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 and a touch of gay aesthetic, we seek to delight our audiences, enrich our members, and explore issues relevant to LGBTQ+ people and their allies. We strive to enliven Chicago’s cultural landscape and create 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, from the sometimes fabulous to the sometimes challenging world of being gay— all at the same time.

CGMC offers sponsors strategic ways to:

- Reach targeted audiences through our membership, shows, and community activities
- 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
Grants & Development Manager
Chicago Gay Men’s Chorus
http://www.cgmc.org/
Audience Demographics (as of Jan 2019)

Distribution list: 6,170

Audience Age

- 18 to 24: 11%
- 25 to 34: 28%
- 35 to 44: 21%
- 45 to 54: 11%
- 55 to 64: 12%
- 65 or older: 1%

Level of Education

- Associate's degree: 10%
- Bachelor's degree: 6%
- Graduate or professional degree: 32%
- High school diploma: 49%
- Some college credit but no degree: 3%

Combined Household Income

- $100,000 to $149,999: 2%
- $150,000 or more: 21%
- $25,000 to $34,999: 21%
- $35,000 to $49,999: 19%
- $50,000 to $74,999: 21%
- $75,000 to $99,999: 8%
- Less than $25,000: 3%
Corporate & Community Relationships

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

AboutFace Theater  City of Chicago  Joffrey Ballet  ReAlign Chiropractic
AIDS Foundation of Chicago  Clearly Cares Dental  Julie Kaplan Photography  Reed Rigging Inc.
Alliance Francaise  Cowboys and Astronauts  Kehoe Designs  ReMax Edge Realty
AmFund  Cram Fashion  Lady Gregory's  Revel Decor
Annoyance Theater  Countryside Bank  Lake Shore Symphony Orchestra  Revolution Brewery
Athenaeum Theater  Driehaus Foundation  Land & Lake Kitchen - Lacuna  Revival Social Club
Athletico  Drew's on Halsted  Events by LM  Sanders Fine Portraits
Auditorium Theater  Epic Gourmet Popcorn  Laudi Vidi
Bar Pastoral  Equality Illinois  Laugh out Loud Theater  Shaw's Crab House
Barefoot Wine  Fig Catering  LGBT Chamber of Commerce  Sidetrack
Best Gay Chicago  Foursided  LondonHouse Chicago  Spirit of Chicago
Beverly Arts Center  Frannie's Beef & Catering  Looking Glass Theater  Sutton Studios
Brookfield Zoo/Chicago Zoological Society  Friends of the Chicago LGBT Hall of Fame  LUMA8  The Godfrey Hotel
Burley Elementary CPS  Garrett Popcorn  Lynfred Winery  The Saints
Buzzbox  George's Ice Cream  Lyric Opera of Chicago  The Second City
Center on Halsted  Giordano Dance Chicago  M Henry  The Service Club of Chicago
CH Distillery & CH Vodka  Goodman Theater  Mayslake Peabody Estate  Timeline Theater Company
Chicago Dept of Cultural Affairs & Special Events  Grab Magazine  Mercury Theater  Two Brothers Artisan Brewing
Chicago History Museum  Halligan Foundation  Mrs. Murphy & Sons Irish Bistro  Uber
Chicago Opera Theater  Handsome Adam  Music of the Baroque  United Airlines
Chicago Public Library  Harris Theater  Music of the Baroque  Urban Athlete
Chicago Symphony Orchestra  Hilton Chicago  Music of the Baroque  Victory Gardens Theater
City Winery  Hubbard Street Dance  Music of the Baroque  Virgin Hotels Chicago
City Pastoral  Io Theater  Music of the Baroque  Westin Hotels & Resorts
Clair de lune  Jerry's Sandwiches  Music of the Baroque  Wide Bar Restaurant
2019-2020 Performance Calendar

August 9, 2019 – Horner Park Concert Series Performance, Chicago, IL

August 11, 2019 – Northalsted Market Days, Northalsted Business Alliance, Chicago, IL

September 13, 2019 – Family Matters Cabaret at Mayslake Peabody Estate, Oak Brook, IL

September 14, 2019 – Family Matters Cabaret at Center on Halsted, Chicago, IL

October 5, 2019 – AIDS Run/Walk Performance, AIDS Foundation of Chicago

November 2019 – Intercontinental Hotel Tree Lighting Ceremony, Chicago, IL

November 2019 – Chicago History Museum Caroling, Chicago, IL

November 2019 – Chicago LGBT Hall of Fame Induction Ceremony, Chicago, IL

November 29, 2019 – Wreathing of the Lions Ceremony, Art Institute of Chicago, Chicago, IL

December 5, 2019 – Illinois Third House Holiday Brunch, Hilton Chicago, Chicago, IL

December 6, 2019 – Holidisco holiday show at Athenaeum Theatre, Chicago, IL

December 7, 2019 – Holidisco holiday show at North Shore Center for the Performing Arts, Skokie, IL

December 8, 2019 – Holidisco holiday show at Beverly Arts Center, Chicago, IL

December 9, 2019 – Holiday Concert at The Service Club of Chicago, Chicago, IL

December 9, 2019 – Holiday Concert at Harold Washington Library, Chicago, IL

December 9, 2019 – Holiday Concert at Navy Pier, Chicago, IL

December 9, 2019 – Holiday Concert for the Costume Council – Chicago History Museum, Chicago, IL

February 22, 2020 – Lipstick & Lyrics at The Annoyance Theatre, Chicago, IL

February 28, 2020 – Lipstick & Lyrics at The Annoyance Theatre, Chicago, IL

February 29, 2020 – Lipstick & Lyrics at The Annoyance Theatre, Chicago, IL

April 18, 2020 – Royals: Kings, Queen and Prince Spring Show at Lutheran Church of the Ascension, Northfield, IL

