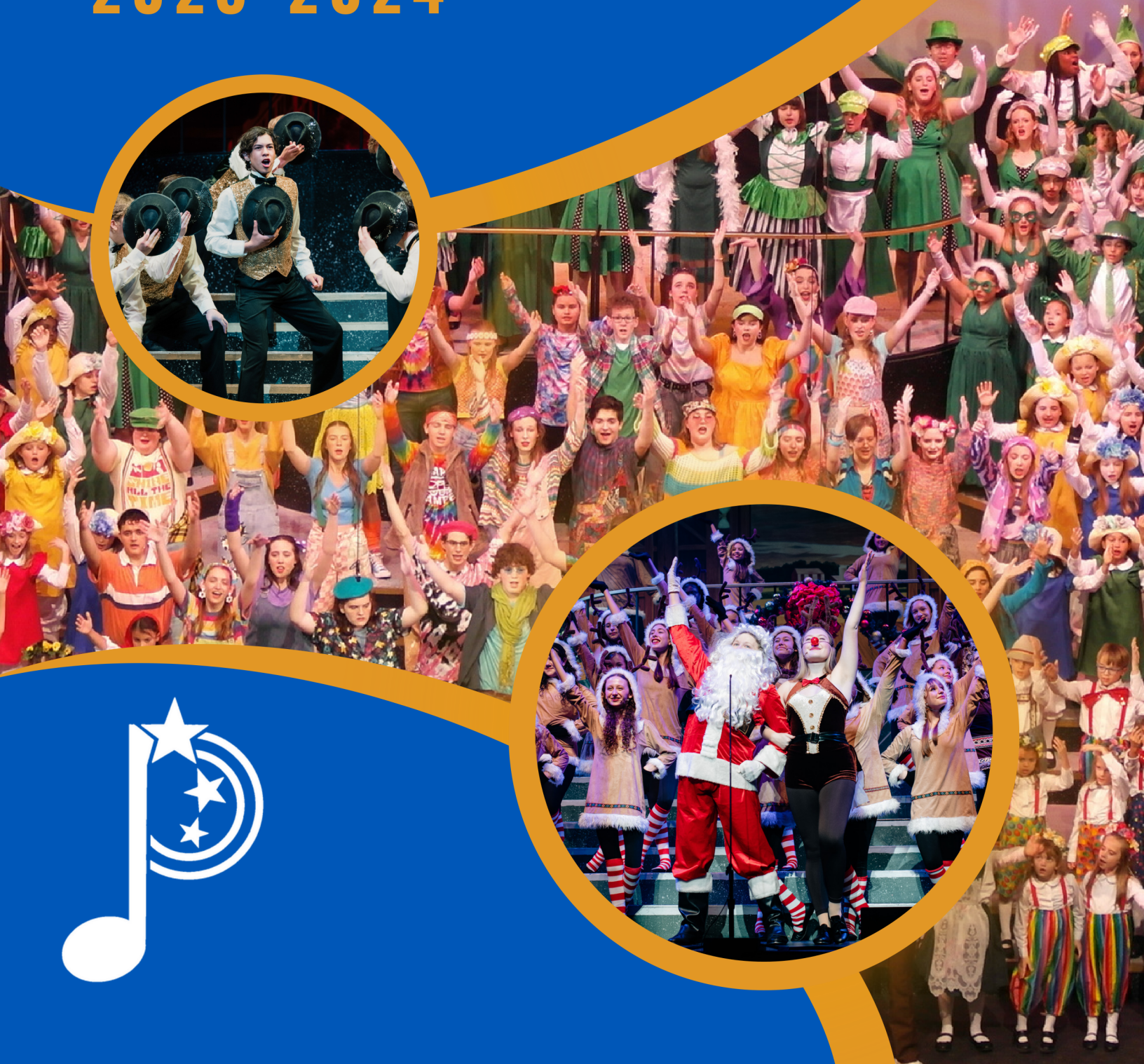


PENSACOLA CHILDREN'S CHORUS
SPONSORSHIP
PACKET
2023-2024





There is no greater time than this to invest in the Pensacola Children's Chorus. Why? Because during this, our 34th season, the doors of the Pensacola Children's Chorus (PCC) are open wider than ever before! Perhaps this year more than ever before, the opportunities for the young people of Northwest Florida to experience the transformational power of music are greater than ever before—and I hope you'll be a part of this enduring legacy.

