



San Diego Symphony[®]

RAFAEL PAYARE | MUSIC & ARTISTIC DIRECTOR



Jacobs Music Center
SAN DIEGO SYMPHONY



**The Rady Shell
at Jacobs Park**
SAN DIEGO SYMPHONY

Partnerships

The San Diego Symphony stands in the **vanguard of California orchestras** and among the nation's Tier 1 Orchestras. For more than a century, it has grown into **one of the region's most influential cultural institutions**, earning national recognition for its artistry, innovation, and community impact.

From the **stunning waterfront venue of The Rady Shell at Jacobs Park**—home to the Conrad Prebys Summer Season—to the **revitalized Jacobs Music Center**, the Symphony offers a dynamic range of experiences: Jacobs Masterworks, Jazz, film-with-orchestra, Broadway and family concerts, and free *Music Connects* performances that bring music to neighborhoods across San Diego. As the musical heart of the city, the Symphony shapes and reflects the region's cultural vitality. Through its Learning and Community Engagement programs, the Symphony reaches more than 65,000 people annually, fostering connection through the shared power of music.

Corporate partners align with a **trusted cultural leader, engaging diverse audiences** across two landmark performance venues and digital platforms that **amplify visibility and strengthen community presence**.

160+ Concerts • 2 Landmark Venues • Branding Amplification Opportunities
Wide Range of Programming • Diverse Audiences • 400,000+ Attendees

Organizational Overview

Jacobs Masterworks

The heart of the Symphony where performances push the expressive and sonic limits of the orchestra and each piece traverses vast emotional landscapes — it is an experience that you feel in your whole being.

Conrad Prebys Summer Season

These magical summer nights are a celebration of music at the spectacular Rady Shell at Jacobs Park. From captivating symphonic performances to vibrant concerts featuring renowned guest artists, this series captures the joy of live music beside the Bay in the heart of San Diego.

Holiday, Broadway and Jazz

Our Holiday, Broadway and Jazz programs feature esteemed artists who deliver unforgettable performances for a wide range of audiences.

Sharing a world
of artistry

Opening Night Gala

Early Fall

The year's most splendid occasion, kicking off the new season in style with VIP activities including a cocktail reception, fine dining, and a special Symphony concert.

Discovery Night

Winter/Spring

A celebration of San Diego's vibrant high-tech and biotech communities, featuring an industry honoree, relaxed networking opportunities, and a Symphony performance.

Dinner on Stage with Richard Blais

Spring

Guests enjoy a unique experience with dining on the stage of The Rady Shell at Jacobs Park that includes a culinary feast prepared by celebrity Chef Richard Blais. The evening is complete with a performance by members of the San Diego Symphony with proceeds supporting the Symphony's Learning & Community Engagement initiatives.

Special Events



Jacobs Music Center

SAN DIEGO SYMPHONY

"San Diego Symphony finally has a venue that permits it to sound like the world-class orchestra they've been..." — *San Diego Union-Tribune*

The rebuilt and revitalized Jacobs Music Center features a fixed orchestral shell with an integrated choral terrace, a state-of-the-art acoustic environment, and reconfigured seating designed to enhance sightlines and foster stronger connections between the audience and musicians.

A Home for the Future

100+ Performances, September-May • 150,000+ Attendees • 1,800 Capacity

Learning & Community Engagement

Families

Symphony Kids Series
Family Concert Series
Pre-Concert Lobby Activities

Schools

Elementary School Program
Open Rehearsals
Master Classes
Educator Professional Development

Youth Leadership

High School Ambassadors
Impact & Innovation Internships
Youth Orchestra Coachings

Music Connects

Community Tickets
Community Concerts
Community Service

Audience Engagement

Pre-Concert Talks

Park Activation

Pride Yoga & Dance Party
Free Park Concerts
Health & Wellness at the Shell
Art Lighting

Committed to serving the **whole** community, the Symphony's artistic programming reflects the area's diverse population. The Symphony's Learning and Community Engagement programs serve over 65,000 people across Southern California – providing experiences for families and the community to gather, learn, and celebrate the unifying and life-changing power of music.

