



Dear Potential Sponsor:

Chicago Gay Men's Chorus (CGMC) is a 501(c)(3) not-for profit, inclusive, community-based performing arts organization that creates musical experiences to entertain and enlighten, inspire change and build community. Through colorful performances that blend traditional choral music with musical theater, jazz and pop, and a gay aesthetic, we seek to delight our audiences, enrich our members, and explore issues relevant to LGBT people and their allies - enlivening Chicago's cultural landscape and creating a better community for all.

Founded in 1983, CGMC has entertained audiences across the continent with innovative musical programming exploring everything from love to politics to the sometimes fabulous, sometimes challenging world of being gay-often all at the same time.

CGMC offers sponsors strategic ways to:

- Reach targeted audiences via our membership and audience
- Strengthen company branding and public relations exposure to the LGBTQ community
- Provide diverse entertainment for your organization

We hope you choose to support our organization through one of our sponsorship opportunities.

For more information, please do not hesitate to contact me at roseolea@cgmc.org or 773-236-2227.

Sincerely,

Rose Olea
Fundraising & Development Manager
Chicago Gay Men's Chorus

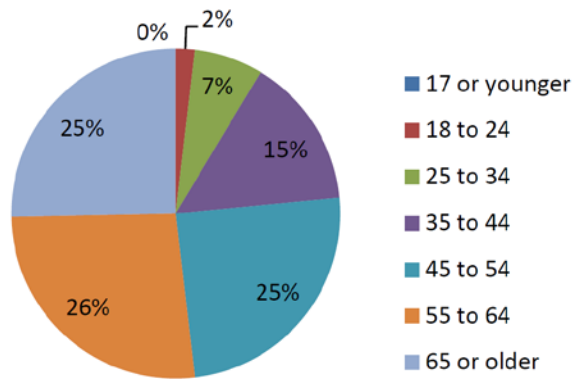


Audience Demographics

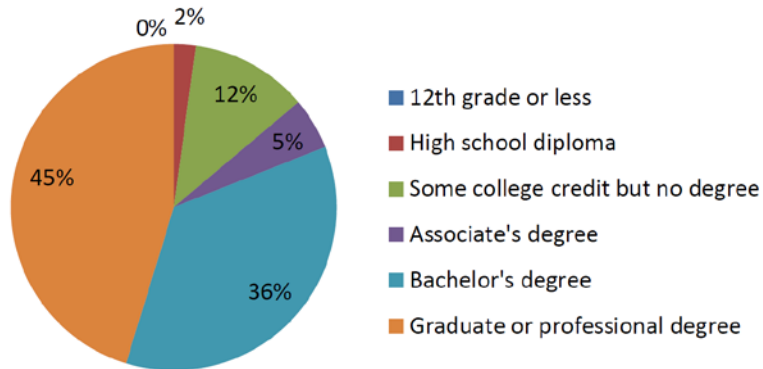
Cumulative show attendance: 55,682

Distribution list: 5,910

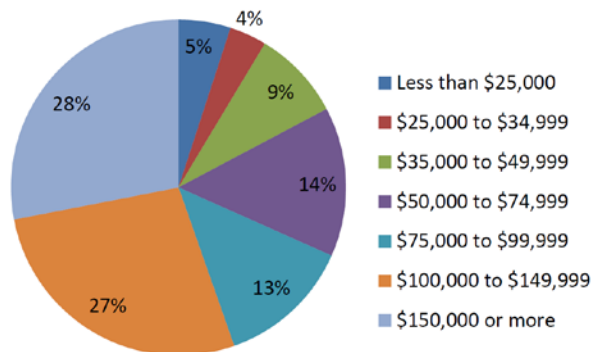
Audience Age



Level of Education



Combined Household Income





Corporate & Community Relationships

CGMC is proud to be an active and engaged member of the corporate and LGBTQ+ community. Below is a partial listing of current and previous relationships:

AIDS Foundation of Chicago
AmFund
Athanaeum Theater
Athletico
Bar Pastoral
Barefoot Wine
Best Gay Chicago
Beverly Arts Center
Buzzbox
Center on Halsted
CH Distillery & CH Vodka
Chicago Dept of Cultural Affairs & Special Events
Chicago History Museum
Chicago Public Library
Cram Fashion
Equality Illinois
Fig Catering
Frannie's Beef & Catering
Friends of the Chicago LGBT Hall of Fame
Garrett Popcorn
Grab Magazine
Halligan Foundation
Halsted Vodka
Handcut Foods

