



**San Diego
Symphony.**

Rafael Payare | Music Director



Jacobs Music Center
SAN DIEGO SYMPHONY



**The Rady Shell
at Jacobs Park**

SAN DIEGO SYMPHONY

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Founded in 1910, The San Diego Symphony is **California's oldest orchestra**, one of San Diego's largest cultural organizations, and is ranked with the nation's tier 1 orchestras. The Symphony offers audiences a **wide range of concert experiences**, including the Conrad Prebys Summer Season at the Shell, Jazz, Summer film Series (screenings with live orchestra), Broadway, Family Concerts, Free Concerts, and Jacobs Masterworks Series. We serve and shape the culture of the region as the **musical heart of San Diego**.

Committed to **servicing the whole community**, the Symphony's artistic programming reflects the area's diverse population. The Symphony's Learning and Community Engagement programs serve over 65,000 people across Southern California--providing experiences for families and the community to **gather, learn, and celebrate** the unifying and life-changing power of music.

The San Diego Symphony offers our partners the chance to connect with an **expansive and varied audience** at **multiple world-class venues** and various media platforms. Our Corporate Partnerships team is equipped to assist brands in seamlessly integrating into live events/galas, original digital content, and the vibrant communities of San Diego.

Organizational Overview

160+ Concerts • 2 World-Class Venues • Variety of Branding Opportunities
Wide Range of Programming • Audience Diversity • 400,000+ Attendees

The Instantly Iconic Waterfront Venue

On August 5, 2021, the Symphony opened a permanent outdoor waterfront performance venue and public park along San Diego's Embarcadero. The Rady Shell at Jacobs Park was an ambitious community project that represented a significant philanthropic investment and a historic land use partnership agreement with the Port of San Diego and the California Coastal Commission.

The Shell provides a 4,800 square-foot stage sheltered within a canopy designed with highly advanced acoustical and lighting systems. The 1.25-acre audience area provides flexible seating for as many as 10,000 listeners.

60+ Performances, April-October

250,000+ Attendees (including third party rentals)

10,000 Capacity



**The Rady Shell
at Jacobs Park**

SAN DIEGO SYMPHONY



The Rady Shell at Jacobs Park™

POPULAR

JOHN LEGEND
A NIGHT OF SONGS AND STORIES
WITH THE SAN DIEGO SYMPHONY ORCHESTRA

AUGUST 15
THE RADY SHELL AT JACOBS PARK
SAN DIEGO, CA



GRAMMY® AWARD WINNING
GIPSY KINGS
featuring
NICOLAS REYES

AUGUST 18
THE RADY SHELL AT JACOBS PARK
THE RADY SHELL

STICK FIGURES
SOJA
LITTLE STRANGER

JULY 13+14
THE RADY SHELL AT JACOBS PARK
SAN DIEGO - CALIFORNIA

TICKETS AT STICKFIGURES.COM

WILLIE NELSON & FAMILY
IN CONCERT
WITH SPECIAL GUEST
AS I LEAVE & WILLIE

THE RADY SHELL AT JACOBS PARK
APRIL 22

TICKETS AT WILLIENELSON.COM

ORCHESTRAL



FILM

INDIANA JONES
and the
RAIDERS OF THE LOST ARK
LIVE IN CONCERT

THE RADY SHELL AT JACOBS PARK™
MAY / 3

Disney
IN CONCERT
The Sound of Magic
CELEBRATING 100 YEARS OF THE WALT DISNEY COMPANY
LIVE IN CONCERT

EVENTS



A Home for the Future

Reopening in fall 2024, the renovated Jacobs Music Center provides the Symphony an indoor venue that will be a worthy counterpart to The Rady Shell.

Improvements include a fixed orchestral shell that incorporates a choral terrace, an all-new state-of-the-art acoustic environment, and reconfigured seating to enhance sightlines and improve connectivity between the audience and musicians, and among the musicians onstage.

