

SPONSORSHIP

2017.2018



OGC



Orlando Gay Chorus

2017.2018 SEASON
orlandogaychorus.org



FIRST, Thank YOU

Let us take a minute to thank you for your interest in helping the Orlando Gay Chorus continue its work. Since 1990, the Orlando Gay Chorus has continued to reach out across Florida to help our community deal with tragedy, touch lives, and be fearless champions of equality. As a non-profit, we're only able to have an impact on our community because of the hundreds of volunteers, donors, sponsors, and other supporters who have moved us, loved us, and supported us.

Orlando GAY Chorus

The Orlando Gay Chorus (OGC) is a 501(c)(3) not-for-profit arts and humanitarian organization. The men and women of the chorus, now 100+ strong and comprised of gay, straight, bisexual, and transgender individuals, feel thankful to be able to carry on our mission and vision. Our musical artistry speaks directly to our pride in ourselves, and offers the world a chance to see beyond headlines and contentious social issues to build bridges of understanding and love.

Our MISSION

Inspiring individuals, the community, and the world through excellence in musical entertainment.

Our VISION

Using music to change images and attitudes, build a stronger community, and make the world a better place.

Our SEASON

The Orlando Gay Chorus produces two main show concerts at The Plaza Live Theater with a combined attendance annually of over two-thousand concert-goers.

The first one is in December in time for the holidays. This season's offering will be **Christmas Memories**.



CHRISTMAS
Memories
December 9, 2017 7:30 pm
December 10, 2017 4:30 pm
The Plaza Live, Orlando, Florida

The banner features a brown background with a red ribbon, several Christmas postage stamps, and the word 'CHRISTMAS' in large, bold, black letters. The word 'Memories' is written in a white, cursive font below it.

The second main show concert, **British Invasion: God Save the Queens**, will be in May and again performed at The Plaza Live Theatre.



BRITISH INVASION
MAY 19, 2018 7:30 PM
MAY 20, 2018 4:30 PM
THE PLAZA LIVE
ORLANDO, FLORIDA

The banner features a background of the Union Jack flag and silhouettes of London landmarks like Big Ben and the London Eye. The text is in white and yellow on a dark background.

In addition to our two main concerts, the Orlando Gay Chorus produces a traveling show to promote equality and tolerance and to get the message of unity out to areas in the Central Florida area. This season we have partnered with the Wayne Densch Center in Sanford.

Along with the main shows and the road show concert, OGC produces three cabaret events. The first one this season is **UNCUT** at the Parliament House Footlight Theatre in October.



UNCUT Cabaret
October 20, 2017 7:00 PM October 22, 2017 2:00 PM

The banner features the word 'UNCUT' in large, bold, orange letters, followed by 'Cabaret' in a smaller, black font. The dates and times are listed below. A small logo for Parliament House Footlight Theatre is in the top right corner.

Then in February we will produce the **Love is...Song and Dance** cabaret at the Blue Bamboo Art Center.



LOVE IS... Song and Dance
February 10, 2018
7:30 & 10:00 pm
Blue Bamboo Art Center
Winter Park, Florida

The banner features silhouettes of people dancing in various colors against a light blue background. The text is in white and blue.

And finally, in June, we offer **A Lotta Night Music** at the Mezz in downtown Orlando.



A Lotta Night Music
Friday, June 8, 2018 8:00 pm
THE MEZZ
Orlando, Florida

The banner features a dark blue background with white stars and the title 'A Lotta Night Music' in a white, cursive font. The date and time are in yellow, and the Mezz logo is in the bottom right corner.

Sponsorship

Sponsors receive benefits including main concert official playbill, website visibility, email campaign exposure, and social media inclusion based on their support level. We have an opportunity that fits every level.

		Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
WEBSITE VISIBILITY	Banner ad on homepage	✓				
	www.orlandogaychorus.org	✓	✓			
	Logo placement on homepage	✓	✓	✓	✓	✓
	Logo on sponsorship page	✓	✓	✓	✓	✓
	Link to sponsor website	✓	✓	✓	✓	
OUTREACH	Logo on all Outreach materials	✓				
EMAIL BLASTS	Listing with logo visibility	✓	✓	✓	✓	✓
SOCIAL MEDIA IMPACT	Posting over social media platforms	10	5	3	2	1
	Facebook (4K + likes)					
	Twitter (1K+ followers)					
LOGO VISIBILITY	Sponsor logo added with OGC logo	✓				
	Listing on Playbill sponsor page	✓	✓	✓	✓	✓
	Playbill advertisement	full	half	1/4	1/8	
	Pre-show sponsor presentation	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓
VIP EXPERIENCE	VIP Reception Tickets	✓	✓	✓		
	Cabaret Tickets	✓	✓	✓		

OPPORTUNITIES

Along with the sponsorships, we also offer other brand awareness opportunities exclusive to your organization which will increase your exposure to our community.

