



Sponsorship & Advertising Opportunities

Supporting the arts helps our community grow!

ABOUT US

The Foothills Chorale is a 501(c)3 non-profit community choir consisting of vocal musicians from the Upstate of South Carolina. The 40-member group is made up of singers who are passionate about supporting the arts and are connected throughout the community. For more than 30 years, our musicians have poured their souls into performances of outstanding choral music for the enjoyment of all.

The Foothills Chorale depends upon the generous members of the community to help meet its annual budget and continue to provide professional performances of great music in a wide variety of vocal styles. By sponsoring our performances or purchasing ad space in our printed programs, you will enable us to fulfill our mission of advancing the choral art and fostering the love of music in the community.

OUR AUDIENCE

Sponsors and advertisers will reach patrons who not only recognize the value of the arts for quality of life in our area but also care deeply about supporting local businesses and organizations. We perform 2–3 concerts every year with an average audience size of 400 per performance. We draw an audience from all segments of our broader Upstate community.

OUR VISION

As a local arts organization, we envision a future in which performing music elevates the quality of life, community pride, social harmony, and cultural literacy in the foothills of South Carolina. We are constantly striving to enhance our concerts by including first-class soloists and instrumentalists. Your support of the Foothills Chorale will enable us to achieve our vision for the future.

Packages

Title Sponsor (\$5,000)

- ▶ **Headline placement in all concert marketing:** press releases, postcards, radio spots, ads in local publications, Chorale web and Facebook pages, email blasts to patron list
- ▶ **Visibility and recognition at concerts:** name and/or logo on program front cover, full-page color ad on programs' front-inside covers, special recognition and introduction during Board president's "welcome" speech, inclusion on Sponsors page in concert programs
- ▶ **VIP access** to a rehearsal with singer meet-and-greet
- ▶ **16 free tickets** (8 per major concert)

Platinum Sponsors (\$2,500)

- ▶ **Name or logo placement in all concert marketing:** press releases, postcards, radio spots, ads in local publications, Chorale web and Facebook pages, email blasts to patron list
- ▶ **Visibility and recognition at concerts:** half-page color ad in printed programs, recognition during Board president's "welcome" speech, inclusion on Sponsors page in concert programs
- ▶ **12 free tickets** (6 per major concert)

Gold Sponsors (\$1,000)

- ▶ **Name or logo placement in concert marketing:** Chorale web and Facebook pages, email blasts to patron list
- ▶ **Visibility and recognition at concerts:** quarter-page color ad in printed programs, recognition during Board president's "welcome" speech, inclusion on Sponsors page in concert programs
- ▶ **8 free tickets** (4 per major concert)

Silver Sponsors (\$500)

- ▶ **Name or logo placement in concert marketing:** Chorale web and Facebook pages, email blasts to patron list
- ▶ **Visibility and recognition at concerts:** quarter-page color ad in printed programs, inclusion on Sponsors page in concert programs
- ▶ **6 free concert tickets** (3 per major concert)

Bronze Sponsors (\$250)

- ▶ **Visibility and recognition at concerts:** one-eighth-page color ad in printed programs, inclusion on Sponsors page in concert programs
- ▶ **4 free tickets** (2 per major concert)

Advertisers (\$100)

- ▶ **Visibility and recognition at concerts:** one-eighth-page color ad in printed programs



For more information, please contact us at: info@foothillschorale.org