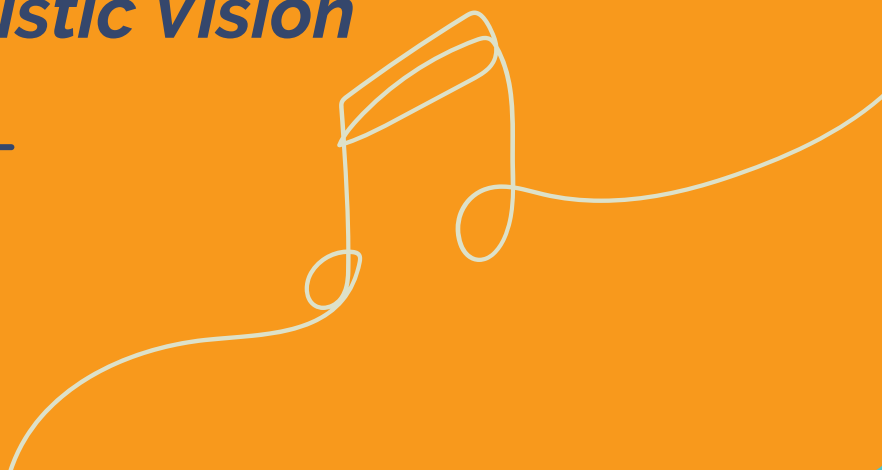




PCE Sponsorship Dossier

2025-2026 SEASON

*Aligning Brands with Bold
Artistic Vision*



PostClassical
ensemble

Composing the Future: Our Sponsorship Score

OUR STORY

2025-2026 SEASON HIGHLIGHTS

OUR SPONSORSHIP PLATFORM

PARTNERSHIP OPPORTUNITIES

WHY PARTNER WITH PCE?

LET'S TALK!

Our Story

Reimagining the orchestral experience through bold, interdisciplinary performance.

PostClassical Ensemble (PCE) was founded in 2003 with a single mission: **to redefine what an orchestra can be.**

Under the leadership of **Music Director Ángel Gil-Ordóñez**, PCE has become a national leader in reshaping how audiences experience classical music—through bold programming, cross-disciplinary storytelling, and a global artistic lens.

PCE performances blur the line between concert and conversation. **We integrate music with film, theater, dance, spoken word, and visual art**—offering audiences fresh ways to engage with sound, history, and meaning.

In 2008, we launched **American Roots**, our ongoing exploration of the American musical identity. We also spotlight historically significant, often underrepresented composers—such as **Silvestre Revueltas, Lou Harrison, Bernard Herrmann, and William Dawson**—whose work continues to shape the cultural landscape.

In 2020, we expanded our impact through **Youth Impact**, a growing education initiative that brings the power of music to **K-12 students and university classrooms** across greater Washington, D.C.

PCE records under the Naxos label, with our most recent album, “Two Political Film Scores”, released in 2022.

[Listen on Naxos](#) →

The Audience Experience

More than a concert. A journey through sound, story, and emotion.

Attending a PostClassical Ensemble performance is not just an event—it's a **deeply immersive experience**.

Each concert is a curated journey that blends **music with cultural and historical context**, offering audiences a richer, more meaningful connection to the repertoire. In our 2024–25 season, this vision came to life:

- ***Legends of Brazil*** honored 200 years of U.S.–Brazil relations through the music of **Villa-Lobos** and **André Mehmari**. Paired with multimedia elements, it transformed the Kennedy Center Terrace Theater into a vibrant cultural crossroads.
- In ***Oboe Virtuoso***, acclaimed soloist **James Austin Smith** brought a fresh lens to Albinoni, Penderecki, and Berio—celebrating the expressive range of an often-overlooked instrument.
- With ***Mexican Revolution***, music, dance, and narrative merged as choreographer Mimí Lien and Arte Flamenco dancers joined PCE in a poetic, physically charged performance.

Whether seasoned patrons or first-time attendees, our audiences leave **inspired, moved, and more deeply connected** to the music—and to each other.

Praised by The Washington Post as



A model for how classical music - and the other sounds that swirl around - can be engagingly presented

– [Read the full review →](#)



Where We Perform

Prestigious stages. Intimate settings. Unforgettable experiences.

PostClassical Ensemble performs in two of the region's most respected and atmospheric cultural venues. These spaces amplify the emotional power of our programs and provide the ideal setting for immersive, cross-disciplinary performances.