Retractable Banner at Outreach events	\$400
Retractable Banner for COWP Booth	\$400
Logo on COWP Float	\$100
COWP Business Card Handouts	\$250
Voices United Orlando Sponsorship	\$1,000
Holiday Concert Postcard/Poster	\$400
Spring Concert Postcard/Poster	\$400
Road Show Postcard/Poster	\$400
Winter Cabaret Postcard/Poster	\$400
Spring Concert Postcard/Poster	\$400
Summer Cabaret Postcard/Poster	\$300
OGC T-shirt	\$1,500
OGC Pens	\$850
OGC Lapel Pins	\$1,500
OGC Tote	\$3,000

OGC and the LGBTQ+ Community

The Orlando Gay Chorus (OGC) is one of the largest mixed gay choirs in the country. Founded on Valentine's Day in 1990, OGC has been a fixture in the Central Florida area for over 27 years. In addition to the full chorus, OGC has four ensembles that perform at the annual concerts and cabarets, as well as outreach events: **OUTLOUD!**, the oldest running ensemble; **Nothin' But Treble**, the all-female ensemble; **Menage**, the jazz ensemble; and **Spectrum**, the mixed ensemble.

OGC is a 501c3 non-profit organization which is all volunteer. OGC works with kids in the community, creating raffles and auctions, and has the longest consecutively running Toys for Tots campaign in the area.

Florida LGBTQ+ is the 4th largest gay populated state with over 516,000. Over 4.1% of tri-county area identifies as LGBTQ+, National annual value of the gay dollar is \$835 Billion.

Ambassadors of LOVE, Hope, and HEALING

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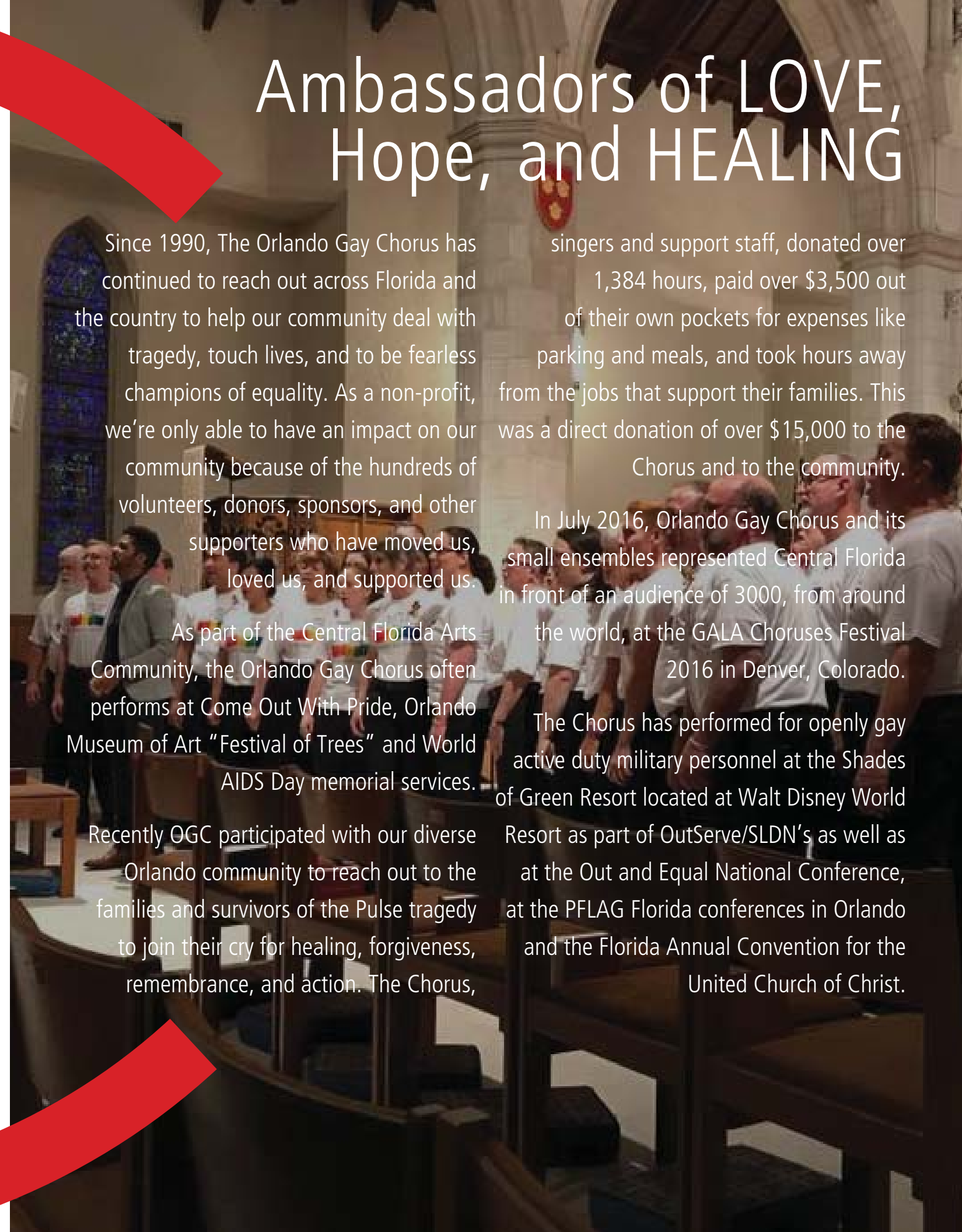
As part of the Central Florida Arts Community, the Orlando Gay Chorus often performs at Come Out With Pride, Orlando Museum of Art "Festival of Trees" and World AIDS Day memorial services.

