

THE
CHORAL ARTS
COLLECTIVE

BEL CANTO COMPANY · GREENSBORO YOUTH CHORUS · GATE CITY VOICES

Community celebrating excellence, diversity, and lifelong participation in choral music.

200 North Davie Street, Box 8 | Suite 337 | Greensboro, NC 27401 | www.choralartscollective.org | (336) 333-2220

2024-2025 SEASON - SPONSORSHIP OPPORTUNITIES

Sponsor: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ E-mail: _____

Please contact me about a multi-year commitment to supporting The Choral Arts Collective and receiving a sponsorship discount.

Sponsor's Signature: _____ Date: _____

Questions? Please contact Jeffrey Carlson, Executive Director, at 336-333-2220 or jcarlson@choralartscollective.org.

Please sign and return one copy to Choral Arts Collective, 200 N Davie St #8, Greensboro, NC 27401. **The deadline to have your sponsorship recognized in this season's playbill is September 13.** You may enclose payment, or we will invoice you upon receipt. Please make all checks payable to The Choral Arts Collective. Thank you for your support!

PRESENTING SPONSOR **\$10,000**

ADVERTISING Season Playbill (distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts)

- **Back Cover** ad placement in **Season Playbill**, (full color, 5.5" x 8.5")

Video

- Up to 15-second PSA, created by sponsor, included in all season **video premieres**

Other

- Logo on Greensboro Youth Chorus "**Season Tour**" T-Shirts
- Opportunity to host **table and/or display banner** or other agreed upon branding materials at all season performances
- 4" x 4" ad on all **e-tickets** printed for the season
- Sponsor Slide in **Amore Gala slideshow** playing on 4 large screen monitors throughout event

TICKETS

- 8 tickets to **Amore Gala**, The Choral Arts Collective's annual gala-cabaret event on February 15, 2025

- 20 tickets to each of the 7 Choral Arts Collective **2024-2025 concerts**

RECOGNITION From the Stage

- Opportunity for sponsor to **speak** at all season performances
- Thank you in **curtain speech** prior to all season performances

Printed Materials

- Recognition in **advertisements, direct mail, and press releases** for all season performances (including logo placement, space permitting)
- Recognition in the **Season Playbill** in conjunction with concerts and/or in event programs

Website (choralartscollective.org, belcantocompany.com, greensboroyouthchorus.org)

- Logo placement with website link in footer of all **site pages**
- Logo placement with website link in the body of all **season event pages**
- Banner Logo with tagline and website link on **sponsor page**

Social Media and Newsletters

- Recognition in at least one social media **campaign promoting each season concert**
 - Recognition in at least one campaign featuring **sponsor produced PSA** in support of season
 - Recognition in all **e-newsletters** through June 2024
 - Banner Logo with tagline and website link in **Thank You 2024-2025 Sponsors** e-news/social campaign
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□ SEASON SPONSOR**\$5,000**

ADVERTISING	Playbill (distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts) <ul style="list-style-type: none"> • Inside Front or Back Cover ad placement (or Back Cover, if available) in Season Playbill (full color, 5.5" x 8.5") Video <ul style="list-style-type: none"> • Up to 10-second PSA, created by sponsor, included in all season video premieres Other <ul style="list-style-type: none"> • Logo on Greensboro Youth Chorus "Season Tour" T-Shirts • Opportunity to host table and/or display banner or other agreed upon branding materials at all season performances • Logo placement on all e-tickets printed for the season • Sponsor Slide in Amore Gala slideshow playing on 4 large-screen monitors throughout event
TICKETS	<ul style="list-style-type: none"> • 4 tickets to Amore Gala, The Choral Arts Collective's annual fundraiser-cabaret event on February 15, 2025 • 10 tickets to each of the 7 Choral Arts Collective 2024-2025 concerts
RECOGNITION	From the Stage <ul style="list-style-type: none"> • Thank you in curtain speech prior to all Season Performances Printed Materials <ul style="list-style-type: none"> • Recognition in advertisements, direct mail, and press releases for all season performances (including logo placement, space permitting) • Recognition in the Season Playbill in conjunction with concerts and/or in event programs Website (choralartscollective.org, belcantocompany.com, greensboroyouthchorus.org) <ul style="list-style-type: none"> • Logo placement with website link in footer of all site pages • Logo placement with website link in the body of all season event pages • Large Logo with tagline and website link on sponsor page Social Media and Newsletters <ul style="list-style-type: none"> • Recognition in at least one social media campaign promoting each season concert • Recognition in all e-newsletters through June 2024 • Large Logo with tagline and website link in Thank You 2024-2025 Sponsors e-news/social campaign

