



HAPPY
CHINESE
NEW YEAR
欢乐春节



MSO
East
meets
West

2024 Consortium
Opportunities

Join the movement

As Australia's longest-running orchestra, the Melbourne Symphony Orchestra ('MSO') has been at the forefront of Australian musical excellence and artistic innovation for over 116 years.

Since 1906, the MSO has been entralling audiences with a diverse concert program incorporating sophisticated classical repertoire alongside the modern masters of contemporary music, movement and film. We have worked with some of the greatest musicians in the world, from Tan Dun and Elton John, to Nick Cave and Kate Miller-Heidke.

The MSO's vision is to enrich people's lives through meaningful music experiences. We deliver this by acting as a musical reflection of our community – amplifying their stories and voices for the cultural wellbeing of all.



MSO 2022 Metropolis: The Lost

SMH Review 

Melbourne Symphony Orchestra



The MSO: providing music without borders

The Melbourne Symphony Orchestra acts as Victoria's ambassador within the symphonic world, providing world-class entertainment across world stages.

International engagement has formed a core pillar of the MSO's business strategy since its inception and is a fundamental element of the MSO's DNA.

The MSO was Australia's first major Orchestra to tour internationally (in 1965, to New Zealand) and to perform at New York's prestigious Carnegie Hall (1970). Most recently, the MSO has formed cultural partnerships with our Asian neighbours Singapore, Indonesia and China, formulating strategic, commercial and artistic partnerships with government, corporates, artists and cultural institutions.

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East meets West 2024: Celebrating over ten years of artistic exchange

In 2024, the MSO celebrates 11 years of our East meets West program – a landmark initiative that aims to promote the international exchange of Eastern and Western culture through artistic endeavour.

The MSO's East meets West program originated in March 2013, with Oscar-winning composer Tan Dun conducting his Martial Arts Trilogy with the Orchestra before returning in 2014 for the MSO's Chinese New Year concert. Over the next ten years the Chinese New Year concert has become the centrepiece of the broader East meets West program – a year long series of activity which includes incorporation of Eastern music and artists across the broader MSO program and artistic family, touring and partnerships within the Chinese, Indonesian and Singaporean markets.



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Chinese New Year concert has become the centerpiece of the MSO's broader 'East meets West' program.

This program promotes the exchange of Eastern and Western cultures through year-long artistic activity, including incorporation of Eastern music and artists across the broader MSO program and artistic family, international touring and artistic and educational partnerships within the Chinese, Indonesian and Singaporean markets.

Over the last 11 years, great Eastern artists such as **Joe Hisaishi, Tan Dun, Lang Lang, Lu Siqing, Mai Fujisawa, Nadoka Okisawa, Yeol Eum Son, Ye Xiaogang, Yu Long, Tang Muhai, Xian Zhang, Lv Jia, Jian Wang, Li-Wei Qin, Ning Feng, Chen Rui, Liu Wenwen, Wanghua Chu, Yu Jingjun, Lu Tianyi, Tan Weiwei, Shen Yang, Emily Sun, Jieni Wan, Inner Mongolian band Hanggai, Moye Chen, Joyce Young, Christian Li, Kang Wang, Bing Bing Wang, Joshua Tan, Sharon Zhai, Xiao Di, Angela Li, Ma Xiaohui, Liu Wenwen & Julian Yu** have featured in the MSO's East meets West program.

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The MSO's East meets West program is supported by a strong consortium of partners across industry, culture, government, corporates, media and donors in Australia and abroad. The mission of the East Meets West consortium is to work together with our partners and communities, to enrich people's lives through meaningful musical experiences and networking opportunities.

Our East Meets West Consortium is one way that we are able to support businesses to actively engage with Asian business communities. We understand the importance of partnership and the requirements of business for returns on their investment. We pursue best practice partnerships by building offerings to meet the business needs in a way never previously imagined.



2024 MSO East meets West Consortium Partners will have access to exclusive branding and networking opportunities across our East meets West program. Package entitlements and options are outlined on the following pages – further information is available upon request.

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About the MSO
East meets
West program

East meets West 2024 VIP Events

Our East meets West VIP events allow the opportunity for partners and their guests to network with MSO board and executive, government and corporate partners, industry associations and donors – all connected through a love of symphonic music.

