



# Sponsorship Opportunities

Thank you for your consideration of support for the Hartford Gay Men's Chorus (HGMC). As a Sponsorship Partner, you associate your brand with a well-respected and growing arts organization. You'll engage with the Greater Hartford community and strengthen your organizations visibility, as our audiences and supporters will see your brand as a support of the community. Don't miss out on this exciting opportunity!

Founded in 2012, our 35+ voice ensemble is celebrated for our musicianship, creative programming, and community outreach. Under the leadership of Interim Artistic Director Christopher Clark and Executive Director Robert Reader, the HGMC sings a wide range of music.

The HGMC recognizes the sociopolitical statement inherent in being an openly gay organization and, as such, representatives of the LGBTQIA+ community. In addition to out concerts we represent the LGBTQIA+ community through partnerships with other gay and gay-affirming organizations, outreach within or community and beyond, and participation in performances at pride events, cultural celebrations, civic program, sporting events and other special occasions.

We attract a wide and diverse audience from the Greater Hartford and Western Massachusetts area – an array of ages, ethnicity, background, sexual identities, household incomes, and professions. We reach our audience through our annual performances, in addition to a strong schedule of outreach performances for organizations like the Hartford Yard Goats, UCONN Huskies, Connecticut Sun, Hartford Wolf Pack, GALA Festival, Jacobs Pillow, and a number of PRIDE events throughout the State of Connecticut.

## **OUR MISSION**

**The Hartford Gay Men's Chorus will use music as a catalyst to inspire, impact, and enrich the lives of our members, patrons, and the community.**

## **OUR VISION**

**The Hartford Gay Men's Chorus will be one of the premier performing arts organizations in New England.**



For many members, the HGMC has been a welcoming committee, an affectionate & supportive entry into the LGBTQIA+ community upon newly coming out or arriving to Connecticut. The HGMC has given its members the opportunity to establish lifelong friendships, family and connections that would likely have never formed otherwise.

In our 10 years we have some of the highlights below.

- 2012: Founded as a proud 24 singer ensemble
- 2012: First concert sold out!
- 2013: Grew to 30 singing members
- 2013: On That Note! Acapella ensemble formed
- 2013: First media coverage on Fox 61 News
- 2014: Grew to 36 singing members
- 2014: Moved to our new performance venue at the Aetna Theatre
- 2015: Grew to 38 members
- 2015: Hired our first paid Artistic Director
- 2016: Grew to 43 singing members
- 2016: Accepted into "Building on Success" Program with the Hartford Foundation for Public Giving
- 2016: Debut performance at GALA Festival in Denver, CO
- 2017: Grew to 52 singing members
- 2017: Launched our First Season Subscriptions
- 2018: Grew to 60 singing members
- 2018: Completed our building on Success program
- 2019: Added our first concert in Southeastern, CT our "HoliGAY Sing"
- 2020: Virtually produced "Bridge over Troubled Water" and "Hope for the Holidays – A Radio Show Experience"
- 2021: Produced "Dreams for Tomorrow" and released digitally
- 2021: Had our First Successful "Provide with Pride" Food Drive
- 2021: Launched our 10<sup>th</sup> Anniversary Season

**2022: THIS IS WHERE YOU COME IN**



# Sponsorship Opportunities

## Presenting Sponsor (1 available per season) - \$15,000

Benefits Include:

- Prime placement of your logo on the theatre entrance banner(s)
- Placement on our show Step & Repeat banner with your logo and the HGMC logo
- Centerfold, Full Color spread advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program
- Logo placement in all marketing materials and press releases
- Mention from the stage – Curtain Speech
- “Presented By” placement on the front of each ticket to the event and website

## Curtain Sponsor (1 available per season) - \$10,000

Benefits Include:

- Coupon or advertisement on the back of all tickets to our events
- Placement of you logo on the theatre entrance banner(s).
- Back Cover, Full color advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program
- Logo placement in all marketing materials and press releases and website
- Mention from the stage – Curtain Speech

## Ticket Sponsor (2 available per season – one per series) - \$5,000

Benefits Include:

- Secondary Placement of your logo on the theatre entrance banner(s).
- Inside front or back Cover, Full cover advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program
- Logo placement in all marketing materials and press releases and website
- Mention from the stage – Curtain Speech

## Supporting Sponsor (4 available per season) - \$2,500

Benefits Include:

- Support Placement of your logo on the theatre entrance banner(s).
- Inside black & white, full page, prime placement advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program
- Logo placement in all marketing materials and press releases and website

## Wall of Wine Sponsor (1 available per season) - \$1,500

The wall of wine is a fundraiser done at each concert where 20 bottles of wine are raffled off to a lucky winner! This is done twice per year at our Holiday & Spring concert series!

