



## **SUPPORT THE GMCHORALE AND REACH A NEW AUDIENCE!**

### **THE GMCHORALE BACKGROUND:**

- Established in 1977 as a community chorus in Middletown, CT, the GMChorale has evolved to become one of New England's finest and most engaging choruses.
- It is acclaimed for its innovative symphonic choral presentations.
- Under the inspired leadership of Artistic Director, Joseph D'Eugenio, the GMChorale performs masterworks and newly commissioned pieces.

### **THE GMCHORALE AUDIENCE:**

- Our audience travels to our performances from Connecticut and beyond.
- Those who attend our performances also tend to frequently travel, dine out, shop, and enjoy the finer things life has to offer.
- We have directly benefited from their philanthropic nature and they make a special effort to patronize those businesses that also support the mission of the GMChorale through their advertising dollars.

### **SPONSORSHIP OPPORTUNITIES – PROMOTE YOUR BUSINESS FOR ONE YEAR:**

- A unique opportunity to take advantage of all of the GMChorale's promotional outlets that we can customize to promote your business.
- All of the benefits of advertising, plus much more!
- See the next page for a list of the many ways will promote your business as a Sponsor.

### **2017 ADVERTISING OPPORTUNITIES:**

- You will reach a broad range of demographics by advertising with the GMChorale and the program books will be distributed at many different venues throughout Connecticut.
- Our 2017 performances feature five outstanding performances at concert venues in Tolland, Cheshire, Stonington, Bloomfield and Middletown.
- Your ad will also be featured on our website with a link to your website.

### **ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES :**

- Please inquire about additional sponsorship opportunities at our Tolland performance and our 40<sup>th</sup> Anniversary Gala at the Wadsworth Mansion in Middletown.
- These are add-on opportunities designed to give you additional exposure.



## **GMCHORALE SPONSORSHIP OPPORTUNITIES!**

**WE WILL PROMOTE YOUR BUSINESS FOR ONE YEAR...**

### **AT CONCERTS:**

- A full page ad with premium placement in our concert programs.
- Verbal acknowledgement of your sponsorship from the stage at all concerts.
- The opportunity to distribute your promotional materials in the lobby at our concerts.
- Four complimentary tickets to all season concerts in 2017.

### **AT FUNDRAISERS:**

- Verbal acknowledgement of your sponsorship at our annual Gala.
- The opportunity to distribute your promotional materials at our annual Gala.
- Your logo prominently featured in the admission area at our annual Gala.

### **IN MARKETING MATERIALS:**

- Your sponsorship acknowledged in emails promoting our concerts and Gala.
- Your logo featured on all postcard mailers to patrons and flyers.
- Your sponsorship will be featured in numerous press releases during the season to our extensive media list of print/TV/radio contacts.

### **ON THE WEB:**

- Your full page ad featured on the GMChorale website with a link to your website.
- Your logo featured on the GMChorale website with a link to your website.
- Three custom posts on our social media (Facebook, Twitter, Instagram).

**ENJOY THE REWARDS AND BEGIN YOUR ONE-YEAR SPONSORSHIP TODAY!**

### **FOR MORE SPONSORSHIP AND ADVERTISING INFORMATION CONTACT:**

Joe Evangelista

Managing Director, GMChorale

[Joe.Evangelista@GMChorale.org](mailto:Joe.Evangelista@GMChorale.org)

203-530-8836



## 2017 SPONSORSHIP AND ADVERTISING AGREEMENT

___ One-Year Sponsorship	(5" wide x 8" high)	<b>Color</b>	\$1,000
___ Back Cover	(5" wide x 8" high)	<b>Color</b>	\$500
___ Double-Page Centerfold	(10" wide x 8" high)	b/w	\$500
___ Inside Front Cover	(5" wide x 8" high)	<b>Color</b>	\$450
___ Inside Back Cover	(5" wide x 8" high)	<b>Color</b>	\$450
___ Full Page	(5" wide x 8" high)	<b>Color</b>	\$350
___ Full Page	(5" wide x 8" high)	b/w	\$300
___ Half Page	(5" wide x 4" high)	b/w	\$175
___ Quarter Page Vertical	(2.5" wide x 4" high)	b/w	\$100
___ Quarter Page Horizontal	(5" wide x 2" high)	b/w	\$100
___ Eighth Page	(2.5" wide x 2" high)	b/w	\$60

**Advertising Deadline for 2017 Performances: Friday, May 26, 2017**

**Sponsorship Opportunities: Begin upon commitment for one year**

Please submit all ad artwork in PDF format to: [Joe.Evangelista@GMChorale.org](mailto:Joe.Evangelista@GMChorale.org)

Your ad will also be featured with a link to your website on [GMChorale.org](http://GMChorale.org)!

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

Check Enclosed - Check #: \_\_\_\_\_ (Checks should be made payable to GMChorale)

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Credit Card Billing Zip Code: \_\_\_\_\_ (Credit Cards Accepted: AmEx, Visa, MC and Discover)

Please mail the completed advertising agreement along with your payment to:  
GMChorale Advertising, P.O. Box 527, Middletown, CT 06457

To email the advertising agreement, or if you have any questions, please contact:  
Joe Evangelista 203-530-8836 [Joe.Evangelista@GMChorale.org](mailto:Joe.Evangelista@GMChorale.org)