

# ATLANTA GAY MEN'S CHORUS

## Corporate Sponsorship Overview



For over three decades, the **Atlanta Gay Men's Chorus** has counted among its greatest blessings the vision, leadership, and generosity of Georgia's business community who have found the AGMC to be an excellent means to achieve the objectives of both public service and corporate responsibility. From small businesses to large corporations, the AGMC's Corporate Partners have been integral to the growth and energy surrounding the pursuit of our mission: to entertain, educate, and connect audiences and members through music that is distinguished for its creativity, diversity and artistic excellence.

Apart from the substantial scope for branding and promotion, the AGMC provides Corporate Partners with year-round exposure through a wide variety of artistic and community outreach initiatives.

The AGMC works to tailor an organization's involvement by developing a winning combination of high-voltage public relations and employee engagement opportunities to meet the needs of the company with the expectation for a maximum return on investment.

### SPONSORSHIP OBJECTIVES

- To provide maximum value and exposure of the partner's brand, products and services
- Strengthen the partner's position as a devoted supporter of the arts and commitment to global diversity and the LGBT community
- Leverage AGMC performances and events by tapping into a wealth of consumers, crossing all racial, ethnic, educational, geographical, social and economic lines
- To provide a vehicle for the sale of products and services among AGMC constituents, including, donors, volunteers, sponsors, concert attendees and the general public
- To provide opportunities for partners to entertain clients and reward high-performing employees



### HOW CAN YOU BECOME A SPONSOR?

Whether through financial cash contributions, cause related marketing programs, or in-kind product/service donations, AGMC is eager to explore new and innovative ways to partner. Many value-packed options are available at various levels, and are tailored to suit your marketing and communications objectives and budget.

### SPONSORSHIP OPPORTUNITIES

Four premiere sponsorship levels:

- Presenting Sponsor - \$10,000
- Major Sponsor - \$5,000
- Platinum Sponsor - \$2,500
- Gold Sponsor - \$1,250

# ATLANTA GAY MEN'S CHORUS

## Mission - Vision - History

### **Mission**

The mission of the Atlanta Gay Men's Chorus is to entertain, educate, and connect audiences and members through music that is distinguished for its creativity, diversity and artistic excellence.

### **Artistic Vision**

The Atlanta Gay Men's Chorus is recognized not only as one of the finest male choral ensembles on the globe, but also as a leader in the realm of social change and the betterment of all people. These goals are evidenced by the presentation of empowering performances in the Atlanta community, the state of Georgia, the Southeastern U.S. and countries abroad, where it presents the finest of musical performances and delivers powerful messages of equality for humankind.

Sharing a love of music, the joy of performing and a commitment to excellence in the community is the chief objective of the Atlanta Gay Men's Chorus. Through this artistic vision, the chorus will strive not only to change the way people think about gay men, but how they may think of diverse people in all parts of the world.

### **History - 31 Years of the Atlanta Gay Men's Chorus**

Since its founding in 1981, the Atlanta Gay Men's Chorus has been a voice for diversity and inclusiveness, presenting high-quality musical entertainment that positively represents the gay community while serving the entire community at large.

Through the years, the AGMC's volunteer members have been privileged to share the stage with such notables as former poet laureate Maya Angelou, The Atlanta Opera, the Atlanta Symphony Orchestra, the Atlanta Ballet, Turtle Creek Chorale, the International Gay Men's Chorus of Paris, and many more. The AGMC and its select ensemble, Panache, have been proud to perform at benefits for victims of 9/11 and Hurricane Katrina, for charitable organizations such as the Elton John AIDS Foundation, the Metropolitan Atlanta Community Food Bank, and AIDS Athens, and for community service events such as First Night Atlanta, AIDS Walk Atlanta, the Human Rights Campaign Annual Dinner, and Toys for Tots.

The Chorus has frequently appeared at premier performing arts venues such as the Fox Theatre, Atlanta Symphony Hall, the Cathedral of St. Philip, the Robert Ferst Center for the Performing Arts, the Atlanta Civic Center, Emory University, Agnes Scott College, the Alliance Theatre and the Cobb Energy Performing Arts Centre.

