

Kalamazoo Children's Chorus

2016-17 Season Program Advertising Contract

The Kalamazoo Children's Chorus is a 501 (c) (3) non-profit community organization that was formed in 1980. The Chorus is open by audition to children from third grade through high school and is comprised of 150 - 200 singers in five choirs that correspond to the children's vocal development. For over 36-years, the KCC has provided children with an opportunity to learn and perform a diverse repertoire of choral music and develop proper vocal and choral techniques in an atmosphere of artistic excellence, and by so doing, enrich the artistic life of our community.

You can support the Kalamazoo Children's Chorus, and the cultural community of the Kalamazoo County area, by advertising in our 2016-2017 Season Program featuring Holiday Concert series (Sunday, December 4, 2016 and Sunday, December 11, 2016) and Spring Concert series (Sunday, March 26, 2017 and Sunday, April 23, 2017). With an audience of 2,000, the program measures 8.5" x 5.5".

And if that's not enough of reason to advertise with KCC, consider this: half of your advertising dollars will be applied to a young chorister's tuition! Just put the child's name and their choir in the space provided, and we will handle the rest. Don't know a member of the choir? Then half of your ad dollars will go directly to the KCC scholarship fund – helping every child to sing with KCC!

SAME AD OR NEW AD? *(Please check the option that applies)*

- Please use the same ad, same size as last year.
- We will provide a new ad with camera-ready artwork. *(Please indicate size below)*
- KCC should design a new ad for an additional fee of \$50. *(Please indicate size below)*

SIZE OF AD? *(Please check size)*

- ¼ page color ad (business card) **\$125**
- ½ page color ad **\$225**
- Full Page inside color ad **\$350**

Please fill out the information below and send with check to:

Kalamazoo Children's Chorus
P.O. Box 50414
Kalamazoo, MI 49005
(269) 547-7183

E-Mail Art & Logo by **Nov. 15** (.pdf format) to: leona@kalamazoochildrenschorus.org

KCC Member's Name & Choir *(if applicable)* _____

- Please apply my ad dollars to scholarship or where there is the greatest need.

Name of Advertiser _____

Address _____

Phone _____

Contact Name _____

Size of Ad _____

Check No. _____

UNDERWRITING OPPORTUNITIES

SEASON UNDERWRITER | \$3400

LIMITED TO 1 SPONSOR

Underwriting the concert season is a rewarding way to ensure the future of KCC, its choirs and programs by providing general support for all KCC activities. **You will receive 10 complimentary tickets to each performance along with a full color ad in our season program. In addition, your logo will be displayed on the program cover, season t-shirts, and on the KCC website and on all promotional materials.**

INDIVIDUAL CONCERT UNDERWRITER | \$1200

Which concert is your favorite? Become the primary sponsor of the Holiday Concert, Spring Concert or Cabaret for \$1200 and receive **4 complimentary tickets to the performance and a half page color ad in our season program.** Your donation of \$1200 will help cover all the costs associated with the production, from hall rental fees to props and music.

SPECIAL EVENTS PRODUCER | \$800

For \$800 you can sponsor one of two Eastside Concerts. **You will receive a full page color ad along with special recognition in our season program and a reception with the choir after the concert.** Your donation supports KCC's free neighborhood choir for underserved children living on the east side of Kalamazoo.

TRAVEL UNDERWRITER | \$500

Give more children an opportunity to see the world with a donation of \$500 or more to help defer the costs of bus travel, tour t-shirts and other expenses associated with national and international tours. We'll thank you with a personal **invitation to attend a rehearsal along with special recognition at the farewell concert and a quarter page ad in our season program.**

CHOIR UNDERWRITER | \$300

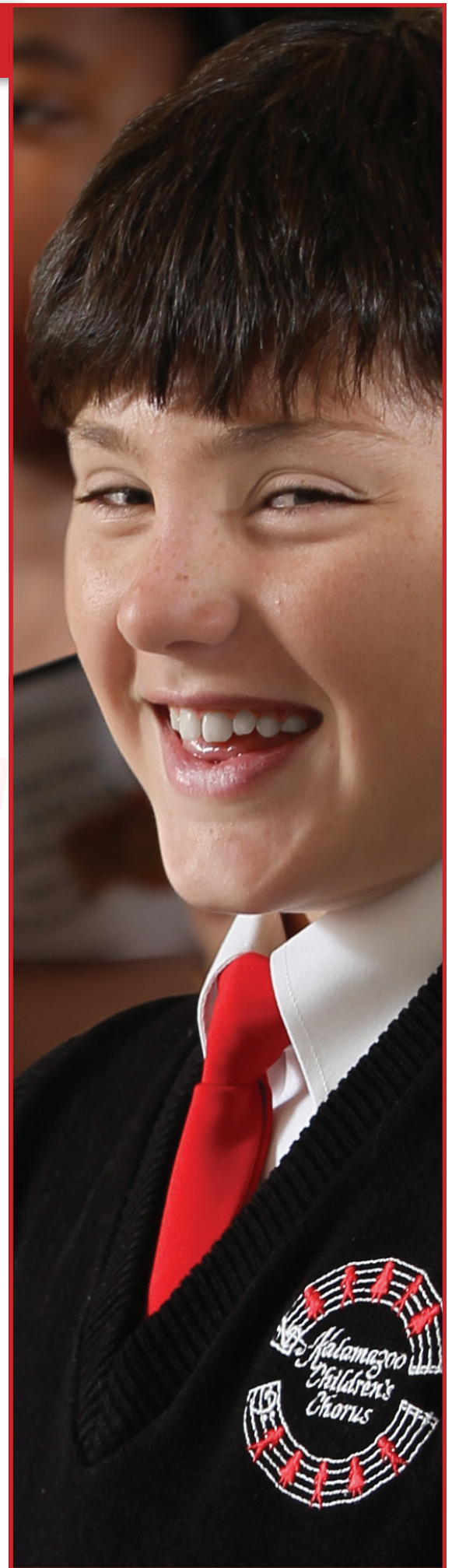
You can help underwrite the cost of our talented artistic team and their individual choirs. Underwriting opportunities begin at \$300 per choir. You'll receive **two complimentary tickets to a concert, a pizza party with your choir, a quarter page ad and special recognition in our season program.**