100+ Performances,
September–May

150,000+ Attendees

1,750 Capacity



Jacobs Music Center
SAN DIEGO SYMPHONY



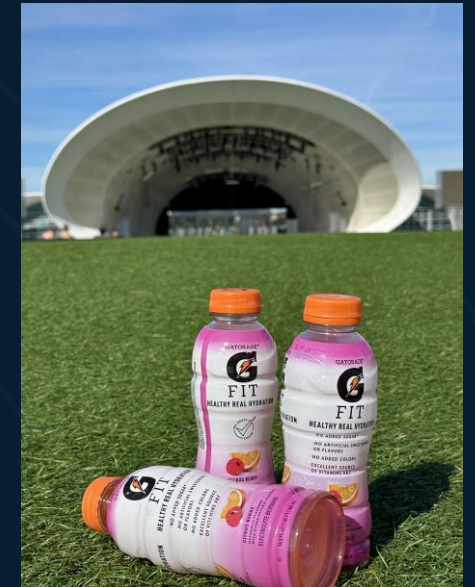
Branding Opportunities



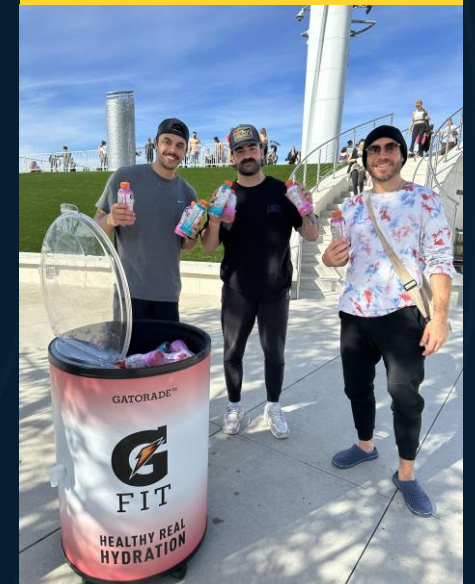
ON-SITE SIGNAGE



SAMPLING & GUEST ENGAGEMENT



BRAND ACTIVATION



Branding Opportunities

ACTIVATION

- Sponsor a concert (individual or series) or special event
- On-site branded activation space
- On-site sampling at Symphony venues
- Literature distribution at Symphony venues
- Custom digital slide at all Rady Shell performances
- Sponsor recognition on the screen at the Rady Shell
- Mention as lead sponsor in any Symphony media buys that promote the sponsored concert
- Recognition of support at additional Symphony concerts and events
- Co-branded step & repeat

ADVERTISING

- Full color ad in the Symphony's digital program
- Full color ad in Performances Magazine (reaching over 65,000 people)
- Sponsor recognition in the Symphony digital and printed programs
- Sponsor recognition on the Symphony's social media channels
- Sponsor recognition in Monthly Event Emails and Know Before You Go Emails
- Linked logo placement on the Symphony's Corporate Honor Roll (website, monthly emails, digital programs, and printed programs)
- Linked logo placement on Symphony website
- Brand inclusion on ticket backs

ACCESS

- Backstage "meet and greet" opportunities with Symphony musicians
- Use of pre-concert VIP reception space
- Year-round access to private and exclusive Symphony donor events
- Year-round dedicated ticket concierge services
- Complimentary ticket bank to Symphony-presented concerts
- Intermission Lounge privileges
- Priority parking privileges at Symphony events

Branding Opportunities



ADS IN PERFORMANCES MAGAZINE

65,000 program books distributed monthly across major San Diego arts venues, including:

- San Diego Symphony
Jacobs Music Center
The Rady Shell
- Old Globe Theatre
Sheryl and Harvey White Theatre
Lowell Davies Festival Theatre
- La Jolla Playhouse
Mandell Weiss Theatre
Mandell Weiss Forum
Sheila and Hughes Potiker Theatre
- San Diego Opera
San Diego Civic Theatre

Stats and Demographics

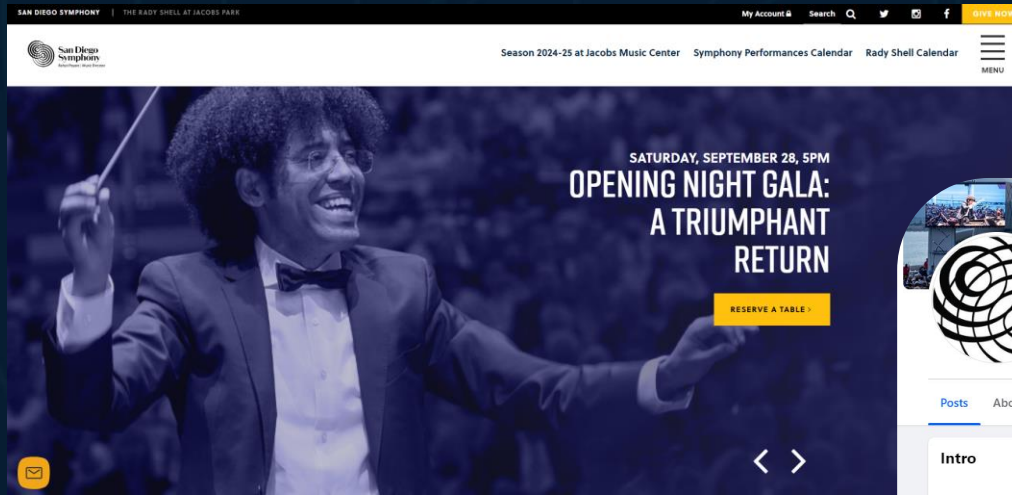
AUDIENCE PROFILE

- 42% have an annual household income of \$100,000
- 16% have an annual household income of \$200,000+
- 22% are under the age of 40
- 50% are between the ages of 40-65
- 19% are somewhat likely to be an influencer on social networks
- 52% attended college, 48% did not