VIP events are held after key East meets West concerts in a select Hamer Hall venue. In 2024, our key VIP events will be held at:

- **Chinese New Year – Saturday February 17**
- **Tchaikovsky's Romeo & Juliet – Saturday July 20**
- **Tan Dun: NINE. – Saturday September 14**



**Available to concert ticket holders only; capacity restrictions apply; bookings essential*

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2024 East meets West
Concert Sponsorships



2024 East meets West Package Options

Options	Description	Benefits	Ticketing Package	Sponsor Grid Inclusion
Option 1: Private Donation Package	<i>A combination package comprising of two elements: 1) a non tax-deductible VIP ticketing package inclusive of GST, 2) a fully tax-deductible and GST-free gift donation</i>	East meets West premium/A-Reserve ticketing package; an acknowledgment as an East meets West patron on collateral where donors are acknowledged; and invitations to select interval drinks/open rehearsals for select concerts (at the discretion of the MSO)	A-Reserve Ticketing is included. A ticketing discount of 15% for purchases for groups over 10 is available.	You will be acknowledged as a donor on the patron page; but not included on the sponsor grid
Option 2: Corporate Package	<i>A corporate sponsorship package inclusive of GST</i>	Sponsorship entitlements including logo branding & acknowledgement on the sponsor grid, advertising entitlements, East meets West ticketing & hospitality benefits and additional exclusive partner offers/opportunities	Premium/A-Reserve Ticketing is included. A ticketing discount of 15% for purchases for groups over 10 is available.	You will be acknowledged as a sponsor on the official East meets West sponsor grid, in East meets West concert (on applicable concerts)

Option 1 – Private Donation + Ticketing Packages

Entitlement	Description	Package A	Package B	Package C
Ticketing & Hospitality	2024 Chinese New Year A-Reserve Tickets	12	6	4
	2024 East meets West A-Reserve Tickets	8	6	2
	Additional 15% discount for group bookings (over 10 people) for MSO 2024 Core Concert Programs and agreed special events	Yes	Yes	Yes
	Invitations to interval drinks and open rehearsals at select MSO concerts in the 2024 season. Total invitations at the discretion of the MSO Philanthropy team	Yes	Yes	Yes
	Invitation to Chinese New Year, Christian Li and Tan Dun Post-Concert VIP Events, where applicable	Yes	Yes	Yes
Donation	Tax Deductible Gift Donation	\$5,960	\$2,576	\$1,788
Acknowledgement	Text acknowledgement as an East meets West donor on all East meets West concert collateral, where partners and donors are mentioned	Yes	Yes	Yes
TOTAL INVESTMENT (PER PACKAGE)		\$10,000 (including GST)	\$5,000 (including GST)	\$3,000 (including GST)

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Option 2 - 2024 East meets West Corporate Packages

Element	Entitlements	East meets West Corporate Partner Packages				
		Naming Rights* (1 only)	Prestigious* (1 only)	Concert (2 only)	Supporting	Consortium
Ticketing & Hospitality	2024 Chinese New Year Concert Premium or A Grade Tickets	20 Premium	18 Premium	16 Premium	12 A Grade	10 A Grade
	2024 Chinese New Year Post-Concert VIP Reception Invitations	20	18	16	12	10
	One Hour Pre-Concert and Interval Cocktail Hospitality cocktail event – includes 6 canapes per person, standard beverage package, floral styling (approx. 3 x cocktail tables) by Karen Wang Weddings and Flowers, branded macaroon gift per person and official photography. (cocktail activations for individual concerts are subject to availability.)	2 events (40 pax)	1 event (18 pax)	1 event (16 pax)	-	-
	Tan Dun: NINE. Premium or A Grade Tickets	20 Premium	18 Premium	4 Premium	2 A Grade	-
	Tan Dun NINE. Post- Concert VIP Event Invitations	20	18	4**	2	-
	Tan Dun in Conversation Tickets	20	6	4	2	-
	Masterclass With Lu Siqing tickets	20	6	4	2	-
	2024 East Meets West Concert Tickets	20 Premium	8 Premium	8 Premium	6 A Grade	-
	2024 Jaime Conducts Romeo & Juliet VIP Event Invitations	20 entrée cards total	8 entrée cards total	8 entrée cards total	6 entrée cards total	-
	Premium tickets to MSO 2024 Core Concerts and select specials	20	-	-	-	-
	Interval Drink Vouchers, or invitation to interval drinks (where available and applicable)	40	26	12	20	10
15% discount for group bookings (over 10 people) for MSO 2022 Core Concert Programs and agreed special events	Yes	Yes	Yes	Yes	Yes	