The PCC legacy is long, and its impact is even deeper... and we have the proof! Time and time again, family members give credit to the Chorus for helping their child discover their potential, make lasting friendships, and grow their confidence. In fact, an overwhelming **98% of caregivers agree that PCC has helped their child grow.** Consider this recent testimony from a parent of a first-year member:

This program has changed my son's life in the last six months. He has gone from a sad kid without many friends to one who comes home and says things like, "I've found kids like me!" and "I feel so happy doing something I love!" You have put a light in my son's eyes that I haven't seen in a while.

In this, it's clear that the impact of the Pensacola Children's Chorus is deeply profound. And it's not just the parents—**94% of singers agree that the Chorus is the place where they belong.**

*By being a part of PCC, I've learned so much about myself and about life, and I feel really prepared for my future. PCC has helped me discover the **best version of myself.***

We know that what is happening at the Pensacola Children's Chorus is transformational, and we believe that every eager child in Northwest Florida deserves the opportunity to be a part of this incredible organization. Many initiatives, partnerships, and programs combine to make this dream a reality:

- ▶ **Need-based scholarships.** Known as our "Triple-A Commitment," Affordable Accessible Arts lowered the cost of each of PCC's music education programs to a minimum of \$15 per month. The difference is filled by generous donors and sponsors (like you?) whose investment helps ensure that children of economic disadvantage have access to PCC's transformational learning opportunities.
- ▶ **Free access.** A partnership with the City of Pensacola helped establish a network of free choirs in community resource centers. This work is expanded alongside the Escambia Children's Trust which will provide free membership in PCC's resident choirs to 60 young people this year.
- ▶ **Increased marketing.** A revamped marketing strategy brought in record audiences last year. We are eager to expand our reach with the help of a new full-time marketing director. Combined, these resources (and the support of generous community partners) will help more broadly spread the impactful work of the Pensacola Children's Chorus to an even greater audience—nearly 25,000 this year!

Through all of this work, the Pensacola Children's Chorus at its core remains constant. Our music remains highly engaging, our performances dynamic, and our impact rich. All of these factors and more contribute to the success of our mission: to transform the lives of young people and enrich our community through music.

As I hope you'll agree, **there is no better time to invest in the Pensacola Children's Chorus.**

As a corporate, foundation, or private sponsor, your tax-deductible financial investment will make a profound and measurable impact on the youth and community of Northwest Florida. Thank you for your generous support!

With gratitude,

Alex M. Gartner
Artistic & Executive
Director





2023-2024

Corporate, Foundation & Private Sponsorship

About the Pensacola Children's Chorus

The Pensacola Children's Chorus (PCC) is a reputable, not-for-profit, well-established performing arts organization which primarily serves the youth of Northwest Florida and Southwest Alabama. Founded in 1990, PCC grew from a children's choir initiative of the Pensacola Symphony Orchestra. Now in its 34th season, PCC's flagship Resident Choir Program boasts 9 distinct choirs for singers in grades 1-12. Catering to 300 singers per year, these choirs present 25-30 public performances each season, notably within the Mainstage Performance Series. These include Hauntcert (a family-friendly Halloween concert); Christmas on the Coast (a Radio City Hall-type holiday spectacular); One World, Many Voices (a traditional choral concert emphasizing world music and the themes of hope, unity, and social justice); and Showtime (a Broadway-style performance featuring music from stage and screen).

These programs, along with many others throughout the community, support PCC's mission of transforming the lives of young people and enriching the community through the performing arts. PCC's unique curriculum leverages music education to impart social and emotional skills. Performances, programs, leadership and service opportunities support the organization's ultimate aim to mold the next generation of leaders.

