



# Request for Support

Thank you for your consideration of The Cellar Singers as a worthwhile organization deserving of your support.

Now well into our 5<sup>th</sup> decade, The Cellar Singers have been Simcoe Muskoka's classical choir since 1968. The group has grown from a few founding members to a current group of 30 – 40 singers.

While we honour the past, we continue to reshape our future through the pursuit of enriched artistic performances. Under professional leadership, choristers are experienced amateur and professional musicians from throughout the region, dedicated to artistic excellence and communicating their passion for music.

The Cellar Singers offer our community four annual performances of classical music, including high caliber professional guest artists, and performing and commissioning work by contemporary Canadian composers.

As a registered charity, The Cellar Singers depend on community support to continue presenting outstanding classical performances in Orillia and surrounding communities, including Bracebridge and Midland. We have 100 – 200 guests attending each of our concerts; an e-newsletter that reaches 450+ subscribers; and 600 social media followers (and growing). We're eager to offer the following benefits to our sponsors, noted on our sponsorship opportunities information sheet. You are encouraged to decide by January 30 if you'd like to be included in our print materials for another exciting year of choral music presented by The Cellar Singers.

Sincerely,

*Christa J. Cameron*

Christa Cameron on behalf of The Cellar Singers

## Season Sponsor

*Celebrating one full season including all concerts & Special Events*

**\$25,000**

- Logo & Sponsorship noted on Concert Posters & Tickets
- Logo on front page of Concert Programme
- Full Page advertisement on back cover of programme
- Roll-Up banner in Lobby at Concerts
- Prominently Featured on Cellar Singers Web Page
- Paragraph & logo in concert announcement email blast
- Social Media tie-ins
- Press release to local media at time of sponsorship & for each concert
- Large recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Visit with Artistic Director / Chair
- Verbal thanks during concert by Artistic Director
- Eight Season Tickets
- Eight Tickets to Gala

## Concert Sponsor

*Celebrating one concert or Special Event*

**\$10,000**

- Logo & Sponsorship noted on Concert Posters & Tickets
- Logo on front page of Concert Programme
- Full Page advertisement on inside front cover of programme
- Roll-Up banner in Lobby at Concerts
- Featured on Cellar Singers Web Page
- Paragraph & logo in concert announcement email blast
- Social Media tie-ins
- Press release to local media at time of sponsorship & for sponsored concert
- Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Visit with Artistic Director / Chair
- Verbal thanks during concert by Artistic Director
- Eight Concert Tickets
- Eight Tickets to Gala

## Orchestra Sponsor

**\$5,000**

- Half Page advertisement on first page of programme
- Featured on Cellar Singers Web Page
- Paragraph & logo in concert announcement email blast
- Social Media tie-ins
- Press release to local media at time of sponsorship & for sponsored concert
- Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Verbal thanks during concert by Artistic Director
- Four Concert Tickets
- Four Tickets to Gala

## Featured Artists Sponsor

**\$2,000**

- Half Page advertisement under Soloist Biography in programme
- Mentioned on Cellar Singers Web Page
- Mentioned in concert announcement email blast
- Social Media tie-ins
- Mentioned in press release to local media at time of sponsored concert
- Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Two Concert Tickets

## Participation Sponsor

**\$1,000**

The purpose of this Sponsorship is to help offset the cost of annual dues for choir members in need.

- Quarter Page advertisement under Listing of all Choristers for full season in concert programmes
- Mentioned on Cellar Singers Web Page
- Social Media tie-ins
- Mentioned in press release to local media at time of sponsorship
- Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Two Concert Tickets

## Next Generation Sponsor

**\$1,000**

The purpose of this Sponsorship is to help offset the cost of dues for choir members who are currently students (High School and University)

- Quarter Page advertisement under Chorister Listing for full season in concert programmes
- Mentioned on Cellar Singers Web Page
- Social Media tie-ins
- Mentioned in press release to local media at time of sponsorship
- Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment
- Two Concert Tickets

# Concert Programme Advertising

### Concert Gold Supporter \$800

- Full page advertisement in concert programmes for the season
- Mentioned on Cellar Singers Web Page
- Small Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment

### Concert Silver Supporter \$400

- Half page advertisement in concert programmes for the season
- Mentioned on Cellar Singers Web Page
- Small Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment

### Concert Bronze Supporter \$250

- Quarter page advertisement in concert programmes for the season
- Mentioned on Cellar Singers Web Page
- Small Recognition plaque for display at the business or establishment
- Cellar Singers Group Photo for display at the business or establishment