



# SPONSORSHIP AND PROGRAM AD FORM

Sponsor Name: \_\_\_\_\_  
(Exactly as it should appear on website and print publications)

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

Email address: \_\_\_\_\_

**Select Sponsorship level:**

- \$50,000 Season Underwriter
- \$30,000 Premier Series Underwriter
- \$15,000 Series Sponsor
- \$12,000 Festival Underwriter
- \$5,000 [check one]
  - Festival Sponsor
  - Concert Sponsor
- \$3,000 Choir Sponsor
- \$500 Outreach Sponsor

**Program Ad:**

- Full page \$500
  - Half page \$400
  - Quarter page \$200
- see artwork specs below*

**Payment:**

- Check (payable to Chicago *a cappella*)
- Credit card (MasterCard, Visa, AmEx or Discover)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Total amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

Return this form via email to Matt Greenberg at [mgreenberg@chicagoacappella.org](mailto:mgreenberg@chicagoacappella.org).  
Or fax (773) 435-6453, or mail to Chicago *a cappella*, 2936 N. Southport Ave., Room 226,  
Chicago, IL, 60657. Please contact Matt Greenberg (773) 281-7821 with any questions.

**Thank you!**

**Program ad specifications:** *Full page*=4.625"wide x 7.625"tall; *1/2 page* (horiz)=4.625"wide x3.75" tall; *1/2 page* (vert)=2.25"wide x 7.625"tall; *1/4 page (horiz)*=4.625"wide x 1.825"tall; *1/4 page (vert)*=2.25"wide x 3.75"tall. Black and white only. Halftone scans should be supplied at 300 dpi, line art at 600 dpi, saved as EPS, TIFF or JPEG. Artwork should be emailed in one of the following formats: PDF, QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign. Email artwork files to [cwilliams@chicagoacappella.org](mailto:cwilliams@chicagoacappella.org). For further information, call (773) 281-7820.



# Corporate Sponsorship Opportunities

**Chicago a cappella** is a classical vocal ensemble that moves the heart and spirit with fun, innovative concerts. Founded in 1993, the group presents an annual series of concerts in four Chicago-area communities: Chicago, Evanston, Oak Park, and Naperville. Chicago a cappella has recorded nine acclaimed CDs and has appeared on tour in 13 states and Mexico. The group's Education Outreach Programs include an innovative High School Apprenticeship Program, an annual Youth Choral Festival, and *¡Cantare! Chicago*, a Mexican composer-in-residence program.



"The area's best unaccompanied group" (*Chicago Magazine*)

"The city's liveliest, most versatile vocal ensemble" (*Chicago Tribune*)

## Corporate sponsorship opportunities:

### **Season/Concert sponsorships (\$5,000-\$50,000)**

Chicago a cappella's corporate sponsorships offer businesses and corporations the opportunity to reach our highly educated and affluent audience demographic throughout the Chicago area while demonstrating their support of the arts and our community. Sponsorships can be crafted to encompass an entire concert season, a particular concert program, a specific venue location, or a particular performance. Sponsorship benefits include recognition in print media and online, logo visibility, signage, concert tickets, and on-site displays.

### **Gala sponsorships (\$500-\$15,000)**

Chicago a cappella's annual Gala event is an eagerly-anticipated event each season. Our sponsors enjoy great marketing and visibility opportunities as well as the chance to entertain guests at a fun-filled and exciting musical event. Promotions include print materials, website and emails, social media channels, signage, and high visibility at the event.

### **Educational Outreach Program sponsorships (\$500-\$12,000)**

Corporate sponsors ensure the ongoing success and continued expansion of inspiring and meaningful educational outreach programs such as our Youth Choral Festival and our High School Apprenticeship Program. Corporate sponsors receive recognition through our website, emails, and social media channels; in concert programs distributed in Chicago, Evanston, Naperville, and Oak Park; and through signage at public events and collateral print materials.

### **Program advertisement (\$200-\$1,600)**

Chicago a cappella's "Footlights" program books provide an ideal marketing opportunity for businesses wishing to demonstrate their support of the arts and our community. Our program books reach 3,500-4,000 consumers each season, with recurring appearances in our concert communities providing focused penetration to a valuable and relevant target market.

For more information or to pursue a sponsorship, contact **Matt Greenberg**, Executive Director, Chicago a cappella, 2936 N. Southport Ave., Chicago, IL, 60657. Phone (773) 281-7820. Email: [mgreenberg@chicagoacappella.org](mailto:mgreenberg@chicagoacappella.org).



