



TASMANIAN
SYMPHONY
ORCHESTRA

TSO BUSINESS COLLECTIVE

Achieving great things together





TSO 2030 | OUR CATHEDRAL

OUR VISION

We, the TSO, are recognised across the island and throughout the world for our artistry –unique combination of discipline and daring –and we are indispensable to the community we serve.

We are surprising, agile and entrepreneurial with a sophisticated digital presence that removes barriers and brings our music into the lives of more people at every age and stage of life.

We serve our sector as cultural leaders, supporting and collaborating with Tasmanian artists and organisations, established and emerging.

Our integrity ensures we are welcoming, inclusive and safe, and we hold a place for every Tasmanian, particularly first-nations people.





OUR VALUES

Our Values underpin everything we do and play a critical role in our TSO 2030 Strategy.

ARTISTRY

INTEGRITY

CONNECTION

We are looking to collaborate with businesses who align with our core values.





TSO 2030 | OUR CATHEDRAL

TSO 2030 | Our Cathedral, is an ambitious ten-year strategy for Tasmania's orchestra, imagining its future, possibly beyond our own tenures.

Corporate partnerships are an essential element of our ability to reach our 2030 Strategic Goals, and we are excited to explore how your business, alongside our current partners, can be a part of this venture.



2023 TSO PARTNERS

GOVERNMENT SUPPORT



PREMIER PARTNERS



LEADERSHIP PARTNERS

WINE PARTNER



PARTNERS



BUSINESS COLLECTIVE





TSO BUSINESS COLLECTIVE

As a collective, we achieve greater things together than alone. There is power in numbers!

For an investment of \$5,000 (plus GST) per annum, TSO Business Collective offer ways to work together to reach your business goals.

We can assist businesses with things including:

- Connecting with their team & clients
- Building relationships through B2B Networking events
- Strengthening Brand & extending Audience Reach

We would love to start a conversation to explore the greatest needs in your business and how, through the power of music and the collective, we can support you.





STAFF & CLIENT ENGAGEMENT

Let's work together to strengthen relationships with your most important stakeholders.

Consider opportunities such as-

1. Pre-concert drinks invitations & concert tickets
2. A TSO ensemble for your own private staff or client event
3. A TSO Percussion Circle workshop for staff or clients





B2B NETWORKING

Connect, interact and engage with a diverse range of local businesses to strengthen your network, share ideas and raise your professional profile.

We will extend invitations to you including:

- Exclusive annual TSO & Tasmanian Chamber of Commerce event
- TSO percussion circle workshop with other TSO partners
- Other bespoke TSO events across the year including open rehearsal invitations





BRAND AWARENESS & AUDIENCE REACH

Strengthen your brand and reach diverse audiences through the TSO.

Work with us to create a meaningful message through -

1. Advertising space in the TSO e-newsletter and social media plan
2. Business acknowledgement in the TSO Season Brochure, website and annual report



CASE STUDIES

IT BUSINESS

Challenge

- Strengthen client relationships

Solution

- Invited their clients to a TSO concert & pre-concert drinks
- Provided a great talking point and point of connection with their clients
- Demonstrated to their clients they give back by supporting the arts

INSURANCE COMPANY

Challenge

- Build team connection and engagement with new staff members

Solution

- A TSO Percussion Circle session for the group was arranged
- Team members worked as a group to learn how to play the drums and create a piece of music together
- Range of professional development outcomes were also achieved including problem solving, communication and listening.





IMPACT

As a TSO Business Collective partner, your financial investment supports:

- Transport for Tasmanian students to travel to and from our concerts
- Regional hubs for live on screen concerts, workshops and pop-up performances in our communities.
- Meaningful cultural experiences for all Tasmanians

These are all tangible ways you will be assisting us in achieving our TSO 2030 Strategy.





Please reach out should you require more information on the TSO Business Collective.

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