

# Boulder Chamber Orchestra

IN HARMONY WITH BOULDER AND BEYOND



## AUDIENCE DEVELOPMENT PARTNERSHIP PROGRAM

An opportunity you'll surely want to *tune* in to!

Boulder Chamber Orchestra  
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## **YOU ARE INVITED TO BECOME A BOULDER CHAMBER ORCHESTRA (BCO) AUDIENCE DEVELOPMENT PARTNER!**

### About BCO's Audience Development Partnership Program...

BCO is proud to present a great opportunity for your organization to grow its audience and increase community visibility by partnering with us on advertising and promotional activities.

In exchange for your support, BCO is proud to offer incentives such as the following...

- *Prominent feature in BCO's concert program which reaches thousands of community members each season*
- *Logo placement on BCO concert posters and event materials*
- *Display of your organizational materials at BCO events*
- *Placement of your logo and ad on the BCO website with links to your own website*
- *Exchange of the BCO contact database with 600+ entries of area-residents that are interested in and support the arts*
- *Reference to your organization in PR materials such as press releases and radio interviews*

### Benefits of partnership include...

- *Increased visibility and unique promotional opportunities for your organization*
- *No-cost advertising made available through trade*
- *Expansion of your direct contact list*
- *Public recognition of charitable support*

***Support the arts!  
Promote your organization!***

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## **ABOUT BOULDER CHAMBER ORCHESTRA (BCO)...**

Boulder Chamber Orchestra is a 501c(3) non-profit organization, founded in 2004 by Bahman Saless. Since its creation, BCO has stood as the community's premiere chamber ensemble. We are committed to providing exceptional chamber music programming, education, and outreach to the community, and serving as an outlet for talented local musicians. We believe in making exceptional live music affordable and accessible to all.

Our first and second seasons have drawn full audiences to each performance, while musicians have sought us out as a successful new ensemble. The orchestra has already become a lasting member of the regional arts scene, and a valued part of our community. Our visibility and success are demonstrated by high-profile media coverage, and a growing list of donors, partners, and sponsors.

*BCO has earned press features in the following media outlets:*

The Daily Camera  
Boulder Weekly  
Women's Magazine  
Seniors Marketplace

*We enjoy promotional agreements and listings with the following:*

The Daily Camera  
The Onion  
Boulder Weekly  
Boulder Community Network  
Boulder Internet Guide  
Colorado Spotlight Calendar  
GetBoulder.com  
Boulder County Arts Online  
Summit Daily News  
Art Resource Online  
Dirt Magazine  
Marquee Magazine

KUVO

KGNU

KUNC

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## **AUDIENCE DEVELOPMENT PARTNERSHIP PROGRAM HIGHLIGHTS...**

BCO's 2006-07 Season promises to be bigger and better than any prior, drawing a projected audience of more than 2000 individuals, and exposing thousands more to the organization through print and electronic media, and our concert program.

*By becoming an Audience Development Partner...*

*...You'll introduce your organization to*

- A diverse audience, made up of well-established professionals, varied-income residents, retired citizens, students, and everyone in between!
- A direct network of more than 500 supporters and donors, who value and actively support the arts!
- Residents of Boulder County, surrounding communities, and visiting guests, at a personal, community-based level!

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## WHY BECOME AN AUDIENCE DEVELOPMENT PARTNER OF BCO?

### ***Grow your audience!***

First and foremost this program is a great way for you to recruit new supporters and subscribers by making your organization visible to a captive audience.

### ***It's Free!***

BCO's Audience Development Partnership Program offers unique advertising, high-visibility marketing, and exposure to a captive audience at no cost, creating no new drain on your advertising and PR budget.

### ***Makes a statement to the community!***

You'll show the community that you are an active part of the local arts scene, and that you work in partnership with other organizations to enrich community life.

### ***Supports the growth of BCO!***

With your support, BCO can reach more community members and grow our audience.

*We thank you for your consideration of  
participating in BCO's  
Audience Development Partnership Program!*