## Sponsorship Levels and Benefits

Sponsorship Area	Level	What It Supports	Amount	Benefits
<b>Season/Concert Sponsorships</b>	Season Underwriter	Underwrites all performances in one season	\$50,000	All below, plus special performance by Chicago <i>a cappella</i> (i.e. appearance at meeting or other private event; etc.)
	Premier Series Underwriter	Underwrites all four performances in one community (Chicago, Evanston, Oak Park, Naperville)	\$30,000	All below, plus: <ul style="list-style-type: none"> <li>Full page ad in all program books [c. 4,000 impressions.]</li> <li>Logo/sponsorship recognition in program books, press releases, website pages (with link), and 4 email newsletters (with link) [c. 39,500 impressions]</li> <li>4 postings on Chicago <i>a cappella</i> Facebook page, with link to your website</li> <li>Discount ticket offers for sponsor's customers, clients, vendors, or staff.</li> <li>20 complimentary tickets for each performance + reserved priority seating</li> </ul>
	Series Sponsor	Provides vital support for a set of season's performances in one community (Chicago, Evanston, Oak Park, Naperville)	\$15,000	All below, plus: <ul style="list-style-type: none"> <li>Half page ad in all program books for 1 year [c. 4,000 impressions]</li> <li>Logo and sponsorship recognition on 4 postcards [c. 64,000 impressions]</li> <li>Logo and sponsorship recognition in program books, website pages (with link) for all 4 concerts, and 1 email newsletter (with link) [c. 22,500 impressions]</li> <li>Event signage at all 4 performances [c. 1000 impressions]</li> <li>Verbal recognition from the stage at all 4 performances</li> <li>10 complimentary tickets for all 4 performances + reserved priority seating</li> </ul>
	Concert Sponsor	Underwrites one concert performance	\$5,000	<ul style="list-style-type: none"> <li>Half page ad in 1 program book [c. 1,000 impressions]</li> <li>Logo/sponsorship recognition on 1 postcard [c. 16k impressions]</li> <li>Logo/sponsorship recognition on 1 program book and website page (includes link) [c. 20,000 impressions]</li> <li>Event signage at 1 performance [c. 300 impressions]</li> <li>10 complimentary tickets to one performance + reserved priority seating</li> </ul>
<b>Gala Sponsorships</b>	Various levels – See below	Educational and Artistic Programming	\$500-\$15,000	Various – please request details

Sponsorship Area	Level	What It Supports	Amount	Benefits
<b>Educational Outreach Program Sponsorships</b>	Festival Underwriter	Underwrites entire Youth Choral Festival	\$12,000	Benefits of Festival Sponsor and Choir Sponsor levels below, plus <ul style="list-style-type: none"> <li>· Full-page ad in Festival program plus half-page ad in 4 concert program books [c. 4,400 impressions]</li> <li>· Logo and sponsorship recognition on four Footlights program books</li> <li>· 4 postings on Chicago <i>a cappella</i> Facebook page [with link]</li> <li>· Discount ticket offers for sponsor's customers, clients, vendors, or staff.</li> <li>· 10 complimentary tickets for any series concert, plus reserved priority seating</li> </ul>
	Festival Sponsor	Supports venue and artist fees for Youth Choral Festival	\$5,000	Benefits of Choir Sponsor below, plus <ul style="list-style-type: none"> <li>· Logo/sponsorship recognition on press release for Youth Choral Festival [c. 300 impressions]</li> <li>· Logo/sponsorship recognition in email newsletter (with link) [c. 3,000 impressions]</li> <li>· Verbal recognition from stage at Youth Choral Festival concert</li> </ul>
	Choir Sponsor	Sponsors one choir participating in the Youth Choral Festival	\$3,000	<ul style="list-style-type: none"> <li>· Half-page ad, logo &amp; sponsorship recognition in Festival program book [c. 350 impressions]</li> <li>· Logo/sponsorship recognition on Festival website page (includes link) [c. 20,000 impressions]</li> <li>· Event signage at Youth Choral Festival [c. 400 impressions]</li> <li>· 10 complimentary tickets to Youth Choral Festival concert + reserved priority seating</li> </ul>
	Outreach Sponsor	Sponsors educational outreach programming	\$500	<ul style="list-style-type: none"> <li>· Half-page ad in one Footlights program book</li> <li>· Logo/sponsorship recognition on website for one year</li> </ul>
<b>Program Ads</b>	Various levels	Season/Concert Programming	\$200-\$1,600	Various – please ask for details!



## CORPORATE SUPPORTERS

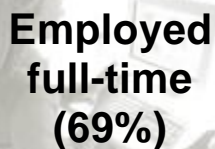
In recent seasons, Chicago *a cappella* has provided meaningful and valuable corporate sponsorships to companies including:



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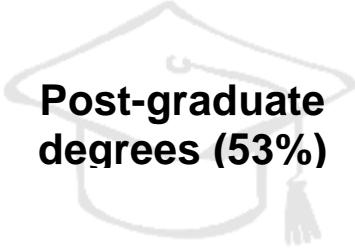
## DEMOGRAPHICS

**Chicago a cappella's audiences are highly educated, active, and valuable customers.** Our audience ages are evenly distributed between 25 and 65, with another 20% under 35. Sixty to sixty-five percent of our audience is female, and 58% have earned post-graduate degrees. Average household income is above \$75k and 93% own their own home. Audience members reside in our concert communities (Evanston, Oak Park, Naperville, and Chicago-north) as well as a wide swath from the north side of Chicago to the North Shore, and near western and far western suburbs.



**Employed full-time (69%)**

**Chicago a cappella's Core Audience:**  
W35-64  
HHI \$75K+  
Attends Musical Concerts



**Post-graduate degrees (53%)**



**No longer children in HH (63%)**



**Financially comfortable**



**Own their home (93%)**