Kennedy Center Terrace Theater (KCTT)

Located inside the **John F. Kennedy Center for the Performing Arts** in Washington, D.C., the **Terrace Theater** offers an intimate yet prestigious concert experience.

With **513 seats**, exceptional acoustics, and sweeping views of the Potomac River, it is a venue that matches PCE's artistic ambition—with the refinement and stature expected by high-level sponsors.

Baltimore Museum of Art Auditorium (BMA)

Housed in one of Baltimore's premier cultural institutions, the **BMA Auditorium** is a **363-seat** space purpose-built for close audience engagement and artistic exploration.

With **modern technical capabilities** and a setting designed for thoughtful listening, it's an ideal backdrop for PCE's genre-blending, story-driven programming.

2025–2026 Season Highlights

Four concert programs. Four distinct stories. One bold artistic vision.

PCE curates every performance as an experience, blending music with deeper cultural themes. The 2025–2026 season offers brands meaningful sponsorship opportunities.

NOV

The Pale Blue Dot

A Musical Voyage Inspired by Nature

• November 18, 2025 – (BMA) • November 19, 2025 – (KCTT)

A musical tribute to the beauty and fragility of the natural world, featuring **Debussy's La mer** and curated in collaboration with **National Geographic leaders**. **Ideal for brands committed to sustainability, conservation, and the environment.**

JAN

The Song is You

The Classic American Popular Song and Its Sources

• January 12, 2026 – KCTT • January 13, 2026 – BMA

A journey through the **Great American Songbook**, guided by curator **Murray Horwitz** and acclaimed pianist **Aaron Diehl**. **Perfect for brands rooted in heritage, storytelling, and American culture.**

MAR

Berlin in Lights

Cabaret, Jazz, and Radical Theater in the Weimar Republic

• March 10, 2026 – BMA • March 11, 2026 – KCTT

A bold and energetic tribute to **Weimar-era Berlin**, exploring the intersection of **art, activism, and identity** through music and cabaret. **An ideal platform for German brands or global companies rooted in culture, design, and innovation.**

MAY

Orpheus

The Magic of the Arts

• May 19, 2026 – BMA • May 20, 2026 – KCTT

A multidisciplinary exploration of the **myth of Orpheus**, weaving together music, movement, and visual storytelling. **A compelling match for brands that champion creativity, imagination, and cultural leadership.**

Our Sponsorship Platform

Strategic brand visibility. Cultural alignment. Direct audience engagement.

PostClassical Ensemble offers a tailored suite of sponsorship assets built to deliver meaningful results. From elevated brand exposure to immersive event access, our asset structure is designed to connect your brand with an engaged, culturally sophisticated audience.

- **Audience Profile:** Demographic and behavioral insights into our high-value, arts-attending community.
- **Venue Assets:** On-site branding and signage at prestigious locations including the Kennedy Center Terrace Theater and Baltimore Museum of Art.
- **Concert Assets:** Brand presence in printed programs, spoken remarks, and event-day materials.
- **Hospitality Assets:** VIP access, pre-concert receptions, and sponsor-hosted experiences.
- **Digital Assets:** Inclusion in email marketing, social media, video promotions, and website placement.

These assets can be customized by sponsorship tier, theme, or season-level engagement—ensuring flexibility and relevance for your brand.



Our Most Valuable Asset: The PCE Audience

Culturally sophisticated. Financially secure. Deeply engaged.

At the heart of PostClassical Ensemble's value is its audience—an exceptional community of **highly educated, culturally attuned, and financially influential individuals**.

The majority of PCE attendees are **women aged 50+** with **household incomes over \$150,000**, placing them squarely within the **mass affluent segment**. These are patrons who are loyal to the arts, eager for meaning-driven experiences, and drawn to institutions that reflect their values.

Based primarily in the **Washington, D.C. and Baltimore metro areas**, our audience represents a premium opportunity for brands seeking to connect with **high-discretionary-spending consumers** who value **quality, legacy, and cultural leadership**.

For sponsors, this isn't just about visibility—it's about **true alignment** with one of the most discerning and influential cultural demographics in the region.

