THE NATIONAL SYMPHONY ORCHESTRA PRESENTS

A SALUTE TO SLAVA

A CELEBRATION IN WASHINGTON AND RUSSIA
Dear Friends,

As the Music Director of the National Symphony Orchestra, it is a privilege to lead this extraordinary ensemble in performances in Washington, D.C. and throughout the world. I consider international touring to be crucial to the vitality and success of any orchestra, and in March 2017, I will be delighted to lead the NSO on its first trip to Russia in nearly 25 years. We will be performing two concerts in Moscow and one in St. Petersburg, and I am eager to showcase the Orchestra in these important cultural and business centers.

As part of the tour, the NSO will perform at the prestigious International Mstislav Rostropovich Festival in Moscow, becoming the first American orchestra to do so. Maestro Rostropovich was the beloved Music Director of the NSO for nearly two decades, so it is a great honor, both for me and the members of the Orchestra, to be invited to take part in this fitting tribute to him in his 90th birthday year. This tour is also essential not only in highlighting the NSO as an internationally renowned ensemble, but also in demonstrating music’s capacity to serve as a vehicle for cultural exchange and understanding.

I hope you will be able to partner with us on this unique and special endeavor. Your support would not only afford you many valuable benefits, both in Washington and in Russia, but would assist us in honoring Maestro Rostropovich’s legacy with the NSO and representing the United States on this important international stage. Thank you for your thoughtful consideration of this opportunity.

Sincerely,

Christopher Rennert
Throughout its 2016-2017 season, the National Symphony Orchestra will present A Salute to Slava, a year-long celebration of its former Music Director Mstislav Rostropovich. Maestro Rostropovich was one of the world's most respected and beloved musicians, and his artistry and humanity had an indelible impact on the NSO.

To honor his legacy in what would have been his 90th birthday year, the Orchestra will present a series of programs, both in Washington, D.C. and in Russia. Activities will include four concert weeks of Russia-focused programming in the Kennedy Center Concert Hall, including one week conducted by the NSO’s Music Director Designate Gianandrea Noseda and two conducted by its Music Director Christoph Eschenbach, as well as a major tour to Russia in March 2017. While in Russia, the NSO will perform concerts in the country’s two most prominent cities: Moscow, at the eighth International Mstislav Rostropovich Festival, and in St. Petersburg. This Tour, the Orchestra’s first trip to Russia since 1993, will be the cornerstone of the Salute to Slava celebration and will be critical to its continued mission of promoting international understanding and dialogue though music and the arts. In addition, the NSO will conduct ancillary educational activities in conjunction with its main-stage performances both in Washington and Russia, which may include master classes, pre- and post-concert lectures, and question-and-answer sessions with musicians.

### SCHEDULE & PERFORMERS

**Washington, D.C.**

- **November 3-5, 2016**  
  Gianandrea Noseda, conductor

- **January 26-28, 2017**  
  Christoph Eschenbach, conductor  
  Gidon Kremer, violin

- **March 9 & 11, 2017**  
  Christoph Eschenbach, conductor  
  Alisa Weilerstein, cello

- **April 6-8, 2017**  
  James Conlon, conductor  
  Lise de la Salle, piano

**Moscow**  
*(International Mstislav Rostropovich Festival)*

- **March 29-30, 2017**  
  Christoph Eschenbach, conductor  
  Alisa Weilerstein, cello

**St. Petersburg**

- **March 31, 2017**  
  Christoph Eschenbach, conductor  
  Alisa Weilerstein, cello
The International Mstislav Rostropovich Festival in Moscow, which first took place in 2010, was created to honor the memory of a great musician without whom it is impossible to imagine the modern world of the arts. Each year, the festival opens on March 27, to coincide with Maestro Rostropovich’s birthday. Festival participants regularly include some of the world’s most celebrated orchestras and musicians, including the Bavarian Radio Symphony Orchestra with conductor Mariss Jansons, the Philharmonia Orchestra with conductor Esa-Pekka Salonen, and the Russian National Orchestra with conductor Mikhail Pletnev, among many others. The festival is organized by the Government of Moscow and the Mstislav Rostropovich Foundation for Cultural and Humanitarian Programs, with support from the Ministry of Culture of the Russian Federation. The Maestro’s daughter, Olga Rostropovich, is the festival’s artistic director.

The NSO will be the first American orchestra invited to appear in this prestigious festival.
ABOUT THE FESTIVAL ARTISTS

Christoph Eschenbach, music director
A conductor in great demand both nationally and internationally, Maestro Eschenbach has previously held posts of Music Director with the Orchestra de Paris, the Philadelphia Orchestra, the Houston Symphony Orchestra, and the Ravinia Festival. In addition, the Maestro has an impressive discography as both a conductor and a pianist including recordings with the London Symphony Orchestra, the Vienna Philharmonic, and the Houston Symphony. His numerous honors include the Legion d’Honneur, Commandeur dans l’Ordre des Arts et des Lettres, and the Officer’s Cross with Star and Ribbon of the German Order of Merit.