Community Partners

PCC enjoys a network of musical and non-musical community partners. Community engagement, outreach, and impact support the organization's mission, and thus stand as major priorities each year. Established partners include Big Brothers Big Sisters, the Studer Family Children's Hospital at Sacred Heart, Arc Gateway, the Rally Foundation for Childhood Cancer Research, and Dixon School for the Arts & Sciences. We also operate regional and neighborhood choirs with the help of the Cities of Pensacola, Gulf Breeze, Century, and Atmore (AL).

Formalized partnerships exist with local educational leaders, including the Escambia County School District (ECSD) and the University of West Florida (UWF). In 2019, PCC was designated as a Kennedy Center (Washington, D.C.) Partner in Education, alongside ECSD and the Pensacola Opera. As a team, the partnership provides professional development workshops for local music teachers and supports the programmatic priorities set by the fine arts department of ECSD.

Collaborations are frequently shared among Pensacola's local arts organizations, especially the Pensacola Opera, Ballet Pensacola, Pensacola Little Theatre, and Pensacola Symphony Orchestra. These experiences include the presentation of masterworks, shared summer camp experiences, and the exchange of costumes and set pieces.

Mission Statement

The mission of the Pensacola Children's Chorus is to foster the personal and social growth of its singers and engage the community through inspirational musical experiences.

Fast Facts

► Leadership

- Combined, PCC's staff have been teaching in the performing arts for a collective for over 50 years.
- 100% of PCC's elected Board of Directors have C-level or executive-level leadership experience.
- PCC's board is advised by an appointed representative of the singer, family, and alumni populations.
- Both singers and family members have the opportunity to serve in volunteer leadership positions which contributes to a familial atmosphere among PCC's programs.
- Alex Gartner, the Artistic & Executive Director, is a well-respected leader in Pensacola and throughout the United States. Locally, he was named "Best Community Leader" by inWeekly and "Champion for the Arts" by the Escambia County School District. He also authored and published a book on the business principles of running choral organizations which has received worldwide distribution.

► Fiscal Stability

- Untouched during the COVID-19 pandemic, PCC maintains a reserve account of nearly \$400K.
- In 2016, an endowment was established. Interest is reinvested into the capital with a present value of \$375,000.
- To ensure all children can participate regardless of financial need, PCC maintains a reserve account totaling \$40,000 for tuition assistance.



2023-2024

Corporate, Foundation & Private Sponsorship

Areas for Sponsorship Designation

Sponsors have the opportunity to direct exactly what their investment will support:

▶ Programs & Productions

Funding for programs and productions will primarily support the **Mainstage Performance Series**, including *Hauntcert*; *Christmas on the Coast*; *One World, Many Voices*; and *Showtime*. Additionally, these dollars support the educational initiatives that are featured in these performances, notably the **Resident Choir Program**. Financial contributions help offset venue costs; the purchase of costumes, set pieces, and sheet music; and the creation of unique musical arrangements and choreography.

▶ Tuition Assistance & Scholarships

Funding for tuition assistance is designated toward providing aid to families whose financial situations impede their ability to afford a full-price PCC experience. Families who qualify are determined through an application process which evaluates their prior year's tax return. In each annual budget, the Board of Directors includes a **\$40,000** commitment in order to ensure that no child is ever unable to participate in PCC's programs due to financial need.

Sponsorship Benefits

Sponsors can expect the following benefits, which correspond to the level of financial investment:

- ▶ Customized advertisement in Mainstage Performance Series playbills
 - Approx. 5,000 printed per season
 - Print and digital reach of 25,000 per season
- ▶ Logo recognition in marketing materials (reaching over 25,000 individuals in Northwest Florida during the 2022-2023 season), including:
 - Television commercials
 - Targeted digital advertisements
 - Radio spots
 - Posters
 - Social media graphics
 - Organizational website
 - Production-related print marketing materials (e.g. playbills, banners, lobby displays)
- ▶ Verbal recognition (with projected logo and customized script) at Christmas on the Coast and Showtime by a PCC member of choice (average audience is 7,000 per season)
- ▶ Complimentary VIP tickets to each Mainstage Performance, including *Hauntcert*; *Christmas on the Coast*; *One World, Many Voices*; and *Showtime*
- ▶ Invitation to VIP sponsor appreciation events and Guided Backstage Tours

At the maximum sponsorship level, an investor could expect to reach **29,000 individuals** through verbal, print, and digital advertising.