**The Prestigious Partner package will not be available if a Naming Rights sponsor becomes associated with this event (and vice versa)*

***Ability to shift ticket allocations by concert, depending on preferred concert attendance*

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Option 2 - 2024 East meets West Corporate Packages

Element	Entitlements	East meets West Corporate Partner Packages				
		Naming Rights (1 only)*	Prestigious (1 only)*	Concert (2 only)	Supporting	Consortium
Branding & Advertising	Logo acknowledgement through 2024 in MSO concert programs and webpages that feature East meets West concerts (subject to deadlines) (Total: 5 concerts)	Prestigious Partner	Prestigious Partner	Concert Partner	Supporting	Consortium
	Presenting Partnership of select and agreed East meets West concerts (Note: excludes presenting rights for the MSO Gala, MSO Mornings, Geelong and Quick Fix at Six concerts)	CNY concert + Tan Dun concert	CNY concert + Tan Dun concert	1 EmW concert	-	-
	Acknowledgement on Hamer Hall On-Stage Super Screen	Naming Rights partner of Chinese New Year, Tan Dun & Shostakovich concerts (Solus Slide)	Chinese New Year & Tan Dun concerts + East meets West Prestigious Partner (Solus Slide)	East meets West Concert Presenting Partner (solus slide)	East meets West Supporting Partner (shared slide)	East meets West Consortium Partner (shared slide)
	GOBO Side of Stage Branding – Projection – pre-concert and interval only. (note: excludes Chinese New Year Concert)	2 x EmW concert (Tan Dun & Shostakovich only)	-	-	-	-
	Full Page Advertisement in MSO concert print programs that feature East meets West concerts (booking subject to availability) (Note: excludes MSO Gala, MSO Mornings, Geelong and Quick Fix at Six concerts)	6 (ads can be placed in all MSO programs)	3	2	1	-
	Acknowledgement as an MSO Premier Partner, in all promotional and communications collateral where MSO partners are acknowledged, including core concert programs, MSO website and other corporate/promotional literature	Yes	-	-	-	-
	Inclusion in East meets West advertising and other concert promotional collateral (concert posters etc)	Yes	-	-	-	-
	Text acknowledgement on all concert e-tickets for Chinese New Year, Tan Dun and Shostakovich concerts	Yes	-	-	-	-
	Logo inclusion as an East meets West partner on the MSO website	Yes	Yes	Yes	Yes	Yes
	Logo acknowledgement in the sponsor grid of the 2024 Chinese New Year concert program and the MSO 2025 Annual Report	Yes	Yes	Yes	Yes	Yes
	Verbal acknowledgement as an East Meets West Partner at the Chinese New Year Post-Concert & East meets West VIP Post-Concert Events	3	3	3	3	3
	Ability to make speech at East meets West VIP post-Concert Events	3 Events	3 Events	1 Event Only	-	-
	On-Ground Pull-Up Banner at East meets West VIP Consortium Lounge & CNY post-concert VIP Reception	3 Events	3 Events	1 Event Only	-	-
Digital	Inclusion in MSO e-News EDM newsletter	2	2	1	-	-
Activation	Access to 1 x MSO ensemble (up to 8 x musicians) to play at a private function of your choice	2	1	-	-	-
TOTAL INVESTMENT (PER EAST MEETS WEST PACKAGE)		\$150,000 plus GST	\$45,000 plus GST	\$25,000 plus GST	\$10,000 plus GST	\$5,000 plus GST

CHINESE NEW YEAR.