The Instantly Iconic Waterfront Venue

Since 2021, the Symphony has been celebrating the joy of music, seaside air, and unforgettable memories at this permanent outdoor waterfront performance venue and public park along San Diego's Embarcadero.

The Rady Shell at Jacobs Park provides a 4,800 square-foot stage sheltered within a canopy designed with highly advanced acoustical and lighting systems. The 1.25-acre audience area provides flexible seating for as many as 10,000 listeners.

60+ Performances, April–October
250,000+ Attendees (including third-party rentals)
8,500 Capacity



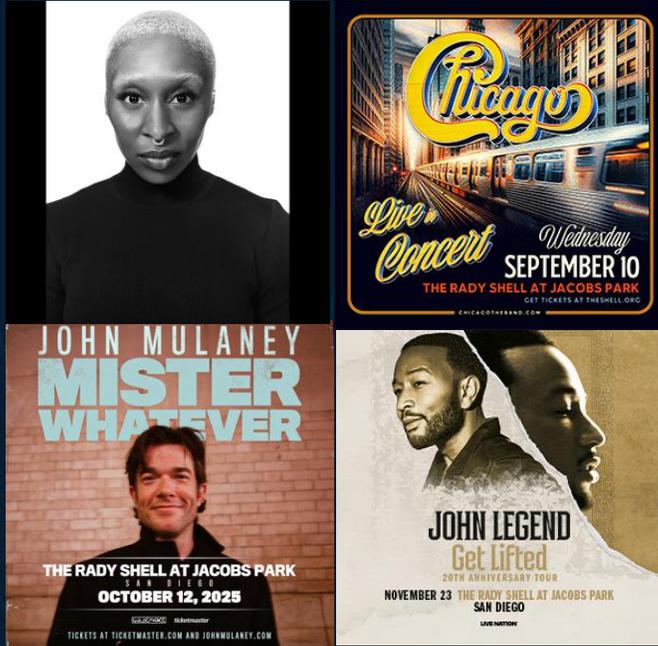
**The Rady Shell
at Jacobs Park**

SAN DIEGO SYMPHONY



The Rady Shell at Jacobs Park™

MAINSTREAM



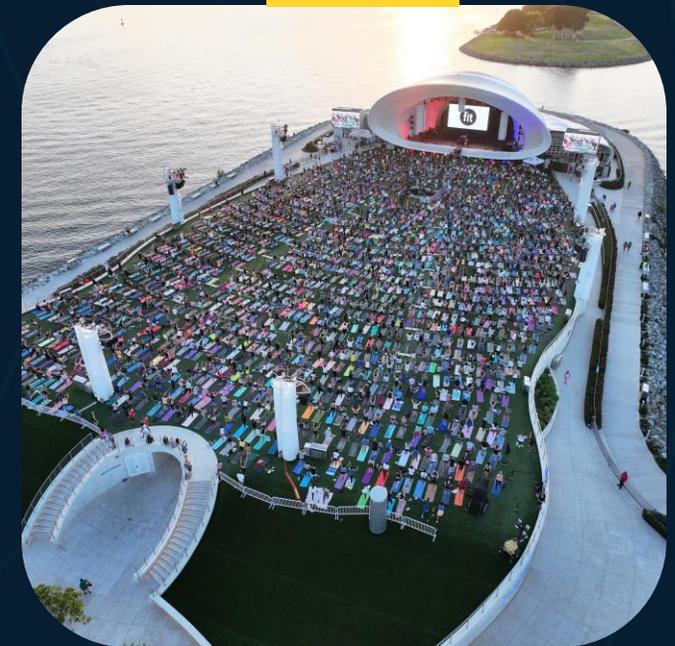
ORCHESTRAL



FILM



EVENTS



Branding Opportunities

ONSITE SIGNAGE



TICKETING



ACTIVATIONS



Music Connects



12,376 TICKETS
DISTRIBUTED

14 CHAMBER CONCERTS
5 ORCHESTRA CONCERTS

91 PARTNER ORGANIZATIONS WITHIN SAN DIEGO COUNTY



Music Connects Partner Organizations

- A Reason to Survive (ARTS)
- A Step Beyond
- Adjoin
- Alliance for African Assistance
- AmateurPianists
- American Red Cross San Diego Chapter
- Armed Services YMCA
- Arts Education Connection San Diego
- Autism Society San Diego
- Bach Collegium San Diego
- Bach to Bach (San Diego Region)
- Banding Together
- Barrio Logan College Institute
- Black San Diego
- Blue Star Families
- Border Angels
- Boys to Men Mentoring San Diego
- Braille Institute
- CA Association of Professional Music Teachers (CAPMT)
- Camp Able
- Casa Familiar
- Celadon
- Center For World Music
- Cesar Chavez Service Clubs
- Chicano Federation
- Christi's Advanced Dance
- City of Imperial Beach Parks, Recreation, and Community Services Department
- Classics 4 Kids
- Consulate General of Mexico in San Diego
- County of San Diego Office of Military and Veterans Affairs
- CV High School "House of Guitars" Advanced Ensemble
- Dancing Veterans San Diego
- David's Harp Foundation
- Diamond Educational Excellence Partnership (DEEP)
- Diversionary Theatre
- Emilio Nares Foundation
- Encinitas Educational Foundation
- Friends of Roosevelt Foundation | RooFriends Music Boosters
- Guitars in the Classroom
- Health Right 360
- Huntington's Disease Society of America (San Diego Chapter)
- International Rescue Committee
- It Takes a Village SD
- Joey's Wings Foundation
- Junior Achievement of San Diego
- Las Colinas Reentry Leadership Program
- MAAC Project