□ CONCERT SPONSOR**\$2,000***Please indicate sponsored concert date*

ADVERTISING	Playbill (distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts) <ul style="list-style-type: none"> • Full-page ad placement (or Inside Front or Back Cover if available) in Season Playbill (full color, 4.5" x 7.5") Video <ul style="list-style-type: none"> • Full-screen logo placement including tagline and website with Name Read included in all season video premieres Other <ul style="list-style-type: none"> • Logo (if sponsoring GYC concert) or business name on Greensboro Youth Chorus "Season Tour" T-Shirts • Opportunity to host table and/or display banner or other agreed upon branding materials at sponsored concert • Logo placement on Partners Slide in Amore Gala slideshow (if not sponsoring Amore)
TICKETS	<ul style="list-style-type: none"> • 10 tickets to the sponsored concert
RECOGNITION	From the Stage <ul style="list-style-type: none"> • Thank you in curtain speech prior to sponsored concert Printed Materials <ul style="list-style-type: none"> • Recognition in advertisements, direct mail, and press releases for the sponsored concert (including logo placement, space permitting) • Recognition in the Season Playbill in conjunction with sponsored concert and/or sponsored concert event program Website (choralartscollective.org, belcantocompany.com, greensboroyouthchorus.org) <ul style="list-style-type: none"> • Logo placement with website link in body of event pages for the sponsored concert • Large Logo with tagline and website link on sponsor page Social Media and Newsletters <ul style="list-style-type: none"> • Recognition of sponsorship in at least one social media campaign promoting the sponsored concert • Recognition of sponsorship in e-newsletters promoting the sponsored concert • Large Logo with tagline and website link in Thank You 2024-2025 Sponsors e-news/social campaign

❑ GOLD PARTNER \$1,000	
ADVERTISING	<ul style="list-style-type: none"> • Full-page ad placement (full color, 4.5" x 7.5") in Season Playbill distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts • Business name on Greensboro Youth Chorus "Season Tour" T-Shirts • Full-screen logo placement included in all season video premieres • Logo placement on Partners Slide in Amore Gala slideshow on 4 large-screen monitors throughout event
RECOGNITION	<ul style="list-style-type: none"> • Large Logo with website link on sponsor page (choralartscollective.org) • Large Logo with website link in <i>Thank You 2024-2025 Sponsors</i> e-news/social campaign

❑ SILVER PARTNER \$500	
ADVERTISING	<ul style="list-style-type: none"> • Half-page ad placement (full color, 4.5" x 3.625") in Season Playbill distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts • Business name on Greensboro Youth Chorus "Season Tour" T-Shirts • Logo placement included in all season video premieres
RECOGNITION	<ul style="list-style-type: none"> • Medium Logo with website link on sponsor page (choralartscollective.org) • Medium Logo with website link in <i>Thank You 2024-2025 Sponsors</i> e-news/social campaign

❑ BRONZE PARTNER \$250	
ADVERTISING	<ul style="list-style-type: none"> • Quarter-page ad placement (grayscale, 2.125" x 3.625") in Season Playbill distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts • Business name on Greensboro Youth Chorus "Season Tour" T-Shirts • Business name listed in all season video premieres
RECOGNITION	<ul style="list-style-type: none"> • Small Logo with website link on sponsor page (choralartscollective.org) • Small Logo with website link in <i>Thank You 2024-2025 Sponsors</i> e-news/social campaign

❑ PLAYBILL PARTNER \$150	
ADVERTISING	<ul style="list-style-type: none"> • Eighth-page ad placement in Season Playbill (grayscale, 2.125" x 1.813") distributed at all Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices concerts
RECOGNITION	<ul style="list-style-type: none"> • Website link on Sponsor Page (choralartscollective.org) • Website link in <i>Thank You 2024-2025 Sponsors</i> e-news/social campaign

Provision of sponsor benefits contingent upon receipt of necessary content (e.g. ad, logos, etc.) prior to the production of a given promotional opportunity.

The Choral Arts Collective envisions community that celebrates excellence, diversity, and lifelong participation in choral music. Through our three resident ensembles – Bel Canto Company, Greensboro Youth Chorus, and Gate City Voices – we present engaging, inclusive, and entertaining choral experiences for all. Thank you for your support!

2024-2025 Choral Arts Collective Playbill Ad Sizes

Not Pictured: Cover Ad — **Full Color & Full Bleed** — 5 1/2" Horizontal x 8 1/2" Vertical — Included with Presenting and Season Sponsorships

Full Page — Full Color
4 1/2" Horizontal x 7 1/2" Vertical

Included with Concert Sponsorship and Gold Partnership

Half Page — Full Color
4 1/2" Horizontal x
3 5/8" Vertical

Included with Silver Partnership

Quarter Page — Black and White
2 1/8" Horizontal x
3 5/8" Vertical

Included with Bronze Partnership

Eighth Page — Black and White
2 1/8" Horizontal x
1 13/16" Vertical

Included with Playbill Partnership