



Guide to Corporate Sponsorship Opportunities

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GALA Choruses Annual Conference Guide to Corporate Sponsorship Opportunities

Introduction

GALA Choruses is thrilled to be celebrating its 25th anniversary with its Annual Conference in Denver, Colorado October 4 - 8, 2007. GALA Choruses Annual Conference promises to deliver your products or services and marketing message to a nationwide audience.

Some of the highlights of this marketing opportunity include:

- ✚ *Entertainment Opportunities:* Conference includes opportunities for your product name and marketing message to gain exposure to conference delegates in formats such as the Opening Concert and the 25th Anniversary Pajama Party.
- ✚ *Special Events:* The 25th Anniversary Banquet and Auction will be attended by over 350 choral leaders as well as GALA Choruses Board members.
- ✚ *Special Features:* A variety of special conference features will attract all of the conference delegates including our new Technology Institute, the Cyber Café where delegates will be staying in touch throughout the conference.

Outreach and Demographics

Conference advertising materials reach every major metropolitan area in the United States as well as several major cities in Canada, Australia and Europe as materials are distributed to all of GALA's member choruses – over 120 choruses representing more than 10,000 singers. A listing of the largest markets would include:

Atlanta	Baltimore	Boston	Charlotte
Chicago	Columbus	Dallas	Denver
Houston	Indianapolis	Kansas City	London

Los Angeles	Melbourne	Miami	
Minneapolis/St Paul	New York	Paris	Philadelphia
Phoenix	Pittsburgh	Quebec	San Antonio
San Diego	San Francisco	Santa Fe	Sydney
Toronto	Vancouver	Washington DC	

In addition to these major metropolitan areas, there are GALA Choruses in dozens more cities throughout the U.S. A Packaged Facts/Witek Combs Communications 2007 survey found the following regarding the size of the GLBT market and its buying power:

- ✚ 6.8% of Americans over the age of 18 – roughly 15 million people – self identify as gay, lesbian or bisexual
- ✚ There are over 3 million same-sex couple households
- ✚ Nearly one in four gay men and lesbians live in households with children under the age of 18
- ✚ The buying power of this segment is expected to be \$690 billion in 2007

Sponsors are listed on all Conference collateral materials depending on date of commitment. Our web site is a primary source of information for our singers and choruses as they prepare for Conference and receives ~2,500 hits per month. Sponsor logos and links are part of sponsorship benefits.

Event Sponsorship Descriptions

Opening Night Concert Sponsor \$5,000 SOLD

The Opening Night Concert will include performances by seven Denver area choruses and will attract not only the 350 conference delegates but an additional 350 local attendees from the Denver and Colorado Springs area. The Opening Night Concert Sponsor will have their banner in the lobby of the concert location and in the lobby of the conference host hotel, a full page color ad in the conference program book, an exhibit table during the conference, a full page ad in the GALA Choruses 25th anniversary issue of the quarterly GALAgram magazine which reaches 10,000 chorus members across

the United States, Canada, Europe and Australia and four tickets for the opening night concert.

25th Anniversary Banquet and Auction Sponsor \$3,000 **SOLD**

The 25th Anniversary Banquet will be an evening of dining and entertainment that will be attended by over 350 choral leaders. The 25th anniversary banquet sponsor will receive a full page black & white ad in the conference program, a banner in the lobby of the event location, an exhibit table during the conference, a half page ad in the GALA Choruses 25th anniversary issue of the GALAgram and four tickets to the banquet.

Cyber Café Sponsor \$2,500 **SOLD**

The Cyber Café will feature several computers set up to provide quick and easy access to the web between sessions making it a frequent stop for many of the conference attendees. The Cyber Café sponsor will have signage at the café, a full page ad in the conference program and a half page ad in the GALA Choruses 25th anniversary issue of the GALAgram.

Speed Dating with the Experts Sponsor \$2,500 **SOLD**

These highly popular sessions permit delegates to spend one-on-one time with conference workshop presenters and other experts. The Speed Dating with the Experts sponsor will have signage at the speed dating center, a full page ad in the conference program and a half page ad in the GALA Choruses 25th anniversary issue of the GALAgram.

Pajama Party Sponsor \$2,500 **SOLD**

The pajama party will feature performances by the groups attending the small ensemble workshop at the Conference, a performance by the conductor's chorus directed by internationally renowned director

Dr. Timothy Seelig and a film. The Pajama Party sponsor will have a banner at the event location, a full page ad in the conference program and a half page ad in the GALA Choruses 25th anniversary issue of the GALAgram.

Technology Institute Sponsor \$2,000 SOLD

New to the conference this year is a half-day institute on new technology for choruses featuring the use of podcasts, YouTube and myspace for marketing. The Technology Institute sponsor will have signage at the institute, a full page ad in the conference program and a half page ad in the GALA Choruses 25th anniversary issue of the GALAgram.

GALA Choruses Mission

Despite great strides toward equality for GLBT people, there are many communities in the US and abroad that do not recognize us as equals. Small pockets of the general population have a much more limited view of our value to society – they believe that we are living outside the mainstream and that our lives are morally repugnant. Equality, however it is defined, should not be looked upon as a request for special consideration. Thousands of GLBT people in this country still feel disenfranchised by their local communities. GLBT choruses play a pivotal role in the struggle for equality by performing publicly and proudly works that define us as a people and showcase the similarities among all communities. Some of our member choruses are single-gender choruses, often founded in either the HIV/AIDS movement or the feminist movement; some are made up of all genders, rooted in the move by the GLBT community to demonstrate unity; some are comprised of youth, who seek a safe place to deal with their sexuality or that of their peers in a productive and healthy way; some choruses and individuals are transgendered, and find strength and safety in an established movement which began as a direct response to oppression and discrimination. GALA Choruses, Inc. seeks to bring focus to this movement and strengthen

its participants. Our mission is to support GLBT choruses as we change our world through song.