SCHOLARSHIP UNDERWRITER | \$100+

Give a child a voice in the choir with a donation of \$100 or more. Receive **two complimentary tickets, special thanks in our season program** and enjoy the concert even more knowing you provided tuition assistance to deserving young singers (Tuition: \$395-\$445 per season).

MUSIC LIBRARY UNDERWRITER | \$100+

A donation of \$100 or more to our music library will help defray music and licensing fees which run about \$5,000 annually. Reap the benefits of your contribution with **two complimentary tickets and special thanks in our season program.**





UNDERWRITING OPPORTUNITIES

BUSINESS NAME _____

CHECK NUMBER _____

SPONSOR TYPE		DATES	PRICE
<input type="radio"/>	SEASON UNDERWRITER	ONE FULL CONCERT SEASON	\$3,400
<input type="radio"/>	HOLIDAY CONCERT UNDERWRITER	DECEMBER	\$1,200
<input type="radio"/>	CABARET	FEBRUARY	\$1,200
<input type="radio"/>	SPRING CONCERT UNDERWRITER	APRIL	\$1,200
<input type="radio"/>	SPECIAL EVENTS PRODUCER	VARIOUS DATES	\$800
<input type="radio"/>	TRAVEL UNDERWRITER	SEPTEMBER – APRIL	\$500
<input type="radio"/>	CHOIR UNDERWRITER	SEPTEMBER – APRIL	\$300
<input type="radio"/>	SCHOLARSHIP UNDERWRITER	SEPTEMBER – APRIL	\$100+
<input type="radio"/>	MUSIC LIBRARY UNDERWRITER	SEPTEMBER – APRIL	\$100+

PROGRAM ADVERTISING OPPORTUNITIES

AD TYPE	AD SIZE	COLOR	PRICE
<input type="radio"/> BACK COVER, FULL BLEED	5.5"W X 8.5"H	COLOR	\$600
<input type="radio"/> INSIDE FRONT COVER, FULL BLEED	5.5"W X 8.5"H	COLOR	\$500
<input type="radio"/> INSIDE BACK COVER, FULL BLEED	5.5"W X 8.5"H	COLOR	\$400
<input type="radio"/> FULL PAGE AD	5"W X 7.875"H	COLOR	\$350
<input type="radio"/> HALF PAGE AD	5"W X 3.9062"H	COLOR	\$225
<input type="radio"/> HALF PAGE AD	5"W X 3.9062"H	B&W	\$175
<input type="radio"/> QUARTER PAGE AD	2.4687"W X 3.9062"H	COLOR	\$125
<input type="radio"/> QUARTER PAGE AD	2.4687"W X 3.9062"H	B&W	\$100

Send checks made payable to KCC to the Kalamazoo Children's Chorus, PO BOX 50414, Kalamazoo, MI 49005
 Questions? Call Leona at 269-547-7183 or email at leona@kalamazoochildrenschorus.org. Thank you!

Program Ad Submission Guidelines

- Preferred File Format - .pdf, .ai, .eps, .tif
- Acceptable File Format - .psd, .jpg, .jpeg
- Image resolution should be 300 DPI or greater
- All ads should be submitted in grayscale

Finished program size is 5.5"W x 8.5"H.

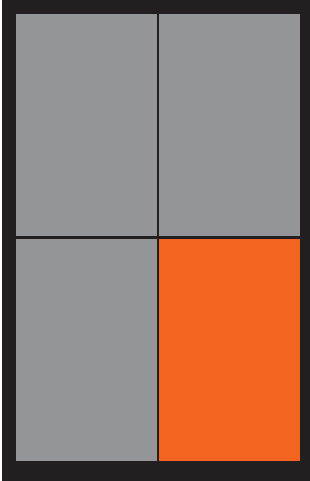
In order to maintain a small gap between ads, please submit your ad in the proper dimensions as listed below.

The dimensions provided are maximum dimensions.

If your ad is supplied in a size other than specified dimensions, your ad will be adjusted to best fit the space which may result in a scaling down of your artwork.

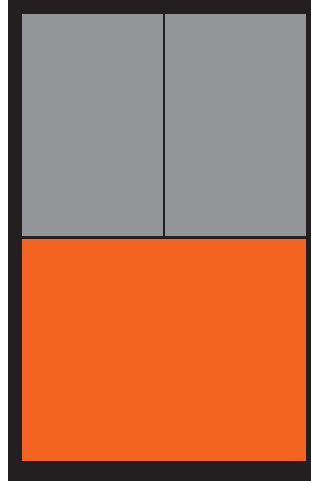
QUARTER PAGE

2.4687"W x 3.9062"H



HALF PAGE

5"W x 3.9062"H



FULL PAGE

5"W x 7.875"H