April 25, 2020 – Big Package Auction 2020 at Center on Halsted, Chicago, IL

May 15, 2020 – Royals: Kings, Queen and Prince at Athenaeum Theatre, Chicago, IL

May 16, 2020 – Royals: Kings, Queen and Prince at North Shore Center for the Performing Arts, Skokie, IL

May 17, 2020 – Royals: Kings, Queen and Prince at Beverly Arts Center, Chicago, IL

June 7, 2020 - CGMC Anniversary Party, Pinstripes, Chicago, IL

June 25, 2020 - Donor Appreciation Summer Garden Party at Center on Halsted, Chicago, IL

June 28, 2020 – Chicago Pride Parade, Chicago, IL

June 28, 2020 – Andersonville Midsommarfest, Andersonville, Chicago, IL

June 28, 2020 – United Airlines Reservations Division Pride Performance, Des Plaines, IL

June 28, 2020 – Chicago Pride Fest 2019, Northalsted Business Alliance, Chicago, IL

June 28, 2020 – PRIDE at Navy Pier, Chicago, IL

Questions? Please contact Rose Olea, rosoelea@cgmc.org or 773-236-2227
Organizations that support CGMC during the 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 (season sponsorship, event sponsorship, private performances, marketing/advertising, 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:

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td>GOLD benefits plus&lt;br&gt;Opportunity to conduct the Chicago Gay Men’s Chorus in concert on a director-designated song.</td>
</tr>
<tr>
<td>($50,000+)</td>
<td></td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>SILVER benefits plus&lt;br&gt;Complimentary appearance by Chicago Gay Men’s Chorus small ensemble or select soloists at a corporate function as negotiated</td>
</tr>
<tr>
<td>($30,000+)</td>
<td></td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>BRONZE benefits plus&lt;br&gt;Dinner for Four with Chicago Gay Men’s Chorus Artistic Director</td>
</tr>
<tr>
<td>($20,000+)</td>
<td></td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>Playbill advertisement increased to two pages</td>
</tr>
<tr>
<td>($10,000+)</td>
<td></td>
</tr>
</tbody>
</table>
SEASON SPONSORSHIPS

Sponsorships for main stage, cabaret, and smaller shows for one season (July – June). **Levels available from $2,500+ to $20,000+**

Season Benefits may include:

- Premium or season tickets to shows
- Playbill advertisements and inserts
- Logo placement on all marketing and advertising during the season
- Verbal recognition at performances

See table on page 10 for sponsorship levels.
EVENT SPONSORSHIPS

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

Season Benefits may include:

- Premium or season tickets to shows
- Playbill advertisements and inserts
- Logo placement on all marketing and advertising during the season
- Verbal recognition at performances

See table on page 10 for sponsorship levels available.
BIG PACKAGE AUCTION (BPA)

This fabulous event combines gourmet food and cocktails, a cabaret performance along with the Chorus, as well as an amazing silent and live auction, all to support the mission of CGMC!

Participating in the BIG PACKAGE AUCTION will provide your business with excellent marketing opportunities and exposure to our LGBTQ community and allies.

See table on page 10 for sponsorship levels available.
MARKETING/ADVERTISING OPPORTUNITIES

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS CARD</td>
<td>$75</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$150</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$300</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$500</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENS</td>
<td>$500</td>
</tr>
<tr>
<td>NOTEPADS</td>
<td>$500</td>
</tr>
<tr>
<td>T-SHIRTS</td>
<td>$1,000</td>
</tr>
<tr>
<td>BAGS</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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 public or private event. Please contact a CGMC representative for more information and to request an estimate.

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.
<table>
<thead>
<tr>
<th>Levels</th>
<th>Impresario</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$20,000+</td>
<td>$10,000+</td>
<td>$7,500+</td>
<td>$5,000+</td>
<td>$2,500+</td>
<td>$1,000+</td>
</tr>
<tr>
<td>Logo Placement</td>
<td>Website, all concert playbills, and all print advertising during the season</td>
<td>Website, all concert playbills, and all print advertising during the season</td>
<td>Website, all concert playbills, and all print advertising during the season</td>
<td>Website, all concert playbills, and all print advertising during the season</td>
<td>Website, all concert playbills, and all print advertising during the season</td>
<td>Event-related materials only (online and print)</td>
</tr>
<tr>
<td>Playbill Advertisement</td>
<td>Full page Color</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
<td>Quarter page</td>
<td>None</td>
</tr>
<tr>
<td>Playbill Insert</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Recognition</td>
<td>Verbal recognition as Presenting Sponsor at all shows</td>
<td>Verbal recognition as Underwriting Sponsor at all shows</td>
<td>Verbal recognition as sponsor at all shows</td>
<td>Verbal recognition as sponsor at all shows</td>
<td>Verbal recognition as sponsor at all shows</td>
<td>Verbal recognition as sponsor at event</td>
</tr>
<tr>
<td>Tickets</td>
<td>6 CGMC Season subscriptions</td>
<td>4 CGMC Season subscriptions</td>
<td>2 CGMC Season subscriptions</td>
<td>4 premium tickets to two concerts of your choice during the season</td>
<td>2 premium tickets to two concerts of your choice during the season</td>
<td>2 tickets to sponsored event</td>
</tr>
</tbody>
</table>

Sponsorship packages can be customized.

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2 Black and white advertisement unless otherwise indicated.

3 Black and white only. Color inserts must be provided by sponsor.
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, EPS or AI format.

7. CGMC is not responsible for lost or stolen items at or around the entire area during events or activities.