- Mainly Mozart Youth Orchestra
- Mana de San Diego
- Mariachi Scholarship Foundation
- Marine Corps Recruit Depot Museum Foundation (MCRD): Gold Star Program
- Media Arts Center San Diego
- Mid-City Community Music
- Monarch School
- Museum of Making Music
- Oasis
- Persian Cultural Center
- PIQE
- Point the Way Foundation
- Promotora de las Bellas Artes
- Reality Changers
- REstart
- Ronald McDonald House San Diego
- Salvation Army Door of Hope
- San Diego Blood Bank
- San Diego Children's Choir
- San Diego High School Music Boosters
- So Say We All
- San Diego Rescue Mission
- San Diego Suzuki School of Music
- San Diego Young Artists Music Academy
- San Diego Youth Symphony
- South Bay Community Services
- SDSU Center for Autism and Developmental Disorders
- SDSU Community Music School
- Senior IMPACT
- Sharp Rees Stealy
- So Cal Music & Arts Foundation
- Social Advocates for Youth (SAY) San Diego
- SPORTS for Exceptional Athletes
- Stepping Stone of San Diego
- Tap Fever Studios
- TERI, Inc.
- Tierra Caliente Academy of Arts
- Train Them Up
- The Children's Initiative - Justice Department
- The Children's Initiative -Expanded Learning
- The Phoenix San Diego
- The Princess Project
- United Lowrider Coalition
- Urban League of San Diego County
- US Navy New Region Southwest
- USO
- USSOCOM
- Villa Musica
- Vista Hill Foundation
- Voices for Children - CASA Program
- Wheelchair Dancers Organization
- Words Alive
- Yellow Ribbon Fund Southern California
- Young Lions Jazz Conservatory

Music Connects Chamber Concerts

Beyond welcoming audiences into our venues, we also bring music directly to those who need it most. Chamber ensembles bring music to people who are unable to visit the concert hall. These are performances for community partners across health care, the justice system, binational connections, seniors, and the military.

CHAMBER MUSIC COMMUNITY PARTNERS

- Casa Familiar – The Front Arte Cultura
- East Mesa Men’s Reentry Facility
- East Mesa Youth Detention Center
- Plaza Village Senior Living
- Rady Children’s Hospital – Bernardy Center for Medically Fragile Children
- Ronald McDonald House
- Sharp Hospice BonitaView
- Sycuan Casino Resort
- UCSD Moore’s Cancer Center
- US Coast Guard



Music Connects Full Orchestra Concerts

For larger venues, the full orchestra brings music into the community aligned with the same goals of serving community partners focused on health care, the justice system, binational connections, seniors, and the military.

