

Increase YOUR Regional Marketing Reach and Impact by Becoming a Claflin Hill Business Partner

The Claflin Hill Cultural Collaborative

Partnering Business and Culture for a Strong and Healthy Local Community

In only two short decades, The Claflin Hill Symphony Orchestra (CHSO) has grown to become recognized as **“one the finest regional orchestras in the country, bar none!”** Ron Della Chiesa, WGBH Music Host and voice of the Boston Symphony on radio.

Claflin Hill has established a “brand” known throughout the region as synonymous with “excellence” and, through partnerships with many other regional cultural organizations, has secured a vast “territory” that is the “Claflin Hill Domain!”

In a recent marketing campaign sponsored by MyFM Media – “Quest for the Best” – CHSO was entered into two categories for residents to vote on – and Claflin Hill easily won BOTH categories – winning out over many other well-known cultural organizations.



Claflin Hill has created its own “in-house” marketing apparatus in just over twenty years. We use social media tools along with the standard and long-valued print and broadcast media outlets to create a new and constantly growing regional audience for world-class musical performances.

Our loyal constituents make a point of being involved in their communities and supporting local businesses.

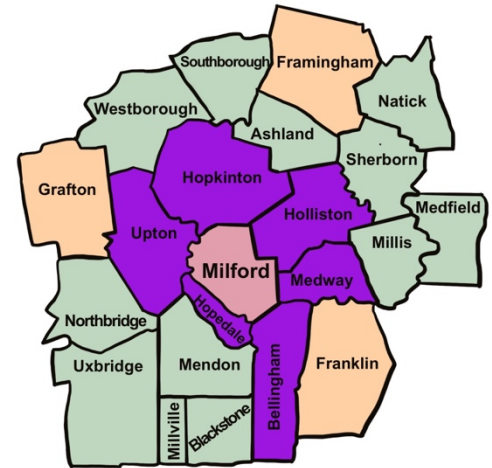
Claflin Hill Business Partners benefit from a wealth of opportunities that recognize and promote THEIR businesses as CHSO promotes its ongoing and varied music seasons of over 30 concert events throughout the year. Their visible and frequent recognitions as “CHSO Business Partners” provide an endorsement of their excellence by association with the well-established excellence of the CHSO Brand.

Opportunities for CHSO Business Partner promotion and exposure include:

- Claflin Hill Email Newsletters – our weekly email “blasts” promoting the “next BIG thing at Claflin Hill” go out to almost 2,000 recipients – all of whom are on the list because they SIGNED up to be on it or attended a CHSO event.
- The current CHSO Email Blast “Open” rate is 47% -- well above the industry average.
- We showcase a CHSO Business Partners in every email.

**Our Market Place
Could Be Yours.**

- The Claflin Hill Mailing List comprises almost 2,500 organic— never purchased or borrowed— names and addresses. The region extends from Whitinsville and Douglas, north to Grafton, east across the Pike to Framingham and Natick, and south again into Rhode Island. **THAT is the Claflin Hill Territory.**



- Weekly MyFM interview show – Founding Executive & Artistic Director Paul Surapine is a weekly guest of MyFM 101.3 FM and 1490 AM – EVERY Tuesday throughout the year from 7:45 to 8 AM.
- In these weekly chats, Surapine talks of a wide range of topics ranging from the “next BIG Thing at Claflin Hill” to WHO is supporting and sponsoring the events. CHSO Business Partner reps frequently join Paul on air to talk about THEIR business!

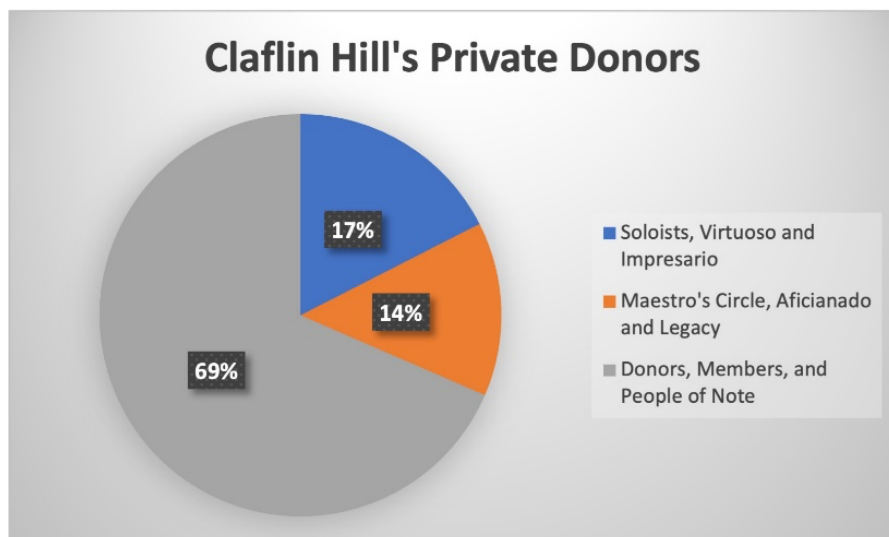
CHSO Business Partners Benefits:

