

TRI-CITY CHILDREN'S CHORUS

# SPONSORSHIP PACKET

2023-2024





There is no question that beyond its fun and entertaining elements, music has the power to bring people together in ways that are very unique and enriching. **The Tri-City Children's Choir** (TCCC) not only believes in this, but also capitalizes on the transformational power of music to create meaningful experiences to the children in the Tri-City area. TCCC is dedicated to building a legacy built on **accessibility, character building and community impact**—and we hope that you take part in supporting and building this legacy.

Choral singing is laden with opportunities for immense personal and social growth. By studying music, participating in rehearsals, and sharing performances with the community, singers learn invaluable lessons in responsibility, teamwork, accountability, empathy, and confidence. In this, TCCC not only strives to inspire talented young musicians, but to mold them into assured individuals and powerful **contributors to their community**.

TCCC is fortunate to have passionate advocates in the Tri-City region; however, the community's support is what allows us to offset TCCC's operational expenses and prepare for a prosperous future. Additionally, we are committed to ensuring that TCCC is **accessible to all interested youth**, regardless of their family's discretionary income. As such, your investment also contributes to our **needs-based scholarships**. Know as our "Triple-A Commitment," Affordable Accessible Arts allows us to lower the cost of our program to a minimum of \$15 per month for families

Your financial support is crucial to ensure that the Tri-City youth have access to a transformative music education. In the following pages, you'll learn how you can become a philanthropic partner of TCCC. Any charitable contribution is tax deductible.

To be clear, the Tri-City Children's Choir is an initiative of the Pensacola Children's Chorus; however, **your contribution will specifically support TCCC initiatives**. Simply put, 100% of the money you invest in TCCC will directly benefit TCCC!

I used the word invest because we understand that every contribution toward our charitable cause is an investment. Our shareholders are you, the members of the community in which we serve. I invite you to join us as an investor in the Tri-City Children's Choir. Together, we will continue to build a vibrant choral program that will undoubtedly become a source of community pride. Moreover, it will make a lasting impact on the young people of the Tri-City area.

Thank you for your consideration!

With gratitude,

Alex M. Gartner  
Artistic & Executive Director





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# Corporate, Foundation & Private Sponsorship

## **About the Tri-City Children's Choir**

The Tri-City Children's Choir (TCCC) was formed in January 2022 with a vision to provide a transformative experience with music and choral singing for the youth who reside in Century, Jay, Flomaton, and the surrounding communities in the Escambia Counties of Florida and Alabama. TCCC is a regional program of the Pensacola Children's Chorus and it is led by Holley Driver, a respected Century-based music educator. Her vision is supported by the City of Century, Alex Gartner, Artistic & Executive Director of the Pensacola Children's Chorus and their Director of Community Programs, Miguel Aldahondo.

## **About the Pensacola Children's Chorus**

The Pensacola Children's Chorus (PCC) is a multi-program, not for profit, organization that serves Northwest Florida and Southwest Alabama. PCC is committed to being a regional leader in music education by removing any access barriers to high quality music education. TCCC enables PCC to more fully realize its vision of a community that is transformed through music. This program, along with many others throughout the region, support PCC's mission of impacting the lives of young people and enriching our communities through the performing arts. PCC's unique curriculum leverages music education, performances, programs, leadership and service opportunities thus supporting the organization's ultimate aim to mold the next generation of leaders.

## **Mission Statement**

The mission of the Tri-City Children's Choir is to foster the personal and social growth of its members and engage the community through inspirational musical experiences.

### **► Leadership**

- Ms. Driver has been teaching for over 15 years, including with the Escambia County (FL) School District. She holds advanced degrees from the University of West Florida and is a National Board Certified Teacher.
- Combined, PCC's staff have been teaching in the performing arts for a collective 60+ years.
- 100% of PCC's Board of Directors have C-level or executive-level leadership experience.

### **► Fiscal Stability**

- PCC maintains a reserve account of nearly \$320,000 to ensure programs can continue uninterrupted during challenging times.
- In 2016, an endowment was established. Interest is reinvested into the capital with a present value of \$400,000.
- To ensure all children can participate regardless of financial need or fluctuating economic circumstances, PCC maintains a reserve account totaling \$40,000 for tuition assistance.



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# Corporate, Foundation & Private Sponsorship

## Areas for Philanthropic Support

As an individual, foundation representative, or business owner, you are able to direct exactly what your investment will support:

### ▶ Programs & Performances

Funding for programs and performances (otherwise called “greatest need”) will support the day-to-day operations of the Tri-City Children’s Choir. Contributions with designation will offset material costs, equipment rental, sheet music, and uniforms. They also will help provide high quality musical instruction and professional services.

### ▶ Tuition Assistance & Scholarships

TCCC is a tuition-based program. Funding that is designated for tuition assistance provides direct support to families whose financial situations impede their ability to afford a full-price TCCC experience. Families are able to name what they are able to pay for weekly instruction. In turn, donations toward tuition assistance will make up the remainder of the participation cost. Each year, PCC pledges to raise \$40,000 in tuition assistance funds in order to ensure that no child is ever unable to participate due to financial need.

## Donor or Sponsor: What’s the Difference?

You are able to designate your financial contribution as either a donation or a sponsorship. As a sponsor, you will receive certain marketing benefits in addition to being recognized in TCCC’s concert programs. A breakdown of the sponsorship levels can be found in the following pages.

