

Lauren Pires
Keith Wright
MDST 3010
Nov. 12th, 2010



November 15th, 2010

Dear Mr. Wright,

Thank you for being so kind as to grant us your time for our meeting last Monday afternoon. As you know, Orchestra Toronto is comprised of over 80 volunteer musicians, as well as 20 board members and administrative staff, and your consideration as a sponsor is greatly appreciated by each and every one of us. With box office receipts covering less than 25% of what it costs to present a concert, it is because of sponsors like you that we are able to put on our five amazing performances this 2010-2011 season, and because of sponsors like you that so many people across Toronto are able to enjoy them.

With the holiday season soon approaching, Orchestra Toronto has shifted its focus to families for its next concert, and has aimed its performance selections for the December 5th, 2010 show particularly at children. With pieces such as *The Sea and Sinbad's Ship* from Scheherazade, the Waltz from *Sleeping Beauty*, and of course *Dance of the Sugar Plum Fairy* from *The Nutcracker*, we hope to appeal to the anticipated 150 children who will be in attendance, and foster within them a love for music. With the help of our sponsor Long &

McQuade, we will also be featuring our Instrument Petting Zoo before the concert and during intermission, to further encourage the children's introduction and participation.

By becoming a concert supporter for our 2010-2011 season, you are keeping in good company with Century 21 Real Estate, Sisley Honda, Tridel, and our other gracious sponsors. As well, your \$2,500 gift brings with it recognition of your sponsorship on the Orchestra Toronto website and concert programs, a special thanks from the podium from Maestra Danielle Lisboa before the concert, and a select number of tickets made available for your friends and family to attend the performance. It is with the assistance of your contribution that we will be able to make our "The Wonderful World of Make Believe: Pirates, Fairies, Princesses and Witches in the Enchanted World of Music" children's concert an event that the whole family can enjoy and fondly remember.

I thank you again for your time and consideration in becoming an Orchestra Toronto sponsor. Should you have any other questions, queries or concerns about our prior meeting, your sponsorship, or our organization in general, please feel more than welcome to get in touch with me regarding them. I will contact you next Friday to further discuss this opportunity.

Kind regards,

Lauren Pires

Executive Director

Orchestra Toronto

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