- **Full or Half Page Program Book Ads for the ENTIRE Claflin Hill season – a printing of almost 3,000 books held, seen, and read by audience members throughout the region at EVERY CHSO concert event.**
- **Prominent listing in the Claflin Hill Business Partner list in the program book and our website.**

Claflin Hill Patron Statistics:

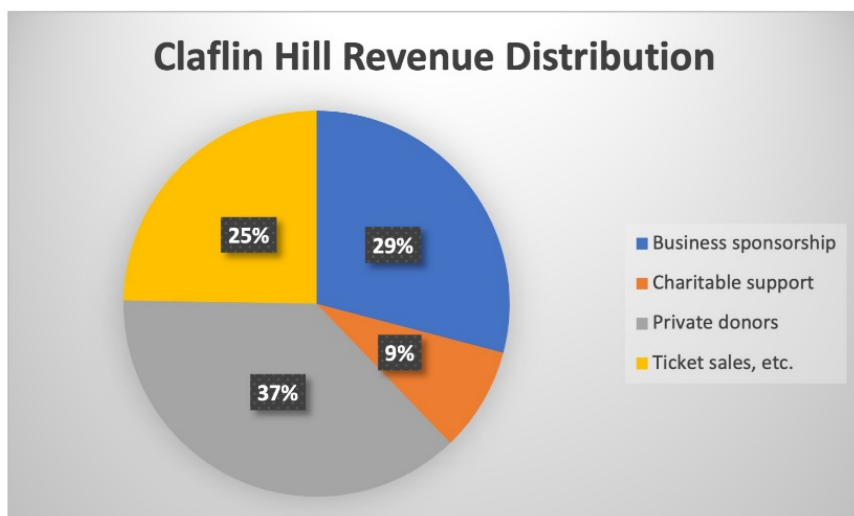
- Paid Ticket attendance for Claflin Hill Symphony, Chamber Music, and Jazz Series concerts show a growing audience from every one of the towns and cities of the region illustrated above. Total paid ticket patrons number at several thousand throughout the past season (which was a modest “re-opening” season as people SLOWLY began to resume normal social activities).
- The most significant percentage is, of course, centered in Milford at almost 29% and the immediate surrounding communities of Bellingham, Franklin, Medway, Mendon, Hopedale, Holliston, Hopkinton, Upton, and Grafton – along with the next concentric circle of Ashland, Framingham, Whitinsville account for another 35% of patronage.

- The remainder of paid ticket attendance represents audience members from a total of 135 communities/zip codes, primarily in Eastern and Central Massachusetts.



- Private donor support of CHSO comes from several hundred loyal and returning supporters and amounted to \$103,000 in the past re-opening season. (Corporate support was \$80,000, Grants from state and private foundations \$24,000, with earned income – tickets sales, merchandise, etc. at \$67,000)
- It is important to note that 100% of our “Donated Revenue – Corporate and Private” goes to pay the costs of performance productions, primarily Artist Compensation for our world-class musicians/performers. (Artist Compensation in this past fiscal year was \$181,000).

- Several categories represent our private donor support, with 20% of our donors accounting for 63% of our donor revenue and the rest proportionally distributed from modest (\$20 - &199) donations to substantial (\$200 - \$999).



Call today for more information:
508.478.5924 or email Paul at psurapine@claflinhill.org
www.claflinhill.org



Symphony concerts at the historic Grand Ballroom of Milford Town Hall



Chamber Music in Grafton



Summer park concerts at The Milford Musicians' Pavilion



Jazz concerts

The Claflin Hill Symphony Orchestra
54 Claflin Street, Milford, MA 01757
508.478.5924 ~ www.claflinhill.org



**The Claflin Hill
Symphony Orchestra**
Passionate performances. Masterful musicians.