

Dr. Melodie Galloway, Artistic Director

# ASHEVILLE CHORAL SOCIETY

## SPONSORSHIP, ADVERTISING, AND IN-KIND DONATIONS

Asheville Choral Society is Asheville's community chorus. We enrich the city we all love through the transformational experience of remarkable choral music. Over the past 40 years, local and regional businesses have supported our concerts, our programming, and the 100 singers who come together in song for these powerful and inspiring events. We invite you to join us as we grow and better meet our community's needs.

We would be honored to count you, as an individual or business leader who seeks to support ACS's programming and mission, among our sponsors, advertisers, and donors. We can tailor your exposure and support to fit your marketing needs and budgets. For most businesses, marketing and advertising qualifies as a business expense on your tax filings.

Promoting sponsors will reach at least 2,000 local customers online, in print, and live in person, and advertisements in our print programs will reach at least 1,000 local customers.

### Sponsorships

Sponsors receive tailored packages of benefits to reach their marketing goals, align with their budgets, and show their support of the arts in Asheville.

#### Season Presenting Sponsorship – One Available \$10,000

*Top-level season sponsor for at least three concerts in 2018-2019 season. Benefits include:*

- Charitable Support of ACS and Asheville:
  - Ten subsidized tickets for low-income families for three concerts, with option to increase based on availability.
- Music for Your Organization:
  - Ten complimentary season tickets for you or your customers to all concerts for one season.
  - Performance of small ensemble at a corporate event for your company or organization, or the option to donate a performance to an organization of your choice.
- Exposure for Your Brand:
  - Your logo and company name on all marketing material for all concerts: emails, website, and social media. Receive top-level recognition in in print mailings and on promotional posters, if received before September 15, 2018.
  - Your logo and company name on the inside front or back cover of full season of printed concert programs, if confirmed before September 15, 2018. Option to include personalized message about your decision to support ACS.
  - Top listing on our sponsorship list in all printed concert programs.
  - On-site signage showing your organization's name and logo during at least three concerts, in keeping with venue policy.
  - Opportunity to provide program insert and/or marketing material at each concert.
  - Opportunity to speak or have special verbal acknowledgement of your support during each concert.

### Economic Impact of Arts Organizations in Buncombe County

Your support of arts organizations contributes to jobs, tourism, and increased demand on local services. Americans for the Arts' recent survey shows the following positive economic outputs in Buncombe County as a direct result of arts in our community:

- *\$17m in organizational expenditures by arts organizations, including salaries for arts professionals in our neighborhoods.*
- *\$27m in audience expenditures in our cities and towns, including food, lodging, and other entertainments. \$20m of this was from non-local audience-members, drawn to visit Asheville specifically by arts and cultural activities.*
- *Estimated 147k volunteer hours make this work possible.*

## Concert Presenting Sponsorship – One Available per Concert

### \$5,000 per Concert

*Top-level sponsor for one concert in 2018-2019 season (second-billing if we also have a Season Presenting Sponsor). First respondents will be given first preference for which concert they wish to sponsor. Benefits include:*

- Charitable Support of ACS and Asheville:
  - Ten subsidized tickets for low-income families for the concert that you have selected, with option to increase based on availability.
- Music for Your Organization:
  - Ten complimentary tickets for you or your customers to the concert that you select.
  - Performance of small ensemble at a corporate event for your company or organization, or the option to donate a performance to an organization of your choice.
- Exposure for Your Brand:
  - Your logo and name on all marketing material for all concerts: emails, website, and social media. Receive recognition in in print mailings and on promotional posters, if received at least six weeks before concert you have selected.
  - Full page color advertisement in your concert's printed program, if confirmed at least six weeks before the concert.
  - Top listing on our sponsorship list in your concert's printed programs (unless a full-season Presenting Sponsor has been secured), if confirmed at least six weeks before the concert.
  - On-site signage showing your organization's name and logo, in keeping with venue policy.
  - Opportunity to provide program insert and/or marketing material at your concert.
  - Opportunity to speak or have special verbal acknowledgement of your support during each concert.

## Supporting Season Sponsorship

### \$2,500

*Sponsor for at least three concerts in 2018-2019 season. Benefits include:*

- Music for Your Organization:
  - 6 complimentary season tickets for you or your customers to all concerts for one season.
  - Performance of small ensemble at a corporate event for your company or organization, or the option to donate a performance to an organization of your choice.
- Exposure for Your Brand:
  - Your logo and company name on all marketing material for all concerts: emails, website, and social media. Receive recognition in in print mailings and on promotional posters, if received before September 15, 2018.
  - Full page advertisement in all concert programs, if confirmed before September 15, 2018.
  - Listing in the sponsorship list in all printed concert programs.
  - Opportunity to provide marketing material at each concert.
  - Opportunity to have special verbal acknowledgement of your support during each concert.

## Supporting Concert Sponsorship

### \$1,000 per Concert

*Sponsor for one concert in 2018-2019 season. Benefits include:*

- Music for Your Organization:
  - 6 complimentary tickets for you or your customers to the concert you have selected.
  - Performance of small ensemble at a corporate event for your company or organization, or the option to donate a performance to an organization of your choice.
- Exposure for Your Brand:
  - Your logo and company name on all marketing material for the concert you select: emails, website, and social media. Receive recognition in in print mailings and on promotional posters, if confirmed in advance of concert by at least 6 weeks.
  - Full page advertisement in all concert programs, if confirmed at least six weeks before the concert you select.
  - Listing in the sponsorship list in all printed concert programs.
  - Opportunity to provide marketing material at the concert you have selected.
  - Opportunity to have special verbal acknowledgement of your support during your concert.

## Advertisements

Local and regional businesses show their support for the arts in Asheville and share more about their business, products, and services with an advertisement in our printed programs.

**SOLD**

Outside Back Cover Full Color Advertisement  
\$600

**SOLD**

Inside Cover (Front / Back) Full Color Advertisement  
\$450

Full Page Color Interior Advertisement  
\$400

Full Page Black & White Advertisement  
\$250

Half-Page Black & White Advertisement  
\$175

Quarter-Page Black & White Advertisement  
\$100

## In-kind Donations

ACS produces concerts and events throughout the year, and we rely on aligned businesses and service providers to help bring these events to life. In-kind donors can be acknowledged as sponsors at the level that aligns with the cash value of your donation (\$1,000-\$10,000). If you provide a service or product that may help ACS do our work more effectively or efficiently, please contact our executive director, Laurel Ahrensbrak, at [laurel@ashevillechoralsociety.org](mailto:laurel@ashevillechoralsociety.org) to determine next steps for offering your help.

Examples of needed in-kind services and products:

- Printing  
*Promotional and On-site Concert Materials*
- Graphic Design  
*Promotional Materials*
- Food  
*Fundraising and Chorus Events*
- Beverages  
*Adult and for Everyone*
- Photography and Videography  
*Concert and Promotional Images*

- Storage and Moving Services  
*Stage Production Materials*
- Recording and Sound-Mixing Services  
*Concert Production Services*
- Event Spaces  
*Concerts and Fundraising Events*
- IT Support  
*Website and Telephone Support*
- Accounting Services  
*Help Us Stay on Track Financially*