliee Scrtsmeier
Guild President
Jeffrey McCray
Orchestra Committee Chair

Orchestra Committee Chair
OUTREACH AND EDUCATION ACTIVITIES

**YOUNG PEOPLE'S CONCERTS**
LSO's annual YPCs reach more than 4,000 students each year. Our Teachers Advisory Committee meets ahead of time to develop lesson plans to prepare students, so that their field trip to the Lied Center to attend an LSO concert is the culmination of their study of the orchestra.

**FAMILY SERIES PRE-CONCERT FESTIVALS**
More than 1,000 patrons arrive early for face painting, an instrument petting zoo, crafts, and other educational activities prior to each of LSO's Family Concerts.

**PRE-CONCERT CHATS**
NET Radio hosts interview Maestro Polochick and guest soloists at the Lied Center prior to each classical concert. The pre-concert chats are always filled to capacity in the Steinhart Room.

**SCHOOL VISITS AND REHEARSALS**
LSO Music Director and guest artists visit more than 15 schools each year, with a special focus on Title I elementary schools. Twice per season, LSO invites music students to attend a complimentary LSO dress rehearsal, with a pre-chat with the soloist and Maestro.

**LINDON YOUTH SYMPHONY SIDE-BY-SIDE**
Each season, Maestro Polochick rehearses with LYS, then they join LSO musicians for rehearsal and performance on an LSO classical concert. Each musician is given a complimentary ticket for the remainder of the concert, and discounted tickets are provided for their families.

**20|30 CLUB**
In an effort to break down any barriers preventing young professionals from attending our concerts, we offer premium seating for only $10 to anyone aged 18-39. Each season, we also hold special events prior to some of the concerts (such as "Martinis With Mozart" pictured here).

**GOLDEN BATON AWARDS DINNER**
This annual dinner honors four categories: Individual, Corporate, Volunteer and Musician. All patrons are invited to the dinner, which is held following the season finale.

**YOUNG ARTIST COMPETITION**
Music students under the age of 20 are invited to compete for a cash prize, private coaching, and opportunity to solo with the orchestra. Winners of LSO's Young Artist Competition have gone on to perform with major orchestras, pursue teaching careers, and some are now members of LSO.

**LIED CENTER CONCERTS**
LSO reaches more than 13,000 patrons annually with our Lied Center Concerts (5 classical, one pops and one holiday).

**FAMILY CONCERTS**
Geared towards families and children, LSO’s Sunday afternoon one-hour family concerts are educational and entertaining. We hold one in the fall and one in the spring. Through a partnership with Family Literacy, we offer 600 tickets, transportation, and educational activities to English Language Learner students and their families.
POPS

CINEMATIC SERENADE

The Cornhusker Marching Band
Sunday, September 14, 2014, 5:00 PM
Lied Center for Performing Arts

Lights, camera, action! LSO kicks off the season with well-known pieces from movie favorites. This night of movie magic will showcase pieces from cinematic classics and contemporary blockbusters, including Star Wars, Harry Potter, 2001: A Space Odyssey, The Sorcerer’s Apprentice from Fantasia, Frozen, and many more. Dress up and have your picture taken in a photo booth at the concert with your favorite movie star.

CLASSICAL

TCHAIKOVSKY’S SYMPHONY NO. 4

Chicago Symphony Beyond the Score® Presentation
Friday, October 3, 2014, 7:30 PM
Lied Center for Performing Arts

Designed for newcomers and classical music aficionados alike, the first half of Beyond the Score® will offer a multimedia examination of the history and composition of Tchaikovsky’s Symphony No. 4. The program explores illuminating stories found “inside” the music, illustrated by live musical examples from the orchestra. After intermission, enjoy a performance of the entire piece.

ACROSS THE SEA

Alice Giles, Harp
Sunday, October 26, 2014, 5:00 PM
Lied Center for Performing Arts

Inspired by Mediterranean sea ports, Ibert’s Escales displays a lush impressionistic style. Next, internationally acclaimed harpist Alice Giles performs Never Far Away, Bright Sheng’s piece showcasing the harp’s capacity for the ethereal and dramatic. The second half of the concert features works of French composers Ravel and Debussy with Rhapsodie Espagnole and the famous La Mer.

