

AIRDRIE  
COMMUNITY  
CHOIR

*SPONSORSHIP OPPORTUNITY  
2007 / 2008 SEASON*

## THE SPONSORSHIP OPPORTUNITY

The following sponsorship opportunity is designed to leverage your financial contribution towards a specific project that will maximize exposure for your company at each of our concerts and within the Airdrie and area arts community. The plan provides an opportunity for you to meet a mandate of partnering with an organization that strives to make a powerful and positive impact in the community.

Airdrie is one of Canada's fastest growing cities. As our city continues to grow, so does the need to provide our residents with the opportunity to experience first-rate arts performances. The Airdrie Community Choir is one of Airdrie's longest established arts organizations – 2007 / 2008 marks our 23<sup>rd</sup> season. By becoming one of our sponsors, you will ensure the continued development of the Choir while supporting Airdrie's growing and vibrant arts community.

## THE AIRDRIE COMMUNITY CHOIR – OUR 23<sup>RD</sup> SEASON

This season the Airdrie Community Choir will participate in, not only our Annual Christmas and Spring Concerts, but also the Airdrie Remembrance Day service, St. Gerard's St. Cecilia choral celebration, and the Knox Carol Festival. As a community choir, we endeavour to give back to our community and will once again this year perform at the Bethany Care Centre in Airdrie and the Rocky View Lodge in Crossfield.

The music the Choir will perform this season represents a variety of musical styles and shows off the immense talent and dynamic and emotional vocal power of this exceptional chorus. Challenging works such as Samuel Barber's *Agnus Dei* and Franz Biebl's *Ave Maria* are part of this season, as well as Canadian Composer Lydia Adam's *Mi'kmaq Honour Song*; a unique contemporary work that is sure to surprise and delight.

We will also be performing works by John Lennon, Queen, ABBA, and Rascal Flatts, Ennio Morricone's *Nella Fantasia* (made popular most recently by Il Divo), and a fun vocal version of Rossini's *The Barber of Seville*.

This promises to be another outstanding year of music making for the Choir. We look forward to sharing our passion for choral music with the community, and to forming a mutually beneficial relationship with you, as a sponsor.

## SPONSORSHIP STRUCTURE

### **\$4000 ONE-TIME GIFT**

Your gift of \$4000 will allow the choir to purchase new choral risers. These risers, which are extremely portable, will allow the choir to easily perform in a variety of venues.

#### RECOGNITION

- Logo in all ACC concert programs (2007 / 2008 Season)
- Logo on ACC website on special **Supporters** page
- Full page ad in Christmas Singfest 2007 and 23<sup>rd</sup> Annual Spring concert programs
- Complimentary tickets (6) to attend our 23<sup>rd</sup> Annual Spring concert in May 2008
- Opportunity for media exposure (i.e. recognition in media releases, advertising, on-air interviews when appropriate, etc.)

### **\$1500 ONE-TIME GIFT**

A gift of \$1500 will buy new black choir folders for all choir members, as our existing folders need to be replaced. These folders allow the choir to present a highly professional image while performing.

#### RECOGNITION

- Logo in all ACC concert programs (2007 / 2008 Season)
- Logo on ACC website on special **Supporters** page
- Half-page ad in Christmas Singfest 2007 and 23<sup>rd</sup> Annual Spring concert programs
- Complimentary tickets (4) to attend our 23<sup>rd</sup> Annual Spring concert in May 2008
- Opportunity for media exposure (i.e. recognition in media releases, advertising, on-air interviews when appropriate, etc.)

## **\$500 ONE-TIME GIFT**

We are committed to bringing in professional musicians to compliment our performances. Your gift of \$500 will allow us to contract a variety of performers from the Airdrie and Calgary area; enhancing the experience we provide our audience.

### **RECOGNITION**

- Logo in all ACC concert programs (2007 / 2008 Season)
- Logo on ACC website on special **Supporters** page
- Complimentary tickets (2) to attend our 23<sup>rd</sup> Annual Spring concert in May 2008
- Opportunity for media exposure (i.e. recognition in media releases, advertising, on-air interviews when appropriate, etc.)

## **MEDIA SPONSORS**

Become a Media Sponsor and help us to publicize our activities in the community. The audience for our concerts is growing, however, we are always looking for ways to increase that audience even further.

### **RECOGNITION**

- Logo in all ACC concert programs (2007 / 2008 Season)
- Logo on ACC website on special **Supporters** page
- Opportunity for media exposure (i.e. recognition in media releases, advertising, on-air interviews when appropriate, etc.)

## **DONATIONS**

If you love music, want to support the continued development of the arts in the Airdrie area, and would prefer to show your support through a monetary contribution to the Choir, consider making a donation to offset our general operating expenses. Your support in any amount is greatly appreciated.

- The Airdrie Community Choir is a registered charity. Tax receipts will be issued for all donations over \$20.\*
- A list of our donors will be printed in the program for our 23<sup>rd</sup> Annual Spring concert in May 2008.

\*Sponsorships are not eligible to receive a tax receipt per Revenue Canada regulations.