One of the world's longest-running gay choruses, the AGMC has a well-earned reputation for musical leadership and excellence. It is a member of the international Gay and Lesbian Association of Choruses (GALA) and Chorus America, an organization dedicated to the expansion of the choral movement in North America.



# ATLANTA GAY MEN'S CHORUS

## Year-Round Sponsorship Benefits

Sponsors of the Atlanta Gay Men's Chorus receive year-round marketing and recognition benefits including all concert series, special events, and outreach initiatives throughout our 30th Anniversary Season.

### CONCERT PERFORMANCES

#### Bells in Boyland

featuring The Atlanta Concert Ringers

December 9-10, 2011 - The Cathedral of St. Philip

'Tis the season for fine holiday music, and the Atlanta Gay Men's Chorus promises to deliver the most tuneful gifts in town. Partnering with The Atlanta Concert Ringers, the 100-voice AGMC is certain to ring out the old and sing in the new in this much-loved annual holiday celebration. Concertgoers will enjoy hearing the stunning Aeolian-Skinner organ at The Cathedral of St. Philip in the program's centerpiece, Ralph Vaughan Williams' "Fantasia on Christmas Carols." Among the other musical offerings this season are "Silver Bells," "Carol of the Bells," "O Come, All Ye Faithful," and "Judah and His Maccabees" - the most gospel of Hanukkah songs. Join the Atlanta Gay Men's Chorus for what has become a tradition for hundreds of families each year. Be there with bells on! (Estimated attendance - 3,300)

#### Gleeful Noise - Celebrating Glee Clubs, Then and Now

March 30-31, 2012 - Canon Chapel, Emory University

In March, the chorus moves to the campus of Emory University to celebrate a college tradition: the male glee club, taking our cues from the hit TV series that has revived and redefined this long-standing tradition of school choruses. In this stunning juxtaposition of male standards and contemporary tunes, the Atlanta Gay Men's Chorus will present an entrée of collegiate favorites, but we'll be sprinkling that collection with pop classics revived and revisited on a very popular television series. With hits like "Don't Stop Believin'"; "A House is Not a Home," "Teenage Dream" and many other pop tunes heard on the show, the AGMC will celebrate the re-birth of some 300 high-school chorus groups as the result of what has become known as the "glee effect." The campus of Emory University provides the perfect backdrop, where the AGMC and its select ensemble Panache will present this unique tribute to traditional glee club music and modern vocal groups that are truly making a difference in high schools across the country. Join the AGMC as we get our glee on!

#### Red White & You

July 15-16, 2012 - Canon Chapel, Emory University

Be there as the Atlanta Gay Men's Chorus celebrates the repeal of Don't Ask, Don't Tell. Is this milestone also a sign that our country is reaching the tipping point on the issue of marriage equality? This inspired concert explores our country's past, present, and future with folk music, hymns showtunes, jazz, and pop tunes that have all made their political marks in American history. Hear patriotic tunes, settings of poetry by writers Langston Hughes, Chief Seattle, and the music of Paul Simon, woven into a tapestry as only the AGMC can. Like a bridge over troubled water, "Red White & You" calls for courage, determination, and unity, and asks (in what is certain to be a pivotal election year) an important question: What are our true colors? (Estimated attendance - 2,600)

### SPECIAL EVENTS

#### The Big Wig Party

Date and location to be determined

The Big Wig Party has become one of Atlanta's most anticipated fundraising special events of the Spring season. Attracting an eclectic following, Big Wig Party attendees experience a unique gathering of art, music, fashion, food and drink. Colorful guests arrive dressed to thrill and add a surreal charge to the vibrant atmosphere. If you have ever had a penchant to experiment with a change in your persona, the Big Wig Party is the place to do it all!