2023-2024

Corporate, Foundation & Private Sponsorship

Sponsorship Levels At-A-Glance



If you wish to support the Pensacola Children's Chorus by becoming the 34th Season Presenting Sponsor, please contact Alex Gartner, Executive Director, at agartner@pensacolasings.org or 850-434-7760

Presenting
\$25,000+

Performing

\$10,000-24,999

- On stage verbal recognition by PCC singer
- Logo recognition in select televised advertising, lobby displays and in front cover of playbill
- Logo recognition on PCC website
- Full page advertisement in playbill
- (12) VIP tickets to Mainstage Performances
- 25% discount on additional Season Subscriptions
- Invitation to sponsor appreciation events
- (4) tickets to *Italiano*, PCC's tuition assistance fundraising event
- Performance preview and private backstage tour



Harmonic

\$5,000-7,499

- On stage verbal recognition by PCC singer
- Logo recognition in lobby displays and in front cover of playbill
- Logo recognition on PCC website
- 1/2 page advertisement in playbill
- (6) VIP tickets to Mainstage Performances
- 25% discount on additional Season Subscriptions
- Invitation to sponsor appreciation events & Guided Backstage Tour



Lyrical

\$1,000-2,499

- Name recognition on lobby display and in front cover of playbill
- Logo recognition on PCC website
- (2) VIP tickets to Mainstage Performances
- 25% discount on additional Season Subscriptions
- Invitation to sponsor appreciation events & Guided Backstage Tour



Composing
\$7,500-9,999

- On stage verbal recognition by PCC singer
- Logo recognition on lobby displays and in front cover of playbill
- Logo recognition on PCC website
- 1/2 page advertisement in playbill
- (8) VIP tickets to Mainstage Performances
- 25% discount on additional Season Subscriptions
- Invitation to sponsor appreciation events & Guided Backstage Tour
- (2) tickets to *Italiano*, PCC's tuition assistance fundraising event

Melodic
\$2,500-4,999

- On stage verbal recognition by PCC singer
- Name recognition on lobby display and in front cover of playbill
- Logo recognition on PCC website
- 1/4 page advertisement in playbill
- (4) VIP tickets to Mainstage Performances
- 25% discount on additional Season Subscriptions
- Invitation to sponsor appreciation events & Guided Backstage Tour



2023-2024

Corporate, Foundation & Private Sponsorship

PERFORMING SPONSOR

\$10,000-24,999

➤ Marketing

- **Full page advertisement and logo recognition as a sponsor in playbills** for Mainstage Production Series (approx. 8,000 distributed each season);
- Logo recognition on select **produced media spots** (current on-air media partners include WEAR, Cat Country 98.7, and NewsRadio 92.3);
- Logo recognition on select **print and digital marketing materials**, including print advertisements, posters, and press releases (current print partners include Pensacola Magazine, Downtown Crowd, VIP Pensacola, inWeekly, and Greater Pensacola Parents, as well as trade agreements with Pensacola's leading arts organization)
- **Logo/verbal recognition on stage** at *Christmas on the Coast* and *Showtime* by a PCC singer of choice (average seasonal audience is over 10,000);
- Logo placement on PCC's website (avg. of 3,000 impressions per month), and;
- Logo recognition as Performing Sponsor in venue lobby prior to each Mainstage Performance.

➤ Amenities

- (12) tickets to performances of *Hauntcert* (October 28, 2023), *Christmas on the Coast* (December 8-10, 2023) and *Showtime* (May 10-12, 2024) presented at the Saenger Theatre, with preferential seating determined in advance of other ticketholders;
- (12) VIP tickets (festival seating) to *One World, Many Voices* (March 3, 2024) presented at First Baptist Church Pensacola;
- **25% discount** on each additional Season Subscription
- Invitation to **sponsor appreciation events**;
- (4) tickets to *Italiano*, PCC's annual dueling piano fundraiser benefitting the tuition assistance program;
- Invitation to **exclusive dress rehearsal** for *Christmas on the Coast* and *Showtime*, and;
- Private **backstage tour** led by Artistic & Executive Director prior to a performance of *Christmas on the Coast* and *Showtime*.