Recently OGC participated with our diverse Orlando community to reach out to the families and survivors of the Pulse tragedy to join their cry for healing, forgiveness, remembrance, and action. The Chorus,

singers and support staff, donated over 1,384 hours, paid over \$3,500 out of their own pockets for expenses like parking and meals, and took hours away from the jobs that support their families. This was a direct donation of over \$15,000 to the Chorus and to the community.

In July 2016, Orlando Gay Chorus and its small ensembles represented Central Florida in front of an audience of 3000, from around the world, at the GALA Choruses Festival 2016 in Denver, Colorado.

The Chorus has performed for openly gay active duty military personnel at the Shades of Green Resort located at Walt Disney World Resort as part of OutServe/SLDN's as well as at the Out and Equal National Conference, at the PFLAG Florida conferences in Orlando and the Florida Annual Convention for the United Church of Christ.



Brand LOYALTY

55% of LGBTQ+ consumers will choose to do business with companies that are committed to the diversity/equal treatment of the LGBTQ+ community.

70% of LGBTQ+ adults stated they would pay a premium for a product from a company that supports the LGBTQ+ community.

78% of LGBTQ+ adults and their friends, family, and relatives would switch to brands that are known to be LGBTQ-friendly.

National annual value of LGBTQ+ market is estimated to be worth over \$835 BILLION.

The LGBTQ+ travel market is listed to be worth \$181 BILLION.

LGBTQ+ households make 10% MORE shopping trips than non-LGBTQ+ households.



Outreach PROGRAMS

This past season, OGC and its ensembles reached out to over 175,000 individuals and performed inspirational programs at over 105 organization events.

During the one-year memorial for the victims and families of the Pulse tragedy, the Orlando Gay Chorus performed over 15 times.

What can we offer you as a supporter during our outreach events?

- Your logo on our season banner and OGC promotional materials
- Your corporate promotional materials and/or collateral at our booth
- A retractable banner with your company information at appropriate events
- Participation in cause-related marketing campaigns



What NOW?

We rely on the generous support of companies like yours to help make the magic happen and to change lives.

If you've hummed along with us, left one of our concerts moved — if you've been inspired by our community outreach, or if one of your employees has broken boundaries to stand on our stage, then consider sponsoring.

We thank you for taking the time to look through the information presented on sponsorships opportunities. We look forward to adding you to the list of companies who support the Orlando Gay Chorus.

Contact us and get on board today to sponsor the Chorus for the 2017.2018 Season.

Email us at fundraising@orlandogaychorus.org

Or visit our website at www.orlandogaychorus.org