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# HAMILTON CIVIC CHOIR

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Sponsorship Brief

2017

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The Hamilton Civic Choir was established in January 1946. It has since maintained a major presence in the Waikato region, becoming a cornerstone for performing arts in the city. The choir presents four to six concerts every year, covering a variety of styles and performing to both Hamilton and wider audiences. Concerts are frequently in collaboration with, highly acclaimed soloists, conductors as well as other arts groups. One major incentive of the organisation is to advocate musical growth and education in the Waikato: this year, Civic Choir is joining forces with schools across the region to perform Gabriel Faure's Requiem, an initiative to be repeated annually.

## We aim to:

- Present choral music to the highest possible standard for the enjoyment of people in the Waikato region.
- Present sophisticated repertoire not offered by other local groups.
- Create enjoyable and educational opportunities of choral singing to young people.
- Promote the performance of choral and orchestral music by singers and players of all ages.
- Provide performance opportunities for professional vocal and instrumental musicians.
- Perform in Hamilton's iconic buildings including the Gallagher Concert Chamber, the Waikato Museum, and St Peters' Cathedral.

## THE CRITICS SAY....

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- *"This concert, which displayed the choir performing at a remarkable level, was indeed something to cherish... The Carpenter touch is becoming more assured, more creative, and the choir is responding with quite magnificent music... My spirit is still singing."* **March - May 2017**
- *"The star was the choir...they wove an acoustic tapestry... full of power and passion."* **October 2016**
- *"The first notes ... filled the cathedral and the hearts of the audience. The vocal dynamics were perfectly matched... the tuning perfect, the balance a licence to offer up a mental "wow!" ... Clearly the choir was in the best form it had been for two years or more"* **July 2016**

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## *A request for sponsorship*

Every year the choir faces the realities of maintaining a financially stable community group. Our running costs are kept to a reasonable level through the goodwill of many volunteers and careful cash management. Each year our turnover is between \$65,000 and \$85,000 with a goal of individual concerts breaking even and membership and donations accounting for our staff and administration expenses. While breaking even is always the ultimate goal, the costs of putting on these performances often outweigh their income due to expenses such as venue, orchestra, music hire-age and staff.

This year (2017) presents a bigger and more exciting challenge than usual: In June, the choir was personally invited to be part of Distinguished Concerts International New York (DCINY). This opportunity is extremely prestigious, and we are incredibly excited to confirm to DCINY our acceptance of their invitation and our attendance in New York in April 2018.

The choir now has the formidable task of raising as much funding as possible. In order to tour an impressive ensemble to New York, we need to ensure that all choristers who would like to, can go. Only then can we best represent the city of Hamilton, and by extension, the arts community of New Zealand.

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## **SPONSORSHIP PACKAGES:**

### **PRESTO (\$25,000 P/A)**

*(ONE ONLY)*

- Sole naming rights to the Choir on all printed and online advertising.
- Special mention at all performances.
- 10 complimentary tickets to all concerts including supper concerts; 15% discount on large group bookings (8 or more tickets); preferential seating.
- Right to advertise sponsorship in any way for the life of the agreement. As a default, half page advertising on programmes and quarter page advertising in newsletter Website links - your link on our website.
- Right to display sponsorship advertising at our concerts, to offer discount vouchers and sample products.
- If desirable, our voices at one event per year.

### **VIVACE (\$10,000 P/A)**

- Naming rights for the sponsorship of the musical director on all printed and online advertising.
- Special mention at all performances.
- 8 complimentary tickets to all concerts, including supper concerts; 15% discount on large group bookings (8 or more tickets); preferential seating.
- Half page advertising on programmes and quarter page advertising in newsletter Website link—your link on our website.
- Right to display sponsorship advertising at one concert per year.
- If desirable, our voices at one event per year.

### **ALLEGRO (\$5,000 P/A)**

- 6 complimentary tickets to all concerts, including supper concerts; 15% discount on large group bookings (8 or more tickets); preferential seating.
- Half page advertising on programmes and quarter page advertising in newsletter Website link—your link on our website.
- Right to tag sponsorship to 4 soloists per year
- Right to display sponsorship advertising at one concert per year.

### ALLEGRETTO (\$2000 P/A)

- 4 complimentary tickets to all concerts, including supper concerts; 15% discount on large group bookings (8 or more tickets)
- Quarter page advertising on programmes and quarter page advertising in newsletter Website link—your link on our website.
- Right to tag sponsorship to 2 soloists per year.

### MODERATO (\$500 P/A)

- 2 complimentary tickets to all concerts; 15% discount on large group bookings (8 or more tickets)
- Acknowledgement in programmes and website.
- Right to tag sponsorship to 1 soloist per year.

### ANDANTE (VALUE OF YOUR CHOICE)

- Other levels of sponsorship will be acknowledged in programmes and newsletters by the printing of logos and badges.
- If you would like to consider a concert or concert series sponsorship, sponsorship of works by a specific composer, individual section (SATB) sponsorship or perhaps uniform or music folder gifting we would be very happy to discuss this with you.

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If any of the above sounds attractive to you or your business we would love to hear from you.  
Sponsorship contracts will be for a duration of 12 months, unless otherwise negotiated.  
Payment by negotiation, subject to the written agreement of both parties.

**Donations are tax deductible, as Hamilton Civic Choir Inc. is a registered charity.**

## CONTACT US

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