COMPOSING SPONSOR

\$7,5000-9,999

➤ Marketing

- **1/2 page advertisement and logo recognition as a sponsor in playbills** for Mainstage Production Series (approx. 8,000 distributed each season);
- Logo recognition on select **print and digital marketing materials**, including print advertisements, posters, and press releases (current print partners include Pensacola Magazine, Downtown Crowd, VIP Pensacola, inWeekly, and Greater Pensacola Parents, as well as trade agreements with Pensacola's leading arts organization)
- **Logo/verbal recognition on stage** at *Christmas on the Coast* and *Showtime* by a PCC singer of choice (average seasonal audience is over 10,000);
- Logo placement on PCC's website (avg. of 3,000 impressions per month), and;
- Logo recognition as Composing Sponsor in venue lobby prior to each Mainstage Performance.

➤ Amenities

- (8) tickets to performances of *Hauntcert* (October 28, 2023), *Christmas on the Coast* (December 8-10, 2023) and *Showtime* (May 10-12, 2024) presented at the Saenger Theatre, with preferential seating determined in advance of other ticketholders;
- (8) VIP tickets (festival seating) to *One World, Many Voices* (March 3, 2024) presented at First Baptist Church Pensacola;
- **25% discount** on each additional Season Subscription
- Invitation to **sponsor appreciation events**;
- (2) tickets to *Italiano*, PCC's annual dueling piano fundraiser benefitting the tuition assistance program;
- Private **backstage tour** led by Artistic & Executive Director prior to a performance of *Christmas on the Coast* and *Showtime*.



2023-2024

Corporate, Foundation & Private Sponsorship

HARMONIC SPONSOR

\$5,000-7,999

➤ Marketing

- **1/2 page advertisement and logo recognition as a sponsor in playbills** for Mainstage Production Series (approx. 8,000 distributed each season);
- **Logo/verbal recognition on stage** at *Christmas on the Coast* and *Showtime* by a PCC singer of choice (average seasonal audience is over 10,000);
- Logo placement on PCC's website (avg. of 3,000 impressions per month), and;
- Name recognition as Harmonic Sponsor in venue lobby prior to each Mainstage Performance.

➤ Amenities

- (6) tickets to performances of *Hauntcert* (October 28, 2023), *Christmas on the Coast* (December 8-10, 2023) and *Showtime* (May 10-12, 2024) presented at the Saenger Theatre, with preferential seating determined in advance of other ticketholders;
- (6) VIP tickets (festival seating) to *One World, Many Voices* (March 3, 2024) presented at First Baptist Church Pensacola;
- 25% discount on each additional Season Subscription
- Invitation to **sponsor appreciation events**;
- Guided **backstage tour** prior to a performance of *Christmas on the Coast* and *Showtime*.

MELODIC SPONSOR

\$2,500-4,999

➤ Marketing

- **1/4 page advertisement and name recognition as a sponsor in playbills** for Mainstage Production Series (approx. 8,000 distributed each season);
- **Logo/verbal recognition on stage** at *Christmas on the Coast* and *Showtime* by a PCC singer of choice (average seasonal audience is over 10,000);
- Logo placement on PCC's website (avg. of 3,000 impressions per month), and;
- Name recognition as Melodic Sponsor in venue lobby prior to each Mainstage Performance.

➤ Amenities

- (4) tickets to performances of *Hauntcert* (October 28, 2023), *Christmas on the Coast* (December 8-10, 2023) and *Showtime* (May 10-12, 2024) presented at the Saenger Theatre, with preferential seating determined in advance of other ticketholders;
- (4) VIP tickets (festival seating) to *One World, Many Voices* (March 3, 2024) presented at First Baptist Church Pensacola;
- 25% discount on each additional Season Subscription
- Invitation to **sponsor appreciation events**;
- Guided **backstage tour** prior to a performance of *Christmas on the Coast* and *Showtime*.