Harris Theater
Illinois Tool Works
J&L Catering
Kehoe Designs
Laudi Vidni
LGBT Chamber of Commerce
LUMA8
Mayslake Peabody Estate
Navy Pier
North Shore Center Skokie
Northalsted Business Alliance
Orbitz
PepsiCo
Petterino's
ReAlign Chiropractic
Reed Rigging Inc.
ReMax Edge Realty
Revival Social Club
Shaw's Crab House
Sidetrack
The Saints
The Service Club of Chicago
Uber
Uptown Underground
Westin Hotels & Resorts



2018-2019 Calendar¹

Northalsted Market Days
Saturday, August 11, 2018

Cabaret 2018 - *Banned Together*
Friday, September 14 – Mayslake Peabody Estate
Saturday, September 15 – Uptown Underground

AIDS Run/Walk Performance
September/October 2018

Arts in the Dark Halloween Parade
October 2018

North Halsted Halloween Parade
Wednesday, October 31, 2018

Intercontinental Hotel Tree Lighting Ceremony
November 2018

Chicago History Museum Caroling
November 2018

Chicago LGBT Hall of Fame Induction Ceremony
November 2018

Holiday 2018 - *Holiday Hullabaloo*
Friday, November 30 – Harris Theater
Saturday, December 1 – North Shore Center
Skokie
Sunday, December 2 – Beverly Arts Center

Holiday Concert at The Service Club of Chicago
December 2018

Holiday Concert at Harold Washington Library
December 2018

Holiday Concert at Navy Pier
December 2018

Holiday Concert for the Costume Council – Chicago
History Museum
December 2018

Lipstick & Lyrics 2019 - *Band Together*
Saturday, February 23 – Uptown Underground
Friday, March 1 – Uptown Underground
Saturday, March 2 – Uptown Underground

CGMC 35th Anniversary Big Package Auction
Saturday, April 27 – Center on Halsted

Spring 2019 - *Stonewalled – 50 Queer Years*
Friday, May 17 – Athanaeum Theater
Saturday, May 18 – North Shore Center - Skokie
Sunday, May 19 – Beverly Arts Center

CGMC Anniversary Party
Sunday, June 2

Donor Appreciation Summer Garden Party
Thursday, June 27 – Center on Halsted

Pride Navy Pier
June 2019

Andersonville Midsommarfest
Saturday, June 8

Chicago Pride Fest
Saturday, June 15

Chicago Pride Parade
Sunday, June 23, 2019

¹ Calendar is updated on a regular basis. Dates and locations subject to change without notice.



CUMULATIVE LEVEL SPONSORSHIP RECOGNITION

Organizations that support CGMC during the calendar year will be recognized for their cumulative sponsorship during that year. An organization is eligible for cumulative level sponsorship if they have participated in two or more types of support in any combination (program sponsorship, event sponsorship, corporate memberships, marketing/advertising purchases, and in-kind donations).

Please note cumulative level sponsorship resets at the start of each calendar year. Benefits are implemented upon point of achievement. The following benefits are available to eligible sponsors:

| Level | Platinum | Gold | Silver | Bronze |
|-----------------------|---|---|---|--|
| Amount | \$50,000 | \$30,000 | \$20,000 | \$10,000 |
| Benefits ² | <p>Opportunity to conduct the Chicago Gay Men's Chorus in concert on a director-designated song</p> <p>Complimentary appearance by Chicago Gay Men's Chorus small ensemble or select soloists at a corporate function as negotiated</p> <p>Dinner for Four with Chicago Gay Men's Chorus Artistic Director</p> <p>Playbill advertisement increased to two pages</p> | <p>Complimentary appearance by Chicago Gay Men's Chorus small ensemble or select soloists at a corporate function as negotiated</p> <p>Dinner for Four with Chicago Gay Men's Chorus Artistic Director</p> <p>Playbill advertisement increased to two pages</p> | <p>Dinner for Four with Chicago Gay Men's Chorus Artistic Director</p> <p>Playbill advertisement increased to two pages</p> | <p>Playbill advertisement increased to two pages</p> |

² Benefits subject to change.



