



April 2018

Dear Friend:

It's my pleasure to introduce **the Inaugural Fall Golf Classic**, sponsored by the Orchestra of Northern New York. It will be held **Saturday, September 15, 2018** from 12:30 - 7:30 p.m. at the Potsdam Town & Country Club. The \$100 entry fee includes 18 holes of golf, golf cart, buffet dinner, contests and prizes. There will also be a silent auction and raffles.

The Orchestra of Northern New York, now celebrating its 30th season, is the North Country's **only** year-round, professional symphony orchestra. It enriches the quality of life in northern New York through live performances of orchestral music by outstanding musicians and engages area youth in the appreciation of music. Each year, nearly 8,000 people enjoy LIVE music at ONNY concerts.

Ticket sales account for only 36% of the \$160,500 revenue needed for a season, making donations to the Orchestra essential for its financial well being. Donors make it possible to keep ticket prices reasonable and to offer discounts to seniors, military personnel and college students. Children, 17 and younger, receive free admission to all concerts.

I hope you will participate as a valued sponsor of this golf tournament. **Sponsors will receive significant publicity, concert tickets, and program advertising...** (see attached form)

- Before the tournament, recognition on posters displayed at area golf courses, in news releases, radio and TV spots, on ONNY's website, and in social media on facebook and Twitter
- During the event with logos on signs at specific holes, and at the dinner and awards ceremony immediately following the tournament
- After the tournament when sponsors will be acknowledged publicly throughout the 2018-2019 orchestra season with tickets and advertisements in ONNY concert programs

A member of our Golf Tournament Committee will call on you in the next few weeks. In the meantime, if you have any questions, feel free to **contact ONNY executive director, Kathy Del Guidice, at 315-267-3251 or onnybusiness@gmail.com.**

We are looking forward to a great day of golf to fundraise for a worthy cause. I hope you will support us.

Sincerely,

Guy C. "Chip" Lamson
Tournament Chair