AUDIENCE SNAPSHOT

GENDER



HOUSEHOLD INCOME



MAJORITY AGE RANGE



LOCATION



ANNUAL ATTENDEES



FOLLOWERS & WEBITE VISITORS



Venue Assets

Visibility in Iconic Cultural Spaces

PostClassical Ensemble performs in two of the most respected venues in the Washington, D.C. and Baltimore metro areas. These environments not only elevate the concert experience—they also provide **built-in, high-visibility opportunities** for brand exposure in elegant, high-traffic settings.

Venue Asset Inclusions:

- **Lobby Logo Placement:** Prominent signage at concert entrances and public areas during live events.
- **Pre-Concert Lecture Signage:** Branding presence during educational sessions held in intimate venues prior to the performance.
- **Post-Concert Reception Visibility:** Opportunities for brand exposure during both VIP and general receptions, where audience interaction is extended and more casual.

Each venue asset is designed to integrate **seamlessly and tastefully** into the performance environment—ensuring sponsor visibility that is **elevated, intentional, and aligned** with the quality of the PCE experience.



Concert Assets

Integrated Visibility Throughout the Performance Experience

PostClassical Ensemble's concert assets are designed to deliver targeted, consistent brand visibility at every stage of the audience journey—from arrival to final applause. Concert assets are thoughtfully integrated to **enhance recognition** without disrupting the artistic experience—ensuring that sponsor visibility is **noticed, appropriate, and memorable** in a high-art setting.

Concert Asset Inclusions

- **Program Book Recognition:** Logo placement and optional sponsor messages in both printed and digital programs distributed at every concert. Includes full-page or half-page ad options, depending on the sponsorship tier.
- **On-Stage Verbal Acknowledgment:** Brief sponsor recognition delivered by PCE leadership or curators during welcome remarks—ensuring visibility in a respected and attentive moment.
- **Visual Display (where applicable):** Sponsor logos may be displayed in pre-concert projections or digital slides, depending on venue capabilities and concert design.
- **Segment Sponsorship Opportunities:** Sponsors may align with specific concerts or thematic series (*e.g., The Pale Blue Dot, Berlin in Lights*), deepening brand relevance and narrative connection.



Hospitality Assets

Cultural Relationship-Building in Premium Settings

PostClassical Ensemble's hospitality assets are designed to foster **genuine, highvalue engagement** between sponsors, audiences, artists, and institutional stakeholders. These offerings create intimate, curated experiences that extend beyond brand visibility—building personal connections and lasting impressions.

Hospitality Asset Inclusions

- **Pre and Post-Concert Receptions:** Access to private gatherings attended by patrons, board members, guest artists, and special invitees—ideal for informal, high-touch engagement.
- **VIP Guest Access:** Reserved premium seating and personalized invitations for sponsor guests at PCE performances
- **Co-Branded Events:** Opportunities to co-host exclusive events with PCE, such as donor evenings, artist salons, or season previews—subject to alignment and scheduling.
- **Artist Engagement:** Occasional access to informal meet-and-greets or behind-the-scenes interactions with featured artists, curators, or ensemble members.

Hospitality experiences can be **customized to align with sponsor goals**, offering flexible ways to combine brand exposure with meaningful relationship-building. This asset category is especially well-suited for organizations **prioritizing community, influence, and direct connection**.

Digital Assets

Targeted Visibility Across Engaged Channels

PostClassical Ensemble's digital platforms extend the reach of our artistic programming, offering sponsors measurable exposure and regular engagement with a culturally attuned audience. These channels serve as a consistent touchpoint throughout the season—before, during, and after the concert experience.

Digital Asset Inclusions

- **Email Campaigns:** Linked logo placement within PCE's concert announcements and newsletters—reaching over **3,500 registered patrons** with open rates exceeding **50%**, well above industry benchmarks. Approximately **35–40 email campaigns annually**.
- **Website Placement:** Sponsor recognition with clickable logo on the **PCE homepage and seasonal landing pages**—frequently visited by ticket buyers, media, and cultural stakeholders. **Annual website visitors >52,000**
- **Social Media Mentions:** Inclusion in concert promotions and branded content across **Instagram (1.4K followers)** and **Facebook (1.6K followers)**, tailored by campaign
- **Digital Program Books:** Optional sponsor visibility in downloadable/viewable digital programs distributed alongside each performance.
- **Livestream or Video Branding (as applicable):** For select events and video content, sponsor branding may be included in visual materials shared with remote and post-event audiences.

These digital assets are designed to **reinforce sponsor presence** and complement live-event engagement—creating **ongoing visibility across high-quality, well-maintained channels**.