# ATLANTA GAY MEN'S CHORUS

## Sponsorship Opportunities - Marketing and Recognition Benefits

### PRESENTING SPONSOR: \$10,000

A Presenting Sponsor of the Atlanta Gay Men's Chorus will receive marquee status and enjoy the largest, most prominent exposure throughout the chorus' 31st season via a multitude of year-round concert performances, signature events, and community outreach initiatives.

#### Marketing and Recognition Benefits:

- Designation, rights, and exclusivity as Presenting Sponsor of each concert series of the AGMC's 31st season, as well as Presenting Sponsor status of all special events, including The Big Wig Party
- Top logo (above-the-line) and name placement on all concert and event promotional collateral, including but not limited to fliers, posters, invitations, and direct mail • Top logo and name placement on front cover of all concert programs (Playbill style)
- Full-page, back-cover color advertisement in all concert programs
- Company logo and name featured on all printed concert and event tickets given to attendees
- Recognized as a Presenting Sponsor in all press materials including media releases, advisories, and calendar listings
- Prominent logo placement on all concert advertisements published and inserted in print media publications
- Company name featured in 30-second radio PSA's for each concert series on 1690 AM: The Voice of the Arts
- Prominently featured web banner and logo placement with hyperlink on the homepage of [www.agmchorus.org](http://www.agmchorus.org)
- Opportunity to showcase products and services in high-traffic locations at all concert and event venues
- Recognition from concert stage prior to each concert performance, including award presentation to company representative at a performance of their choosing
- Ten VIP season subscription tickets for each concert performance, great for entertaining clients or to use as incentives for high-performing employees
- Prominent display signage at entry points of concert and event venues
- Feature story in an issue of AGMC's monthly e-newsletter, Voices of Note
- 25% discount on all concert tickets for company employees
- Two complimentary performances by AGMC ensemble, Panache, at company-sponsored events
- Private dinner or lunch with Artistic Director Kevin Robison
- Behind the scene tour and all-access backstage pass for company employees preceding each concert series



# ATLANTA GAY MEN'S CHORUS

## Sponsorship Opportunities - Marketing and Recognition Benefits

### MAJOR SPONSOR: \$5,000

Major Sponsors of the Atlanta Gay Men's Chorus will receive marquee status and enjoy prominent exposure throughout the chorus' 31st season via a multitude of year-round concert performances, signature events, and community outreach initiatives.

#### Marketing and Recognition Benefits:

- Designation, rights, and industry exclusivity as a Major Sponsor of each concert series of the AGMC's 31st season, as well as Major Sponsor status of all special events, including The Big Wig Party
- Prominent logo and name placement on all concert and event promotional collateral, including but not limited to fliers, posters, invitations, and direct mail
- Full-page, inside-cover color advertisement in all concert programs
- Recognized as a Major Sponsor in all press materials including media releases, advisories, and calendar listings
- Prominent logo placement on select concert advertisements published and inserted in print media publications
- Prominently featured web banner and logo placement with hyperlink on the homepage of [www.agmchorus.org](http://www.agmchorus.org)
- Opportunity to showcase products and services in high-traffic locations at all concert and event venues
- Recognition from concert stage prior to each concert performance, including award presentation to company representative at a performance of their choosing
- Six VIP season subscription tickets for each concert performance, great for entertaining clients or to use as incentives for high-performing employees
- Prominent display signage at entry points of concert and event venues
- Feature story in an issue of AGMC's monthly e-newsletter, Voices of Note
- 25% discount on all concert tickets for company employees
- One complimentary performances by AGMC ensemble, Panache, at company-sponsored events
- Private dinner or lunch with Artistic Director Kevin Robison
- Behind the scene tour and all-access backstage pass for company employees preceding each concert series



# ATLANTA GAY MEN'S CHORUS

## Sponsorship Opportunities - Marketing and Recognition Benefits

### PLATINUM SPONSORS: \$2,500

Platinum Sponsors of the Atlanta Gay Men's Chorus will receive prominent exposure throughout the chorus' 31st season via a multitude of year-round concert performances, signature events, and community outreach initiatives.