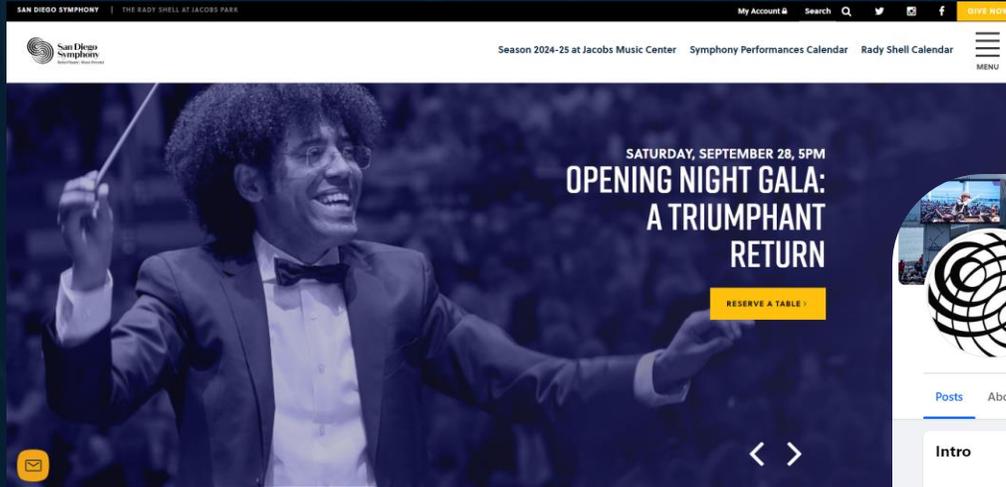
FULL ORCHESTRA COMMUNITY PARTNERS

- Bob Hope Theater on MCAS at Miramar Marine Base
- Casa Familiar – The Front Arte Cultura
- CECUT Cultural Center in Tijuana, Mexico
- Coronado School of the Arts
- Las Colinas Detention and Reentry Facility
- Southwestern College Performing Arts Center
- Sycuan Casino Resort
- UC San Diego Park & Market
- Youth Transition Center Juvenile Detention Facility



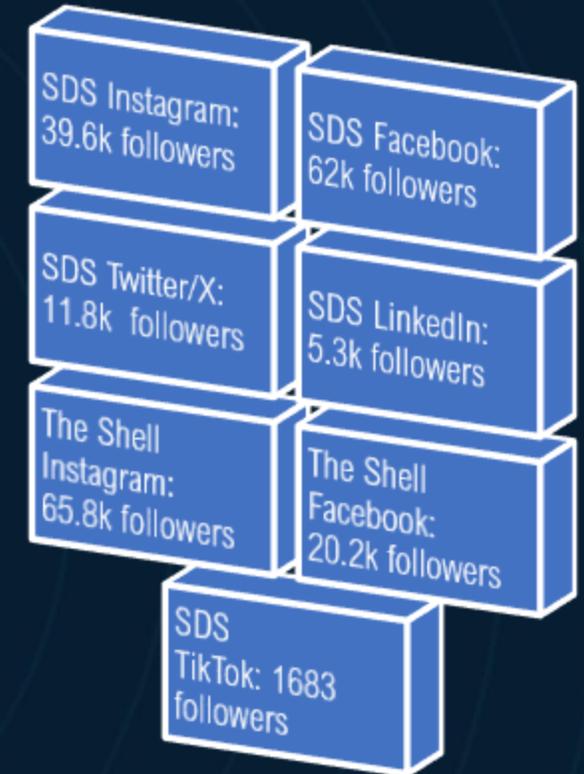
Stats and Demographics

AUDIENCE REACH



- 170,000+ monthly email recipients
- 81,000 households receive print mailings
- 264,000 average unique visitors per month to the Symphony/Rady Shell website
- 56,106 website generated ticket orders

Social Stats



Stats and Demographics

AUDIENCE PROFILE

- 42% have an annual household income of \$100,000
- 16% have an annual household income of \$200,000+
- 22% are under the age of 40
- 50% are between the ages of 40-65
- 19% are somewhat likely to be an influencer on social networks
- 52% attended college, 48% did not



Park Activation



FAMILY & COMMUNITY EVENTS



HEALTH & WELLNESS ACTIVITIES



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