



September 2011

Our 2011- 2012 season is upon us and we are very excited about what we have in store with our director, Carrie Schellenberg Wilson. This season is entitled The Reason We Sing. Each of our three regular season concerts will feature a local charity to which a portion of our proceeds will be donated. This year's charity's are Villa Rosa, SEED, and in the spring we will be sponsoring the Point Douglas Gospel Choir. Our fundraiser in March will again be a big band dance featuring not only Ecco, but also East Side Jazz.

Your organization has been identified by our members as one that would be interested in supporting the local arts community. Many resources are required to produce a successful concert season, such as printed music, rehearsal space, musicians, etc. Ecco Chamber Choir provides an opportunity for singers to continue their love of choral music and present a performance that is unique. In turn, our performance provides an opportunity for choral enthusiasts to enjoy a quality choral performance. Performers and audiences alike contribute to the dynamic cultural scene in Winnipeg, and specifically the strong choral tradition in Manitoba. Ecco has a loyal audience of over 250 many of whom regularly purchase season tickets! Your contribution would ensure that we are able to continue this valuable form of artistic expression.

I am writing to tell you about three ways that you could support our endeavours.

The first is through corporate sponsorship. I have attached the breakdown of the levels of sponsorship as well as the benefits that accompany each level.

The second is through the purchase of ad space in our regular concert programs. A chart is attached outlining the costs and benefits associated with your purchase.

Our new option this year is a coupon/promotion opportunity. We have enclosed a description of this option in our package as well.

On behalf of Carrie and the entire choir, I want to thank you for your considering this request, and I look forward to hearing from you at your convenience. You can contact me at the phone or email addresses listed below.

Sincerely,

A handwritten signature in black ink, appearing to read "Joan Schmidt", is written over a set of horizontal lines that resemble musical staves. The signature is fluid and cursive.

Joan Schmidt
President, Ecco



Ecco Sponsorship Guide 2011 – 2012

All sponsors receive tax receipts for their generous donations

Corporate

Platinum \$1000 +

Receive 4 tickets to the Big Band Dance
Receive 2 tickets to each of the regular season concerts
Premium billing in each concert program of ¼ page

Gold \$500 - \$999

Receive 2 tickets to the Big Band Dance
Receive 2 tickets to each of the regular season concerts
Recognition in each concert program of ¼ page

Silver \$250 - \$499

Receive 4 tickets to each of the regular season concerts
Recognition in each concert program of 1/8 page

Bronze \$150 - \$249

Receive 2 tickets to each of the regular season concerts
Recognition in each concert program

Individual

Sustaining Patron \$500 +

Receive 2 tickets to the Big Band Dance
Receive 2 tickets to each of the regular season concerts
Name listed in each concert program

Patron \$250 - \$499

Receive 4 tickets to each of the regular season concerts
Name listed in each concert program

Associate \$150 - \$249

Receive 2 tickets to each of the regular season concerts
Name listed in each concert program

Friends of Ecco \$1 - \$149

Name listed in each concert program



Ecco 2011 -2012 Program Ad Space Guide

Half Page Ad (8 ½ x 5 ½ inches)
Cost \$350
Includes 3 pairs of season tickets

Quarter Page Ad (4 x 5 inches)
Cost \$250
Includes 2 pairs of season tickets

Eighth Page Ad (2 x 3 ½ inches)
Cost \$150
Includes 1 pair of season tickets



Build your Business and Support the Community

Here is a new and exciting way to build your business and gain new customers while supporting a local charity at **no cost to you or your business**. We propose to generate a number of new customers to your business with a profit sharing plan.

Proposed Partnership: To offer a coupon in our programs and on our website for a transactional style product from local businesses, such as car oil change, dinner at a local restaurant, massage therapist, hair/nail salon, or any smaller local business. The rationale is that these businesses will have the opportunity to gain repeat business from customers who may never have tried them before. This would be at zero cost to the business since they would charge the customer full price and by keeping half the money they would cover their cost. So although they would not make a profit they would achieve free promotional exposure and perhaps gain a customer for life!

Opportunity: The Ecco community consists of 30 members plus spouses, partners, parents, friends, and choir lovers. It would be safe to say that this pool of people could be approximately 500 strong. Our goal would be to encourage all of these people to support our sponsoring partners.

Example: If a \$30 oil change has a \$15 cost, and \$15 profit, then 100 members partaking in this service would generate \$1500 in sponsorship at no cost to the sponsor. And since it is a service that is required by all of us, it's truly at no cost to us either.

Another benefit to our sponsor is that because we are a registered charity, when you submit half of the proceeds to us, we will provide you with a charitable tax receipt, making this even more financially appealing to our partners.