Benefits Include:

- Sponsor placement of your logo on the wall of wine marketing materials and banner.
- Inside black & white, full page, prime placement advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program
- Logo placement in all marketing materials and press releases and website

## Star Sponsor (5 available per season) - \$1,000

Benefits Include:

- Base Placement of you logo on the theatre entrance banner(s).
- Inside black & white, half page, prime placement advertisement in our program
- Acknowledgment of your sponsorship on the sponsor's page in our program

Logo placement in all marketing materials and press releases and website

### We would like to support the HGMC with the following sponsorship

<b>Presenting Sponsor:</b>	<b>\$15,000</b> _____	<b>Premier Sponsor:</b>	<b>\$2,500</b> _____
<b>Curtain Sponsor:</b>	<b>\$10,000</b> _____	<b>Wall of Wine Sponsor:</b>	<b>\$1,500</b> _____
<b>Ticket Sponsor:</b>	<b>\$5,000</b> _____	<b>Star Sponsor:</b>	<b>\$1,000</b> _____

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Signed: \_\_\_\_\_ Printed: \_\_\_\_\_ Date: \_\_\_\_\_

*(All payments by check should be made payable to: HGMC at the below address)*

*Season Sponsorships are due 10 days before ticket launch*





# Advertising Opportunities

Dear Friends,

The **Hartford Gay Men's Chorus** is thrilled to be in full swing, rehearsing for our upcoming Spring Concert "**Singing From the Heart of Hartford**", to celebrate our 10th Anniversary Season! We have worked hard to help our community stay connected with beautiful music in a time when it was so desperately needed. We are now ready to perform in person again and need your support!

**We are hoping that this season you would include us in your charitable giving or advertising/marketing efforts with an ad in our program book.** These advertisements help offset the large costs of venue, costumes, music and staffing. This will also give you/your business exposure to our patrons this season. **Your advertisement will reach all concert attendees, visitors to our website, our patrons, family & friends!**

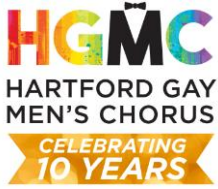
A lot of hard work has gone into planning and rehearsing for this concert. As we celebrate our 10<sup>th</sup> Anniversary Season, we look forward to growth in all aspects! We are now over 35 members strong and are moving in a positive direction in fulfilling our mission to use music as a catalyst to inspire, impact and enrich the lives of our members, patrons, and the community!

At our spring concert, we are happy to be performing again on **June 4<sup>th</sup> and 5th, at the Aetna Theater in Hartford, CT!** We appreciate you taking the time to consider supporting the HGMC with a Program Ad and we look forward to hearing from you!

Best Regards,

**Alex D. Bowen**

Development Director - Hartford Gay Men's Chorus  
abowen@hgmc.org • 203-715-3514



# ADVERTISEMENT ORDER FORM

Thank you for advertising in the HGMC Spring Program! Please fill in the below information and submit this form with Digital Ad Copy/File, & Payment to Alex D. Bowen [abowen@hgmc.org](mailto:abowen@hgmc.org)

**Completed Forms, Payments and Digital Ad Copy are due by Monday, May 2<sup>nd</sup> 2022 .**

Please note that all ads will only be reproduced in black and white unless otherwise specified, and logos or graphics will be accepted in black and white by e-mail. **All files must be formatted as a minimum actual size image quality of 300 DPI and in a .jpg, .tif, .pdf, or .eps file type .** Proofs will not be available for review prior to publication.

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Please select the size from below for your advertisement. Please note the orientation of width and height.

*(All payments by check should be made payable to: HGMC at the below address)*

- \_\_\_\_\_ **Full page** program ad (5W" x 8"W) \$295.00
- \_\_\_\_\_ **Half page** program ad (5"w x 3.875"h) \$150.00
- \_\_\_\_\_ **Quarter page** program ad (2.375"w x 3.875"h) \$95.00
- \_\_\_\_\_ **Contribution in place of an ad in the amount of \$** \_\_\_\_\_

If you have questions about payments or need a different payment method please reach out to our Director of Development: Alex D. Bowen 203-715-3514 | [abowen@hgmc.org](mailto:abowen@hgmc.org)

**Thank you for support of the HGMC!**