ARTS CENTRE MELBOURNE, HAMER HALL



February

2024 Chinese New Year Concert
Hamer Hall
Saturday February 17 @ 7:30pm

Featuring
Melbourne Symphony Orchestra
Xu Zhong conductor
Hui He Soprano

About this performance

Welcome the Year of the Dragon with superstar Chinese soprano Hui He (pictured) and the MSO, conducted by Xu Zhong. Join us for one of 2024's cultural highlights in a program that blends Chinese and Western masterworks to celebrate cross-cultural connections through music.

Program

Li Huan-Zhi Spring Festival Overture
Qiufeng Zheng Pamier, How Beautiful my Home Town
Liu Tieshan & Mao Dance of Yao Tribes
LEONCAVALLO Pagliacci: Qual Fiamma avea nel guardo
DVORAK Symphony No. 9 From the New World

Melbourne Symphony Orchestra

*Program confirmed as of May 2023;
subjects to changes*

Mozart and Tchaikovsky
Melbourne Town Hall
Thursday 23 May @7.30pm

Featuring
Han-Na Chang conductor
Jack Schiller bassoon

About this performance

Han-Na Chang's prestigious and unique international career spans three decades. 2024 will mark the 30th Anniversary of her extraordinary debut on the international stages, when as an 11-year-old, she won the First Prize at the Fifth International Rostropovich Cello Competition in Paris.

Program

MOZART Eine kleine Nachtmusik
MOZART Bassoon Concerto
TCHAIKOVSKY Symphony No.5



Melbourne Symphony Orchestra

*Program confirmed as of May 2023;
subjects to changes*



Jaime Conducts Romeo and Juliet **Hamer Hall**

Thursday 18 July – 7.30pm

Saturday 20 July – 7.30pm

Featuring

Melbourne Symphony Orchestra

Jaime Martin conductor

Christian Li violin

About this performance

Jaime Martín conducts two vivid depictions of Shakespeare's most famous love story. Plus, Christian Li presents a thrilling display of theatricality in Paganini's heroic violin concerto.

Program

TCHAIKOVSKY Romeo and Juliet Fantasy Overture

PAGANINI Violin Concerto No.1*

PROKOFIEV Suite from Romeo and Juliet

Melbourne Symphony Orchestra

*Program confirmed as of May 2023;
subjects to changes*



Tan Dun: NINE.
Hamer Hall
Saturday 14 September – 7.30pm

Featuring
Melbourne Symphony Orchestra
Tan Dun conductor
Lu Siqing violin
MSO Chorus
Warren Trevelyan Jones chorus director

About this performance

MSO Artistic Ambassadors Tan Dun and Lu Siqing join the Orchestra for a celebratory performance. Paired with the famous Ode to joy from the final movement of Beethoven's Ninth. Tan Dun conducts the Australian premier of his choral concerto, Nine.

Program

BEETHOVEN Creatures of Prometheus: Overture
TAN DUN Violin concerto: Rhapsody & Fantasia
TAN DUN NINE.
BEETHOVEN Symphony No.9 Ode to Joy

*Program confirmed as of May 2023;
subjects to changes*

Melbourne Symphony Orchestra

ADDITIONAL EVENTS

Tan Dun In Conversation

Iwaki Auditorium

Wednesday 11 September – 6.30pm



Masterclass With Lu Siqing

Iwaki Auditorium

Thursday 12 September – 6.30pm



Melbourne Symphony Orchestra

*Program confirmed as of May 2023;
subjects to changes*

Shostakovich First Cello Concerto

Hamer Hall

Thursday 3 October – 7.30pm

Saturday 5 October – 7.30pm

Featuring

Nodoka Okisawa Conductor

Steven Isserlis Cello

About the conductor

Acclaimed Japanese conductor Nodoka Okisawa and legendary English cellist Stephen Isserlis return to Melbourne for this exhilarating program, anchored by Shostakovich's Cello Concerto and Prokofiev's shimmering final symphony.

Program

AKUTAGAWA Triptyque for String Orchestra

SHOSTAKOVICH Cello Concerto No. 1

NAOMI DODD New Work

PROKOFIEV Symphony No. 7



Melbourne Symphony Orchestra

*Program confirmed as of May 2023;
subjects to changes*



Thank You

Melbourne Symphony Orchestra

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