FAMOUS FIVES

John Bailey, flute; Anton Miller, violin;
Edward Polochick, harpsichord
Saturday, February 28, 2015, 7:30 PM
Lied Center for Performing Arts

Join LSO for an evening featuring five famous five symphonies by iconic German composers. The concert begins with LSO musicians Anton Miller, John Bailey and Maestro Edward Polochick in a performance of Bach’s Brandenburg Concerto No. 5 in D Major. The evening closes with Mahler’s intense and dramatic Symphony No. 5, with its hauntingly lovely Adagietto.

FAMILY

PETE AND THE WOLF

Madcap Puppets
Sunday, November 23, 2014, 2:00 PM
O’Donnell Auditorium

The Madcap Puppets return with their giant puppets for a fun, whimsical performance. We meet a Malicious wolf and a menagerie of quirky animals in this contemporary retelling of Peter and the Wolf, set to music of Prokofiev. This highly interactive show ends with the capture of the wolf and everyone joining in a giant parade through the auditorium.

“ODE TO JOY”

BEETHOVEN MASTERWORKS

Jon Nakamatsu, piano; Esther Heidemann, soprano;
Rebecca Shane, mezzo soprano; Ryan McPherson,
tenor; Steven Condy, baritone; The Abendmusik
Chorus; Doane Choir; UNL’s Chamber Singers; UNL’s University Singers
Saturday, April 25, 2015, 7:30 PM
Lied Center for Performing Arts

LSO’s season finale begins with a grandiose performance of a Beethoven masterwork, the “Emperor” Piano Concerto with pianist Jon Nakamatsu, and culminates with Beethoven’s Symphony No. 9 in D Major. The Abendmusik Chorus, Doane Choir, UNL’s Chamber Singers, and UNL’s University Singers join the symphony in the performance of the year that you will not want to miss.

FAMILY

A TALE OF TWO MOZARTS

Dr. Tyler G. White, conductor;
Tim Marrone, actor; Matthew Pauli, actor
Sunday, March 29, 2015, 2:00 PM
O’Donnell Auditorium

Specially created for LSO by resident conductor Tyler White and actor and scriptwriter Tim Marrone, this dramatic production explores the life of Mozart and his relationship with his father. Underscored by some of Mozart’s most well-known pieces, this concert brings the audience into the colorful story of the famous man behind this music. The concert also features the winner of LSO’s Young Artist Competition.

CLASSICAL

CLASSICAL GREATS

Simone Dinnerstein, piano; Lincoln Youth Symphony
Saturday, January 31, 2015, 7:30 PM
Lied Center for Performing Arts

LSO shares the stage with the Lincoln Youth Symphony to perform the overture to Rossini’s La Gazza Ladra. Simone Dinnerstein, a No. 1 pianist on the U.S. Billboard Classical Chart, joins LSO for a performance of Mozart’s Piano Concerto No. 23 in A Major. The second half of the concert features Schubert’s challenging Symphony D. 944 (“The Great C Major”).

POPS

DECK THE HALLS

Dr. Tyler G. White, conductor
Lincoln Suzuki Studios
Lincoln Midwest Ballet Company
Sunday, December 7, 2014, 5:00 PM
Lied Center for Performing Arts

Get into the spirit of the season with a program of holiday favorites. Our annual holiday pops concert features beloved traditional pieces such as O Holy Night, Dona Nobis Pacem and the Hallelujah Chorus from Handel’s Messiah. The concert also showcases local Suzuki music students in a holiday medley and Lincoln Midwest Ballet dancers performing selections from The Nutcracker, and concludes with an audience sing-a-long.

TICKETS ONLY $15/$30
includes all taxes, ticketing and facility fees
CALL 402.476.2211 TO REQUEST AN ORDER FORM OR
PRINT YOUR ORDER FORM AT WWW.LINCOLNSYMphony.ORG
Company name: ___________________________ (as you would like it listed for all publicity)

Company Representative: ____________________
Email: ____________________________

Company contact for publicity: ____________________
Email: ____________________________

Address: ___________________________
Phone: ___________________________

City/State/Zip: ___________________________
Signature/Date: ___________________________

Please check one: ___ Payment is enclosed with this form  ___ Please invoice my company 30 days prior to the event

$25,000

LSO SEASON SPONSOR  Sponsor receives 4 complimentary tickets to every LSO concert and sponsorship acknowledgement in all LSO press releases and eNewsletters. Stage announcement of sponsorship, signage at concert, logo in program magazine, and complimentary 1/4-page advertisement.