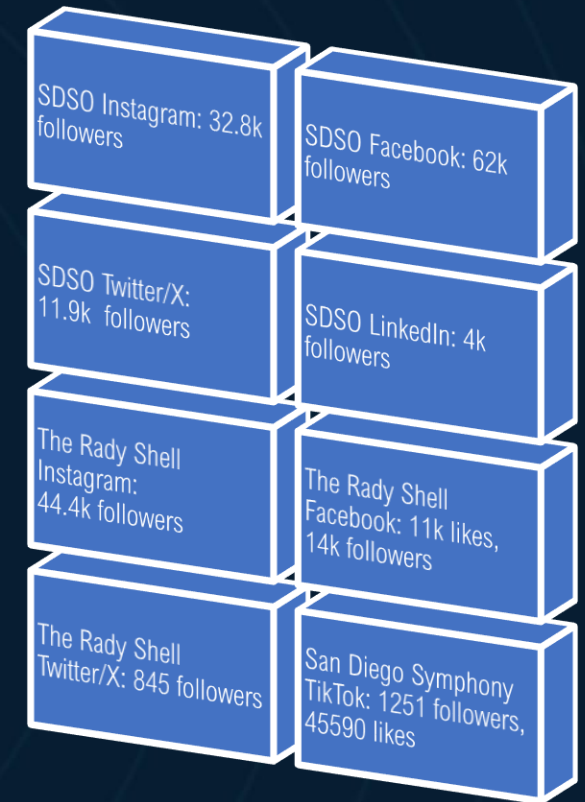
Stats and Demographics

AUDIENCE REACH



- 150,000+ monthly email recipients
- 81,000 households receive print mailings
- 264,000 average unique visitors per month to the Symphony/Rady Shell website
- 56,106 website generated ticket orders (as of Sept 2023)

Social Stats (as of May 2024)



Jacobs Masterworks

The pinnacle of orchestral excellence, the Symphony's Jacobs Masterworks series showcases timeless classics and contemporary masterpieces for a journey of unparalleled artistry and emotion.

Conrad Prebys Summer Season

Indulge in the magic of summer nights with the Symphony's Conrad Prebys Summer Season, a celebration of music under the stars at the spectacular Rady Shell at Jacobs Park. From captivating symphonic performances to vibrant pops concerts featuring renowned guest artists, this series captures the joy of live music beside the Bay in the heart of San Diego.

Guest Artists & Conductors

Our Guest Artists & Conductors program brings world-class soloists and esteemed conductors to join forces with the San Diego Symphony to deliver unforgettable performances.

Premier Artistic Programs

Variety of Artistic Programs

Jazz

Embark on a captivating musical journey with the San Diego Symphony's Jazz concert series, where the finest jazz artists converge to deliver electrifying performances that span the spectrum of jazz genres. From soulful ballads to energetic improvisations, immerse yourself in the rich tapestry of jazz at its finest.

Broadway

Experience the magic of Broadway with the San Diego Symphony's captivating Broadway concert series, where talented performers bring beloved show tunes and iconic musical numbers to life on stage. From timeless classics to contemporary hits, witness the vibrant world of musical theater with extraordinary performances that will leave you spellbound.

Holiday

Celebrate the joy of the season with the San Diego Symphony's enchanting Holiday series, where festive melodies and heartwarming classics fill the air with holiday cheer. From beloved carols to magical orchestral arrangements, experience the magic of the holidays in a spectacular musical extravaganza that will delight audiences of all ages.

Learning & Community Engagement

Families

Symphony Kids Series
Family Concert Series
Pre-Concert Lobby Activities

Schools

Elementary School Program
Open Rehearsals
Masterclasses
Educator Professional Development

Youth Leadership

High School Ambassadors
Impact & Innovation Internships
Youth Orchestra Coachings

Music Connects

Community Tickets
Community Concerts
Community Service

Audience Engagement

Currents Series
Pre-Concert Talks
WOW Festival

Park Activation

Pride Yoga & Dance Party
Free Park Concerts
Health & Wellness at the Shell
Art Lighting

Committed to serving the **whole** community, the Symphony's artistic programming reflects the area's diverse population. The Symphony's Learning and Community Engagement programs serve over 65,000 people across Southern California – providing experiences for families and the community to gather, learn, and celebrate the unifying and life-changing power of music.

