



Sponsorship Prospectus

The Baltimore Men's Chorus is Maryland's longest-running LGBTQ+ performing arts organization. Founded in 1984, the BMC has a storied history of performing in concerts and at events across the Chesapeake Bay region and beyond. We invite you to join us as a partner for our upcoming season. Your sponsorship of the BMC puts you in front of a diverse, engaged audience of music lovers and community-minded patrons.

The BMC regularly performs and participate in LGBTQ+ community events throughout the year including:

- Spring Contemporary Choral Concert
- Summer Cabaret
- Winter Classical Choral Concert
- Special performances at partner organizations for holidays and events
- Baltimore Pride
- LGBT Pride Night at Camden Yards
- Transgender Day of Remembrance
- World AIDS Day
- National Coming Out Day

How does your sponsorship benefit you?

- The BMC is a tax-exempt 501(c)3 non-profit organization. Your sponsorship is tax-deductible to the full extent possible (consult your tax professional).
- Concerts and cabarets are attended by 500+ patrons annually and growing, community events reach tens of thousands of potential audience members annually.
- Chorus digital media has impressive reach across Facebook (100,000+ annual impressions), Twitter (50,000+ annual impressions), Instagram (60,000+ annual impressions), and our recently redesigned website (3,500+ annual visits).
- Partners receive great benefits based on your sponsorship level:

Benefits	Program (\$500+)	Concert (\$2,500+)	Cabaret (\$3,500+)	Choral Season (\$5,000+)	Annual (\$10,000+)
Website/program recognition					
Social media acknowledgements					
Program advertisement					
Cabaret tickets					
Special sponsor-only events					
On-site signage/table					

To become a sponsor, contact Nathan "Brad" Bradley at 443-400-4487 or via email at treasurer@baltimoremenschorus.org. We look forward to working with you!

Program Sponsor

\$500+

The BMC relies on individual and organizational program sponsors to help us produce specific aspects of our performance year.



Your Program Sponsorship covers a portion of the expenses we incur during the concert season, including purchasing an individual song's sheet music, providing dues scholarships to low-income singers, and promoting concerts and events.

As a Program Sponsor, you receive in return:

- Recognition: Website and concert program for the sponsored concert
- Social Media: One acknowledgement in BMC social media channels during the concert season (Facebook, Twitter, Instagram; three touches total)

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Single Concert Sponsorship

\$2,500+

Our annual spring and winter concerts draw hundreds of audience members from Baltimore, Columbia, Washington D.C., and beyond.



Your Single Concert Sponsorship helps cover the costs associated with a single choral concert, including purchase of all sheet music, venue fees, equipment such as risers and A/V tools, promotion and audience development, and staff.

As a Single Concert Sponsor, you receive in return:

- Recognition: Logo/name placement on website, concert program, and all print advertisement related to the concert; recognition from the stage at concert
- Advertisement: 1/4 page black and white advertisement in concert program
- Social Media: Four acknowledgements in BMC social media channels during the concert season (Facebook, Twitter, Instagram; twelve touches total)

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Cabaret Sponsorship

\$3,500+

Our annual cabaret is a fun, pop and Broadway-driven performance with more featured singers, costuming, lighting, and props.



Your Cabaret Sponsorship helps cover the costs associated with the annual cabaret, including theatrical venue fees and tech costs (lighting, sound, set design, etc.), sheet music, promotion and audience development, and staff.

As a Cabaret Sponsor, you receive in return:

- Recognition: Logo/name placement on website, cabaret program, and all print advertisement related to the concert; recognition from the stage at cabaret
- Advertisement: 1/4 page black and white advertisement in cabaret program
- Social Media: Four acknowledgements in BMC social media channels during the concert season (Facebook, Twitter, Instagram; twelve touches total)
- Additional: Four tickets to the cabaret performance of your choice

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Season Presenting Sponsor

\$5,000+

Becoming a Season Presenting Sponsor means you are dedicated to developing the arts and LGBTQ+ community across Baltimore.



Your Season Presenting Sponsorship helps cover the costs associated with putting on a full season of choral music (two concerts plus additional community performances) and allows us to expand our reach to more communities across our region.

As a Season Presenting Sponsor, you receive in return:

- Recognition: Logo/name placement on website, each concert program, and all related print advertisement; recognition from the stage at each concert
- Advertisement: 1/2 page black and white advertisement in each concert program
- Social Media: Six custom-designed acknowledgements in BMC social media channels during the full season (Facebook, Twitter, Instagram; 18 touches total)
- Additional: Invitation for you and a guest to attend a concert dress rehearsal and meet with the BMC Artistic Director; two complimentary cabaret tickets

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Annual Presenting Sponsor

\$10,000+

Annual Presenting Sponsors are the backbone of our organization and enable us to bring exciting performances to Baltimore and beyond.



Your Annual Presenting Sponsorship covers a significant amount of the annual operating expense of the chorus, from staff costs to music and equipment, marketing to venue fees. Your sponsorship will allow us to expand and grow the chorus both in singers and audience while reaching out to the community in new and exciting ways.

As an Annual Presenting Sponsor, you receive in return:

- Recognition: Logo/name placement on website, all programs, and all print advertisement related to the concert; stage recognition at all performances; inclusion in all press releases and publications (subject to publisher approval)
- Advertisement: Full-page color ad or 1/2 sheet insert in all programs
- Promotion: On-site signage or information table (provided by sponsor) at any performance (subject to venue approval)
- Social Media: Ten custom-designed acknowledgements in BMC social media channels during the year (Facebook, Twitter, Instagram; 30 touches total)
- Additional: A video singing thank-you from the chorus; invitation for you and up to three guests to attend a concert dress rehearsal; eight tickets to cabaret performance of your choice

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Custom Partnerships

We are always thrilled to work with you to discuss sponsorships that go above and beyond those listed here. We can tailor a package to any size budget!



Your partnership can help the BMC fulfill its mission of bringing high-quality, engaging, and community-centric music to the Chesapeake Bay region and beyond. Your support can help us reach LGBTQ and allied audiences in ways we can only imagine!

Your partnership can include any number of benefits based on the level of support. In addition to previously mentioned, other benefits could include:

- Private performances for your organization (with prior arrangement)
- Opportunity to welcome audience on behalf of your organization
- And much more!