#### Marketing and Recognition Benefits:

- Designation and rights as a Platinum Sponsor of each concert series of the AGMC's 31st season, as well as Platinum Sponsor status of all special events, including The Big Wig Party
- Logo and name placement on all concert and event promotional collateral, including but not limited to fliers, posters, invitations, and direct mail
- Half-page, color advertisement in all concert programs
- Recognized as a Platinum Sponsor in all press materials including media releases and advisories
- Logo placement on select concert advertisements published in print media publications
- Logo placement with hyperlink on [www.agmchorus.org](http://www.agmchorus.org)
- Opportunity to showcase products and services in high-traffic locations at all concert and event venues
- Recognition from concert stage prior to each concert performance
- Five VIP season subscription tickets for each concert performance, great for entertaining clients or to use as incentives for high-performing employees
- Prominent display signage at entry points of concert and event venues
- 25% discount on all concert tickets for company employees



# ATLANTA GAY MEN'S CHORUS

## Sponsorship Opportunities - Marketing and Recognition Benefits

### **GOLD SPONSORS: \$1,250**

Gold Sponsors of the Atlanta Gay Men's Chorus will receive marketing and recognition benefits throughout the chorus' 31st season via a multitude of year-round concert performances, signature events, and community outreach initiatives.

#### **Marketing and Recognition Benefits:**

- Designation and rights as a Gold Sponsor of each concert series of the AGMC's 31st season, as well as Platinum Sponsor status of all special events, including The Big Wig Party
- Name recognition on select concert and event promotional collateral, including but not limited to fliers, posters, invitations, and direct mail
- Half-page, black/white advertisement in all concert programs
- Recognized as a Gold Sponsor in select press materials including media releases and advisories
- Logo placement with hyperlink on [www.agmchorus.org](http://www.agmchorus.org)
- Opportunity to showcase products and services in high-traffic locations at all concert and event venues
- Two VIP season subscription tickets for each concert performance, great for entertaining clients or to use as incentives for high-performing employees
- Prominent display signage at entry points of concert and event venues



### **IN-KIND DONATION/UNDERWRITING OPPORTUNITIES**

To offset expenses related to concert productions and general operating, the AGMC works tirelessly to secure goods and services through in-kind contributions. In-kind sponsors receive marketing and recognition benefits equal to the cash value of their contribution.

The following is a partial list of our current needs:

- Printing and Copy Services
- Office Equipment
- Office Supplies
- Audio/Visual Equipment and Rental
- Airline Sky Miles
- Postage
- Meeting and Event Space
- Food and Beverages for Events and Receptions
- Tax & Accounting Services

# ATLANTA GAY MEN'S CHORUS

## Sponsorship Agreement Form

Thank you for considering becoming a year-round sponsor of The Atlanta Gay Men's Chorus. Through your generosity, the AGMC will be able to continue delivering compelling messages of equality for humankind through the presentation of empowering performances in the United States and abroad. Your tax-deductible contribution will serve as a sound investment, multiplying itself over and over again as it will bring benefits to our community, especially those that will be personally touched by our expanded artistic and outreach programs in our 30th Season and beyond.

### CONTACT INFORMATION

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

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

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

E-mail address: \_\_\_\_\_

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

### SPONSORSHIP LEVEL

- Presenting Sponsor - \$10,000       Major Sponsor - \$2,500  
 Platinum Sponsor - \$5,000       Gold Sponsor - \$1,250

Please indicate how you would like your name to appear on select marketing and promotional collateral:

### PAYMENT METHOD

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

- Check Enclosed (please make checks payable to Atlanta Gay Men's Chorus or AGMC)  
 Credit Card Payment  
 American Express       VISA       MasterCard       Discover

Card Number: \_\_\_\_\_

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

3 or 4 digit security code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please mail, fax or email the completed form to:

Atlanta Gay Men's Chorus, 781 Peachtree St NE, Atlanta GA 30308-1205

Phone: 404-320-1030 • Fax: 404-795-0799 • [information@agmchorus.org](mailto:information@agmchorus.org)

# ATLANTA GAY MEN'S CHORUS

## Frequently Asked Questions

### **What is the Atlanta Gay Men's Chorus?**

Formed in 1981, the Atlanta Gay Men's Chorus is recognized as one of the finest male choral ensembles on the globe. The chorus is Georgia's largest self-sustaining chorus in terms of budget, audience exposure, and ensemble size, and the most influential choral organization in the Southeast United States.