School Programs



Music Connects

14 Free Community Concerts Across our Region

Over 10,000 Free Tickets Offered to the Community

- 4,500 tickets distributed to nonprofit partners to SDSO concerts
- Over 5,500 served through free Community Concerts
- 66 active nonprofit and government partners

CECUT CULTURAL CENTER IN TIJUANA ON DIA DE LOS MUERTOS



UC SAN DIEGO PARK & MARKET



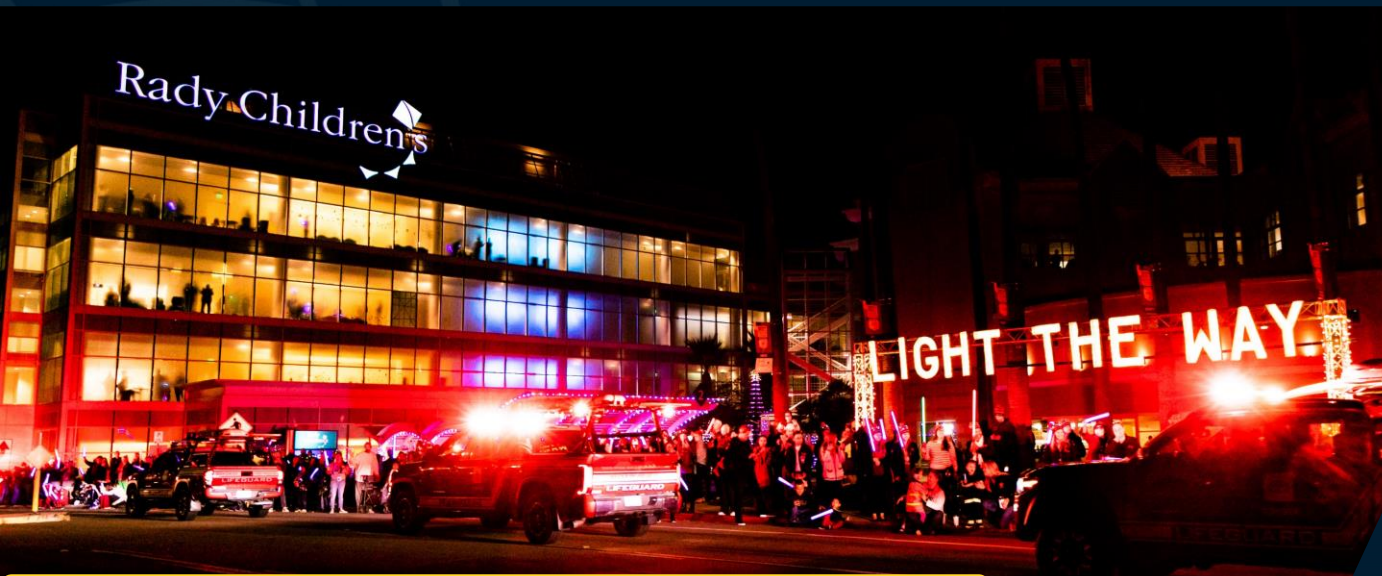
CORONADO SCHOOL FOR THE PERFORMING ARTS



YOUTH TRANSITION CENTER



LAS COLINAS WOMEN'S DETENTION & REENTRY FACILITY



RADY CHILDREN'S HOSPITAL LIGHT THE WAY EVENT



EAST MESA MEN'S DETENTION FACILITY

Park Activation



FAMILY & COMMUNITY EVENTS



HEALTH & WELLNESS ACTIVITIES



Special Events

Opening Night Gala

Early Fall

The year's most splendid occasion, kicking off the new season in style with VIP activities including a cocktail reception, fine dining, and a special Symphony concert.

Discovery Night

Early Summer

A celebration of San Diego's vibrant high-tech and biotech communities, featuring an industry honoree, relaxed networking opportunities, and a Symphony performance.

Summer Benefit

Mid-Summer

A unique program featuring a popular music performance in support of the Symphony's Learning & Community Engagement initiatives.

Event Sponsorship Benefits include:

VIP ticketing, including pre-concert reception and intermission lounge privileges

Recognition in the digital program (with logo)

Recognition in rotational venue signage (with logo)

Inclusion in the Symphony's Honor Roll/Logo Corral (website, digital programs, and printed programs) for one year

Sponsor recognition in materials distributed at the pre-concert reception

Complimentary parking passes

Contact Information

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