25–26 Sponsorship Opportunities

Flexible tiers aligned with artistic identity and sponsor goals

PostClassical Ensemble offers a streamlined sponsorship structure designed to match the **scale, sophistication, and storytelling potential** of our concert season. Each opportunity provides a distinct level of engagement, brand visibility, and audience access—ensuring alignment with a wide range of sponsorship strategies.



Maestro Sponsor | Season Sponsorship

Our premier sponsorship tier. Limited to **two sponsors**, this level offers **season-long visibility**, brand exclusivity, and high-touch engagement across all major concerts and programs.



Concerto Sponsor | Concert Sponsorship

Sponsors at this level are aligned with a **specific PCE concert**, with branding and recognition embedded in the communications and experience surrounding that performance. Ideal for brands seeking **targeted alignment** with a particular theme, program, or audience segment.



Specialty Sponsorship | Category or In-Kind Partnerships

This flexible category is designed for **sponsorships linked to specific services, industries, or experiences**—including travel, hospitality, technology, or catering. These sponsors receive **tailored branding opportunities** based on their alignment with PCE's operational needs or curated event components.

Whether your goal is **broad cultural alignment or targeted engagement**, PCE's sponsorship structure allows your brand to find the right fit—while supporting a season of artistic innovation and community impact.

Maestro Sponsor | Season Sponsorship

Flexible tiers aligned with artistic identity and sponsor goals

The Maestro Sponsor represents PostClassical Ensemble's highest level of partnership—crafted for brands that seek sustained, high-value visibility.

As a **Maestro Sponsor**, your brand is embedded across the full arc of the season—present in every performance, every audience touchpoint, and throughout our institutional storytelling.

Only two Maestro Sponsorships are available, reserved for companies that value long-term cultural alignment and consistent exposure to a **discerning, mass affluent audience**.

SAMPLE BENEFITS PACKAGE

Minimum investment: \$25,000 | Customizable based on brand goals and available assets.

Brand Visibility

- Logo featured on all concert programs (print & digital)
- Recognition on venue signage (lobby banners, pre/post-concert spaces)
- On-stage verbal acknowledgment at each performance
- Logo inclusion on PCE website homepage and sponsorship page (Oct 1, 2025 – Jun 30, 2026)
- Logo placement in promotional videos and digital season trailers

Digital & Media Presence

- Dedicated sponsor announcement post on social media
- Six social media mentions across the season
- Logo and message integration in 5–7 email campaigns
- Option to include a short message or ad in printed programs

Audience Engagement

- **10 VIP tickets** per concert (premium seating)
- **10 invitations** to pre and post-concert events
- **10 invitations** to artist meet-and-greets (when available)

Co-Branding Rights

- Use of title: Season Maestro Sponsor of PostClassical Ensemble through June 30, 2026
- Optional co-branded activation (subject to feasibility; production costs not included)

This partnership is designed to deliver both **meaningful brand presence** and **high-touch audience connection**, leveraging PCE's artistic platform and the loyalty of its cultural community.

Concerto Sponsor | Concert Sponsorship

Align your brand with a singular musical experience

The **Concerto Sponsor** opportunity offers focused brand visibility and thematic alignment around a single PostClassical Ensemble performance. It is ideal for organizations seeking **targeted cultural engagement**, whether through storytelling, social impact, or connection to a specific theme.

Each PCE concert explores a unique narrative through **interdisciplinary programming**—from nature and innovation to heritage and global identity. With only **two sponsors per concert**, this tier allows brands to align with content that reflects their values and market focus.

SAMPLE BENEFITS PACKAGE

Minimum investment: \$8,000 | Tailored packages available based on the selected concert and sponsor goals.

Brand Visibility

- Logo featured in the selected concert's print and digital program
- Verbal recognition from the stage during concert introduction
- Logo presence on concert-specific signage (e.g., lobby banners, post-concert reception signage, when applicable)

Digital & Media Presence

- Logo included in all email communications promoting the sponsored concert
- Featured in **2+ social media posts** related to the event
- Sponsor recognition on the concert's dedicated webpage

Audience Engagement

- **5 premium VIP tickets** to the sponsored concert
- **5 invitations to the post-concert reception** (when scheduled)
- **5 invitations to meet-and-greets** with guest artists or curators (as available)

Co-Branding Rights

- Opportunity to host a **pre-concert gathering or reception** (venue access provided; production costs not included)
- Custom brand activation aligned with the concert's theme (e.g., *sustainability, heritage, innovation*; *production costs not included*)

This partnership delivers **high-quality exposure in a concentrated format**—perfect for brands looking to build meaningful presence within a singular performance while supporting **culturally relevant, mission-driven work**.