LYRICAL SPONSOR

\$1,000-2,499

➤ Marketing

- **Name recognition in playbills** for Mainstage Production Series (approx. 8,000 distributed each season);
- Logo placement on PCC's website (avg. of 3,000 impressions per month), and;
- Name recognition as Lyrical Sponsor in venue lobby prior to each Mainstage Performance.

➤ Amenities

- (2) tickets to performances of *Hauntcert* (October 28, 2023), *Christmas on the Coast* (December 8-10, 2023) and *Showtime* (May 10-12, 2024) presented at the Saenger Theatre, with preferential seating determined in advance of other ticketholders;
- (2) VIP tickets (festival seating) to *One World, Many Voices* (March 3, 2024) presented at First Baptist Church Pensacola;
- 25% discount on each additional Season Subscription
- Invitation to **sponsor appreciation events**;
- Guided **backstage tour** prior to a performance of *Christmas on the Coast* and *Showtime*.



2023-2024

Corporate, Foundation & Private Sponsorship SPONSORSHIP COMMITMENT

Sponsorship Level

- Presenting (\$25,000+)
- Performing (\$10,000-\$24,999)
- Composing (\$7,500-\$9,999)
- Harmonic (\$5,000-\$7,499)
- Melodic (\$2,500-\$4,999)
- Lyrical (\$1,000-\$2,499)

Designation

- Greatest Need/General
- Programs/Productions
- Tuition Assistance

Type

- Cash only
- Combination of cash/in-kind

Total Financial Pledge

\$ _____

Sponsor Name (as it will be printed for recognition): _____

Primary Contact: _____ **Title:** _____

Contact E-mail Address: _____

Phone Number: _____ **Singer Connection** (if applicable): _____

Mailing Address: _____

Name of Sponsoring Individual (if different than Primary Contact): _____

Sponsor Tickets are Tier 1/VIP level tickets (see breakdown below) **for Mainstage Performances.**

Would you like to upgrade your sponsor tickets to Premium Tier (~~\$38~~ \$28/ticket)? **yes** **no**

Please charge me for _____ additional Season Subscription(s) at 25% Discount

- Premium Tickets (Orchestra (ORCH) Rows A-K; Balcony (BALC) Rows A-D; ~~\$173~~ \$130/seat)
- Tier 1 Tickets (Orchestra (ORCH) Rows D-U; Balcony (BALC) Rows B-H; ~~\$135~~ \$101/seat)
- Tier 2 Tickets (Orchestra (ORCH) Rows L-Z; Balcony (BALC) Rows J-K; ~~\$110~~ \$82/seat)
- Tier 3 Tickets (Orchestra (ORCH) Rows L-CC; Balcony (BALC) Rows J-M; ~~\$92~~ \$69/seat)
- Tier 4 Tickets (Orchestra (ORCH) Rows AA-CC; Balcony (BALC) Rows L-M; ~~\$66~~ \$49/seat)

Each seat/ticket includes **ONE (1)** ticket* to each of the following Mainstage Performances: *Christmas on the Coast* (Dec 8-10, 2023), *One World, Many Voices* (March 3, 2024) & *Showtime* (May 10-12, 2024) *No discount or price change is applicable if you do not wish to attend all three performances.*

Include add-on of _____ Hauntcert Ticket(s) with my additional Season Subscription(s)

- 3:30pm show (VIP ~~\$35~~ \$26/seat) 3:30pm show (General Admission ~~\$15~~ \$11/seat)
- 6:30pm show (VIP ~~\$35~~ \$26/seat) 6:30pm show (General Admission ~~\$15~~ \$11/seat)

Method of Payment

- Electronic Invoice (ACH or CC payments, no fees)
- Check (made Payable to "Pensacola Children's Chorus") Check # _____ Date: _____
- Credit Card (3.49% handling fee applies)

Card #: _____ Exp: ____/____/____ CVV: _____ Zip Code: _____

- Charge my card today for the full amount
- Charge my card in 2 payments

Payment #1 on: ____/____/____ for \$ _____

Payment #2 on: ____/____/____ for \$ _____

Authorized Signature: _____

Sponsorship payments must be received in full prior to May 1, 2024.

46 E. Chase Street | Pensacola, FL 32502 | agartner@pensacolasings.org