### **What is the mission of the chorus?**

The mission of the Atlanta Gay Men's Chorus is to entertain, educate, and connect audiences and members through music that is distinguished for its creativity, diversity and artistic excellence.

### **When are the concerts?**

Each year the chorus presents a series of concerts. Generally the concerts are held in December, April and July.

### **Where are the concerts?**

The chorus has frequently appeared at venues such as the Fabulous Fox Theatre, Symphony Hall, the Cathedral of St. Philip, the Robert Ferst Center for the Performing Arts, the Atlanta Civic Center, Emory University, Agnes Scott College, the Alliance Theatre at the Woodruff Arts Center and the Cobb Energy Performing Arts Centre.

### **How do I get tickets?**

Tickets for all season concerts may be purchased online at [www.agmchorus.org](http://www.agmchorus.org) or by calling 404-320-1030.

### **Who are the members of the organization?**

Members of the chorus are representative of the community in which we live. Members range in age, ethnicity, profession, background, and outside interests.

### **Is the Atlanta Gay Men's Chorus a gay organization?**

The Atlanta Gay Men's Chorus is a nonprofit arts organization. A majority of the members are gay or lesbian, but membership is open to all, regardless of race, creed, color, ability, age, or sexual orientation.

### **What is the size of the chorus?**

There are over 100 singing members in the chorus. Additionally, we have many volunteers and associate members.

### **Are there small performing groups within the chorus?**

The chorus's small ensemble, Panache, regularly performs at local and national venues where it would not be physically possible or practical to bring the full chorus. Panache's repertoire includes a variety of classical, pop, show-tune, specialty and LGBT-oriented selections.

### **Will the chorus sing for me or my organization?**

The chorus is open to invitations to sing for audiences anywhere. As a volunteer chorus, our available performance time is limited, and our calendar fills up quickly each year. For information on booking the full chorus or Panache, please call 404-320-1030.

# ATLANTA GAY MEN'S CHORUS

## Frequently Asked Questions

### **Do you accept donations?**

The chorus is a 501(c)3 non-profit arts organization. As such, the organization may receive tax deductible donations. For information on making a donation, call 404-320-1030. To make a donation online, visit [www.agmchorus.org](http://www.agmchorus.org).

### **Does the chorus tour?**

The chorus has performed locally, nationally, and internationally. In 2010, the chorus toured Georgia with performances in Macon, Savannah, Augusta, and Athens. The chorus has performed in Montreal and Paris, and of course, in cities throughout the United States.

### **Do you have to sing to join the chorus?**

There are many opportunities to volunteer. Volunteers play vital roles in wide ranges of activities including performance and administrative support. For information about volunteer opportunities, call 404-320-1030.

### **How do I join as a singing member?**

Auditions are held each September and January for singing members. Though not required, those auditioning are encouraged to prepare about one minute of a song of any musical style, with or without accompaniment. Singers will participate in a vocal warm-up as well as light tonal-memory and music-learning exercises.

### **Do you have to read music to be a singing member?**

Singing members do not have to read music to join the chorus, but members should have a commitment to the mission of the organization and a desire to perform.

### **Are the singers professionals?**

All of the singers in the chorus are volunteers and receive no compensation for their participation.

Members come from all professions and walks of life - lawyers, bankers, salespeople, teachers, physicians, administrators, computer programmers, and students. Some have received professional music training and some are working within the professional or educational music world.

### **Can I advertise with the chorus?**

Advertising opportunities are available in the concert programs distributed to each patron at the concerts.

To learn more about advertising, contact us at 404-320-1030.