Specialty Sponsor

Tailored Partnerships for Targeted Visibility

The **Specialty Sponsor** category is designed for partners who contribute to the success of the PCE season through a customized blend of **in-kind support and modest financial investment**. These partnerships offer meaningful brand visibility tied directly to the behind-the-scenes elements that shape the audience experience—from ambiance and logistics to innovation and hospitality.

This is an ideal opportunity for brands looking to align with PCE in **creative, non-traditional ways**, while gaining access to a **discerning, culturally engaged audience**.

Only **one sponsor per category** is accepted to preserve exclusivity and maximize visibility.

Sponsorship Format: Trade + Fee

Specialty Sponsorships typically include:

- **In-kind contributions** (e.g., catering, lodging, transportation, AV support)
- **Modest financial support** to amplify or activate brand integration

Each partnership is individually tailored, with a clear scope of deliverables and custom benefits based on the nature of the contribution.

Categories of Interest

PCE is currently seeking Specialty Sponsors in the following key areas:

- **Catering & Fine Food:** Receptions, donor events, backstage refreshments
- **Hospitality & Travel:** Hotel partnerships and artist transportation (air/ground)
- **Technology & AV:** Video streaming, projection, event tech, video production
- **Design & Printing:** Web services, signage, banners, printed programs
- **Premium Products:** Fine wines, waters, spirits, instruments, artist gifts

Custom Visibility & Benefits

All sponsor recognition and benefits will be adapted to match the **brand's category, goals, and contribution type**. This ensures visibility is relevant, integrated, and valuable across both the audience experience and the performance environment.

Specialty Sponsorships offer a unique way to connect with PCE's community by supporting **what makes each event possible**.

Why Sponsor PostClassical Ensemble?

Align your brand with innovation, excellence, and cultural relevance.

Sponsoring PostClassical Ensemble means positioning your brand alongside one of the **most forward-thinking and respected cultural institutions**.

Through **multidisciplinary programming**, a loyal and **mass affluent audience**, and deep roots in cultural innovation, PCE offers a platform for sponsors seeking **authentic visibility, high-quality engagement, and lasting impact**.

Whether through **full-season partnerships, concert-specific alignment, or in-kind collaboration**, each sponsorship opportunity is designed to deliver meaningful value.

MAESTRO | Full-Season Strategic Alignment

- **Access to a Premium Audience:** Engage with a culturally sophisticated, financially secure demographic in two key metropolitan markets.
- **Tailored Brand Alignment:** Enjoy customized visibility and co-branding opportunities aligned with your values and marketing goals.
- **Sustained, High-Value Visibility:** Your brand is present across all performances, digital campaigns, and season-wide communications.

CONCERTO | Targeted Engagement Around a Specific Performance

- **Focused Cultural Visibility:** Align with a concert theme that resonates with your brand identity or target audience.
- **Direct Audience Interaction:** Engage high-value attendees through premium seating, receptions, and artist meet-and-greets.
- **Flexible Activation Options:** Customize your presence based on theme, message, or market focus.

SPECIALTY | Category-Exclusive, Creative Partnerships

- **Exclusive Brand Visibility:** Be the sole sponsor in your category—supporting hospitality, tech, travel, or services tied to event success.
- **Custom Trade + Fee Models:** Blend in-kind contributions with financial support for a tailored, high-impact partnership.
- **Tangible Brand Integration:** Visibility is directly linked to what your brand contributes—whether it's ambiance, logistics, or innovation.

Sponsorship with PCE goes beyond exposure—it's a **strategic, mission-driven partnership** with a cultural leader in performance, education, and community impact.



Let's Talk!

Let's explore what we can create together.

At PostClassical Ensemble, we believe that **the most impactful partnerships begin with a conversation.**

Whether you're considering **season-long visibility**, alignment with a **specific concert**, or a **creative in-kind collaboration**, our team is ready to explore how a sponsorship with PCE can serve your goals.

We are **flexible, responsive, and committed** to building partnerships that are thoughtful, effective, and mutually rewarding.
We'd love to hear from you.

PostClassical
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