$15,000

EXCLUSIVE LIED CENTER CONCERT SPONSOR  Sponsor receives 16 complimentary tickets for the concert (or 4 tickets to the concert plus two Lied Series packages), participation in LSO’s "Tickets For A Cause" initiative, and opportunity for either a pre-concert reception with invited guests or an informational booth in the lobby. Stage announcement of sponsorship, signage at concert, logo in program magazine, and complimentary 1/4-page advertisement.

- "Cinematic Serenade" POPS (Sept. 14)
- Tchaikovsky Symphony No. 4 with CSO "Beyond the Score" (Oct. 3)
- Ravel & Debussy with harpist Alice Giles performing Bright Sheng (Oct. 26)
- "Deck The Halls" annual holiday concert (Dec. 7)
- Mozart Piano Concerto with Simone Dinnerstein (Jan. 31)
- "The Life of Mozart" with actor Tim Marrone (Mar. 29)

EXCLUSIVE FAMILY CONCERT SPONSOR  Sponsor receives 16 complimentary tickets and sponsorship of more than 200 complimentary tickets given to low-income families and students. Stage announcement of sponsorship, signage at concert, logo in program magazine, and complimentary 1/4-page advertisement.

- Peter & The Wolf with Madcap Puppets (Nov. 23)
- "The Life of Mozart" with actor Tim Marrone (Mar. 29)

$10,000

GOLDEN BATON AWARDS DINNER  Logo on invitations and award plaques and 10 complimentary tickets to the dinner and concert. Stage announcement of sponsorship, signage at dinner and concert, logo in program magazine, and discount on program magazine advertising.

LINCOLN YOUTH SYMPHONY SIDE-BY-SIDE  12 complimentary tickets and discounted tickets for youth symphony members. Stage announcement of sponsorship, signage at concert, logo in program magazine, and discount on program magazine advertising.

FAMILY SERIES PRE-CONCERT FESTIVAL SPONSOR  12 complimentary tickets and sponsorship of 200 complimentary tickets given to low-income families and students. Stage announcement of sponsorship, signage at concert, logo in program magazine, and discount on program magazine advertising.

$7,500

YOUNG PEOPLE’S CONCERT SPONSOR  Stage announcement of sponsorship, logo placement in educational materials, signage at concert, logo in program magazine, discount on program advertising.

CONCERT CO-SPONSOR  12 tickets for the concert or two Lied Series packages. Stage announcement of sponsorship, signage at concert, logo in program magazine, discount on program magazine advertising. Choose concert above.

20/30 CLUB  Logo placement in materials sent out to 20/30 Club members, signage at concert and events, logo in program magazine, and discount on program magazine advertising.

$5,000

PRE-CONCERT CHATS  Announcement of sponsorship at every pre-concert chat, mention in press releases, signage at concert, logo in program magazine, and discount on program magazine advertising.

SCHOOL VISITS & REHEARSALS  Mention of sponsorship at rehearsal, mention in press releases, signage at concert, logo in program magazine, discount on program magazine advertising.

YOUNG ARTIST COMPETITION  Stage mention of sponsorship, mention in press releases, signage at concert, logo in program magazine, and discount on program magazine advertising.

E-NEWSLETTER SPONSORSHIP  Logo placement in eNewsletter (monthly distribution of 4,000), logo in program magazine, and discount on program magazine advertising.

PROGRAM MAGAZINE ADVERTISING  (40% DISCOUNT FOR SPONSORS)

- FULL PAGE  $1,620, $810
  4.875” W X 7.625” H
  VERTICAL  2.375” W X 7.625” H
  HORIZONTAL  4.875” W X 3.75” H

- HALF PAGE  $850, $425
  4.875” W X 7.625” H
  VERTICAL  2.375” W X 7.625” H
  HORIZONTAL  4.875” W X 3.75” H

- QUARTER PAGE  $390, $230
  4.875” W X 3.75” H
  VERTICAL  2.375” W X 3.75” H
  HORIZONTAL  4.875” W X 1.814” H

- UPGRADE TO COLOR
  Add color to any size for an additional $200

- 20/30 CLUB
  Upgrade to half page for $210
  Upgrade to full page $510

Artwork due to marketing@lincolnsymphony.com by August 15.

LINCOLN’S SYMPHONY ORCHESTRA
233 S. 13th Street, Suite 1702 | Lincoln, NE 68508 | 402.476.2211 | barbara@lincolnsymphony.com