



BSO Vibes is the ground-breaking new young persons' membership scheme which is being launched by the Bournemouth Symphony Orchestra this autumn. The aim of BSO Vibes is to break down the pre-conceptions associated with classical concerts and instead promote a new ethos that

makes young people feel involved with classical concerts and the intricate workings of the modern symphony orchestra. The scheme will reach a wide range of 16-25 year olds, both students and young professionals, giving them a chance to socialise with their friends and other classical music fans in a contemporary and relaxed setting. The project is forward focused with the objective of generating orchestral audiences of the future.

For an annual payment of £15 the scheme's benefits will include:

- £5 tickets for any concert throughout the BSO's main season.
- Invitations to BSO Vibes events in Poole, Portsmouth, Bristol & Exeter with:
 - Access to open rehearsals.
 - Artist interview sessions with conductors, soloist, guest speakers and BSO musicians.
 - Entry to the Vibes bar, giving them a chance to network or just socialise with their friends.
- Exclusive access to musicians, artists and composers.
- E-newsletters and BSO updates.
- Competitions for exclusive giveaways.
- Membership card and merchandise.
- Special offers and discounts from BSO Vibes supporting companies.

There will also be a chance for enthusiastic students to become BSO Vibes Reps. These reps will act as the BSO's ambassadors in their area, in exchange for bespoke incentives.

A lot of the publicity for the scheme will be done online through social networking and the up and coming new website, which is going live on the 1st of September. People will be able to sign up to the scheme via the website, as well as RSVP to events which are advertised in the e-newsletters and online. The first Vibes events begin in October and happen across the BSO's concert season.

We are determined to find the best company supporters to help bring Vibes to life. As well as looking for main corporate sponsors we would also like to get local companies involved through offering discounts or special offers to our Vibes members. So far companies involved include Musicroom, Go Ape!, The Watersports Academy, Providence Music and Bristol Violins. We are keen to get more companies on board, particularly in the Exeter and Portsmouth areas. In exchange for your support of the scheme we can display your logo on the Supporters page of the website, along with the offer and a link back to your homepage.

To date, more than 10 educational institutions, concert halls and youth orchestras have signed on as partners, including the universities of Bristol, Southampton, Exeter, Bournemouth, Portsmouth and the Royal Marines School of Music.

BSO Vibes is a unique scheme to be offered by a leading UK symphony orchestra, and our goal is for this to become a flagship by which other orchestras approach capturing their audiences of the future. We hope that you can become part of this.

For more information please do not hesitate to contact Kat Hattersley, BSO Vibes Project Manager, on 01202 644734 or KHattersley@bsorchestra.co.uk.