SEASON SPONSORSHIPS

Sponsorships for main stage, cabaret, and smaller shows for one season (July – June).

| Level | Impresario | Platinum | Gold | Silver | Bronze |
|------------------------|---|--|---|--|---|
| Amount | \$20,000+ | \$10,000+ | \$7,500+ | \$5,000+ | \$2,500+ |
| Logo Placement | Website, all concert playbills, and all print advertising during the season | Website, all concert playbills, and all print advertising during the season | Website, all concert playbills, and all print advertising during the season | Website, all concert playbills, and all print advertising during the season | Website, all concert playbills, and all print advertising during the season |
| Playbill Advertisement | Full Page | Full page | Half page | Quarter page | Quarter page |
| Playbill Insert | Yes | Yes | No | No | No |
| Other | Verbal recognition as Presenting Sponsor of the season Six CGMC season subscriptions | Verbal recognition as Underwriting Partner of the season Four CGMC season subscriptions | Verbal recognition at performance Two CGMC Season Subscriptions | Verbal recognition at performance Four premium tickets to two concerts of your choice during the season | Verbal recognition at performance Two premium tickets to two concerts of your choice during the season |



EVENT SPONSORSHIPS

CGMC hosts one reception/viewing party at each main stage and cabaret show. Please contact a CGMC representative for dates and locations.

| Level | Gold | Silver | Bronze |
|--------------------------------|---|---|---|
| Amount | \$5,000+ | \$2,500+ | \$1,000+ |
| Logo | Website & all event marketing materials | Website & all event marketing materials | Website & all event marketing materials |
| Event | Sponsor recognition in program book | Sponsor recognition in program book | Sponsor recognition in program book |
| Tickets | Six tickets | Four tickets | Two tickets |
| Signage | Yes | Yes | No |
| Speaking Opportunity (Welcome) | Yes | No | No |
| Sponsor Table | Yes | No | No |

PRIVATE PERFORMANCES

In addition to our shows, the chorus often sings for public and private events throughout the Chicagoland area. Consider having the chorus perform at your next event. Please contact a CGMC representative for more information and to request an estimate.

MARKETING/ADVERTISING OPPORTUNITIES

Actual size of advertisement dependent on medium used at event. Please contact a CGMC representative for more information.

| AD SIZE | PRICE |
|---------------|-------|
| BUSINESS CARD | \$75 |
| QUARTER PAGE | \$150 |
| HALF PAGE | \$300 |
| FULL PAGE | \$500 |



PRODUCT ADVERTISING

Product advertising price is for each-event or show and does not include cost of providing items. Organization logo must be included on items where appropriate

| ITEM | PRICE |
|----------|---------|
| PENS | \$500 |
| NOTEPADS | \$500 |
| T-SHIRTS | \$1,000 |
| BAGS | \$1,000 |

IN-KIND DONATIONS

Even in-kind donations help meet our organizational goals. CGMC appreciates in-kind donations by recognizing them for both event and cumulative levels. Please note that in-kind donations cannot be recognized for tax purposes in accordance to 501(c)(3) guidelines.

Venue / Meeting space

We appreciate complementary space in restaurants, hotels, conference centers, office locations, universities, community centers, etc.

Publishing/Communication Services

We appreciate services for photography/videography, publishing, web page development, and materials in conjunction with publishing/communication projects.

On-Site Audio/Visual Products & Services

We appreciate any and all audio/visual aid such as use of microphones (lavalieres and wired), projectors, screens, televisions, as well as teleconference services.

Food/Product/Auction Item Donations

We appreciate any and all food and product donations as well as items for our annual Big Package Auction fundraiser.



GENERAL TERMS AND CONDITIONS

1. *Sponsorship packages are subject to change without notice. Please contact a representative to verify sponsorship opportunities available.*
2. *Sponsor's cumulative recognition occurs at **the Big Package Auction** the following year. This allows organizations the opportunity to raise their level of support through the entire year.*
3. *Sponsorship opportunities are first come first served and confirmed based on payment being received.*
4. *50% deposit upon confirmation, balance due NET 30 days.*
5. *Acceptable payment methods: Check (made payable to Chicago Gay Men's Chorus), ACH, and Credit Card (A/D/M/V).*
6. *All corporate logos must be provided by sponsor in the following specifications and quantities: 300 pixel, 72dpi size, (1) color and (1) black and white.*
7. *CGMC is not responsible for lost or stolen items at or around the entire area during events or activities.*