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

▶ Customized advertisement in TCCC concert playbills (expected 500 printed per season)

▶ Logo recognition in marketing materials including:

- Print advertising
- Digital advertising
- Posters
- Social media graphics
- Organizational website
- Production-related print marketing materials (e.g. concert programs, banners, lobby displays)
- Recognition in PCC Mainstage Performance Series playbill (approx. 8,000 printed annually reaching an audience of 25,000)
- Complimentary VIP seating at each TCCC performance



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# Corporate, Foundation & Private Sponsorship

## Sponsorship Levels At-A-Glance



If you wish to support the Pensacola Children's Chorus by becoming our Presenting Sponsor, please contact Christy Rogers, Director of Advancement at [crogers@pensacolasings.org](mailto:crogers@pensacolasings.org) or 850-434-7760

**Presenting**  
\$5,000+

**Performing**  
\$2,500-\$4,999

- Verbal recognition from TCCC concert stage prior to each performance
- Logo recognition in concert program
- Logo recognition on TCCC website
- Logo recognition in PCC playbills
- 1/2-page advertisement in concert program
- 8 VIP tickets to TCCC performances



- Logo recognition in concert program
- Logo recognition on TCCC website
- Logo recognition in PCC playbills
- 1/4-page advertisement in concert program
- 6 VIP tickets to TCCC performances

**Composing**  
\$1,000-\$2,499

**Harmonic**  
\$500-\$999

- Name recognition in concert program
- Logo recognition on TCCC website
- Name recognition in PCC playbills
- 1/8-page advertisement in concert program
- 4 VIP tickets to TCCC performances



- Name recognition in concert program
- Logo recognition on TCCC website
- Name recognition in PCC playbills
- 2 VIP tickets to TCCC performances

**Melodic**  
\$250-\$499

**Lyrical**  
\$100-\$249

- Name recognition in concert program
- Logo recognition on TCCC website
- Invitation to sponsor appreciation events







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# Corporate, Foundation & Private Sponsorship

## PRESENTING SPONSOR

\$5,000 +

### ▶ Marketing

- Full page advertisement in TCCC concert programs (expected 500 distributed each season);
- Verbal (“presented by”) recognition on stage prior to each performance;
- “Presented by” recognition on all print media (expected to be Tri-City Ledger, Atmore Advance, Brewton Standard);
- Logo recognition on all print and digital marketing materials, including print advertisements, posters, and press releases (expected to be NorthEscambia.com, Atmore Advance, Brewton Standard, Tri-City Ledger);
- Logo recognition in TCCC concert programs;
- Logo recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on TCCC’s website.

### ▶ Amenities

- 10 VIP tickets to all TCCC ticketed performances (performance expected Dec 2022);
- Invitation to sponsor appreciation events.
- Special appreciation dinner for 4 with senior leaders of TCCC and PCC.

## PERFORMING SPONSOR

\$2,500-\$4,999

### ▶ Marketing

- Half page advertisement in TCCC concert programs (expected 500 distributed each season);
- Verbal recognition on stage prior to each performance;
- Logo recognition on all print and digital marketing materials, including print advertisements, posters, and press releases (expected to be NorthEscambia.com, Atmore Advance, Brewton Standard, Tri-City Ledger);
- Logo recognition in TCCC concert programs;
- Logo recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on TCCC’s website.

### ▶ Amenities

- 8 VIP tickets to all TCCC ticketed performances (performance expected Dec 2022);
- Invitation to sponsor appreciation events.



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# Corporate, Foundation & Private Sponsorship

## COMPOSING SPONSOR

\$1,000-\$2,499

### ▶ Marketing

- Quarter page advertisement in TCCC concert programs (expected 500 distributed each season);
- Verbal recognition on stage prior to each performance;
- Logo recognition in TCCC concert programs;
- Logo recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on TCCC's website.

### ▶ Amenities

- 6 VIP tickets to all TCCC ticketed performances (performance expected Dec 2023);
- Invitation to sponsor appreciation events.

## HARMONIC SPONSOR

\$500-\$999

### ▶ Marketing

- Eighth page advertisement in TCCC concert programs (expected 500 distributed each season);
- Logo recognition in TCCC concert programs;
- Name recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on TCCC's website.

### Amenities

- 4 VIP tickets to all TCCC ticketed performances ( performance expected Dec 2022), and;
- Invitation to sponsor recognition events.

## MELODIC SPONSOR

\$250-\$499

### ▶ Marketing

- Name recognition in TCCC concert programs;
- Name recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on TCCC's website.

### ▶ Amenities

- 2 VIP tickets to all TCCC ticketed performances (performance expected Dec 2022), and;
- Invitation to sponsor recognition events.

## LYRICAL SPONSOR

\$100-\$249

### ▶ Marketing

- Name recognition in TCCC concert programs, and;
- Logo placement and website link on TCCC's website.

### ▶ Amenities

- Invitation to sponsor recognition events.



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# Corporate, Foundation & Private Sponsorship SPONSORSHIP COMMITMENT

### Sponsorship Level

- Presenting (\$5,000+)
- Performing (\$2,500-\$4,999)
- Composing (\$1,000-\$2,499)
- Harmonic (\$500-\$999)
- Melodic (\$250-\$499)
- Lyrical (\$100-\$249)

### 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): \_\_\_\_\_

### 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 | crogers@pensacolasings.org