Alisa Weilerstein, cello
American cellist Alisa Weilerstein has attracted widespread attention worldwide for playing that combines a natural virtuosic command and technical precision with impassioned musicianship. Weilerstein has appeared with all the foremost orchestras of the United States and Europe, collaborating with conductors including Daniel Barenboim, Gustavo Dudamel, Christoph Eschenbach, Alan Gilbert, Lorin Maazel, and Zubin Mehta, among many others. She is the winner of both Lincoln Center’s 2008 Martin E. Segal prize for exceptional achievement and the 2006 Leonard Bernstein Award.

National Symphony Orchestra
The NSO became Washington’s resident symphony on November 2, 1931, commencing its first season at Constitution Hall under the direction of Hans Kindler. In 1986, the NSO became the artistic affiliate of the John F. Kennedy Center for the Performing Arts, the nation’s center for the performing arts, where it has presented a concert season annually since the Center opened in 1971. The Orchestra maintains its commitment to artistic excellence and music education through extensive and diverse programming, including its Classical and Pops series, community engagement programs, and education and career development initiatives. Having been led by some of the most distinguished Music Directors and conductors, including Mstislav Rostropovich from 1977 until 1994, the NSO has performed for millions of patrons in Washington, D.C. and around the world.
IMPORTANCE
OF THE
RUSSIA TOUR

The NSO's Russia Tour will be critical to its continued mission of promoting international understanding and dialogue through music and the arts. Cultural diplomacy fosters communication and understanding between nations, bringing together beliefs and ideas, and creating opportunities for learning and exchange across national and political boundaries. The NSO itself has an extensive history of international touring and cultural diplomacy dating back to 1959, and in recent years, the Orchestra has traveled throughout China, Central and South America, and Europe.

As three of the diplomatic centers of both the United States and Russia: Washington, D.C., Moscow, and St. Petersburg provide uniquely visible and recognized settings to bridge cultural and political divides. Given its history, the NSO is committed to leveraging the Russia Tour and all of its ancillary activities to make a lasting impact, both here in the United States and abroad.

This Tour is also of particular importance to the NSO because of its close association with Mstislav Rostropovich, who served as the Orchestra’s Music Director from 1977-1994. A formidably gifted musician and a passionate advocate for human rights, Maestro Rostropovich led the Orchestra on many tours, including trips to Russia in 1990 and 1993 that marked both his return to his home country after a 16-year exile and the first orchestral performance to ever take place in Moscow’s Red Square.
A sponsorship of the NSO’s *A Salute to Slava* would provide a company with a valuable array of benefits, both in Washington, D.C. and in Russia. During the Tour, a sponsor would receive a number of exclusive VIP hospitality and networking opportunities in Moscow and St. Petersburg, affording it the important forum to engage with local government officials and business leaders. A sponsor’s participation in the Tour would also be promoted through significant brand visibility on all relevant tour-related materials in Russia, including on-site signage and concert program books.

In addition, a sponsor may have the opportunity to collaborate in the Orchestra’s community outreach and education activities in Russia, which may feature private chamber music performances and master classes for students with NSO musicians. This unique benefit would allow a company to directly engage a variety of its constituents, including local employees, top clients, and partner community organizations.

Beyond the benefits in Russia, a sponsor would be recognized on all materials in conjunction with the NSO's four concert weeks in tribute to Maestro Rostropovich. This would not only provide a company with valuable networking and visibility opportunities in Washington, D.C., but would affirm its commitment to the Maestro's ideals of human rights and cultural exchange throughout the world. Finally, a sponsor would also receive a year-round Kennedy Center Corporate Fund benefits package, which includes recognition on all Kennedy Center Playbills® and access to special events such as the world-renowned *Kennedy Center Honors*. 
“Sponsoring the NSO Tour to South America was a wonderful way to engage our employees and customers while supporting art and culture in the communities where we work.”

Jeff M. Fettig, Chairman and CEO, Whirlpool Corporation

“I just want to tell you how we love the NSO... Our customers, government and media friends, even today, they are still very excited when they talk about the great night with the NSO at Shanghai Oriental Arts Centre. The performance was so amazing and the reach-out activities were so impressive. The events even changed the eyes our stakeholders look at us—from “a traditional chemical company” to “a company for better life.”

Bryan Qin Xue, Greater China Government Affairs Leader, The Dow Chemical Company

“It certainly enhanced our relationship with these important stakeholders... The NSO tour got wide media coverage and Dow’s partnership in it caught quite many people’s attention. It showcased Dow’s commitment to be active in China and to contribute to the relations between the two peoples.”

Anne Zhao, Public Policy Leader, Greater China, Dow Chemical (China) Investment Co., Ltd.
SPONSORSHIP OPPORTUNITIES

To execute this significant project, nearly $1 million of private support will be needed.

The NSO is seeking partners at the following sponsorship levels to meet this ambitious goal:

PRESENTING SPONSOR
$500,000

LEAD SPONSOR
$250,000

SUPPORTING SPONSOR
$100,000
For more information about sponsoring the NSO’s *A Salute to Slava*, please contact:

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