



## 39TH SEASON SPONSORSHIP OPPORTUNITIES | 2018-2019



NMGMC's 39th Season features performances in Albuquerque metro and Santa Fe.

Get your business in front of consumers throughout the metro area.

**Become a sponsor today! Sign up at [nmgmc.org/concert-sponsorship](http://nmgmc.org/concert-sponsorship)**

### 2019/2020 SPONSORSHIP LEVELS

Sponsor Level	Producer	Maestro	Headliner	Star
Season Cost	\$3,000	\$2,000	\$1,000	\$500
Concert Tickets	Four (4) Tier One Seating Season Tickets	Four (4) Tier One Seating Season Tickets	Four (4) Tier Two Seating Season Tickets	Two (2) Tier Two Seating Season Tickets
Concert Program Ad (Ads are in color; three programs total)	Full page ad with premium placement	1/2 page ad	1/3 page ad	1/4 page ad
Logo Inclusion on all printed promotional materials	Yes	-	-	-
Online recognition on NMGMC website, Facebook, Twitter	One (1) individual recognition per concert + Group recognition	One (1) individual recognition per season + Group recognition	One (1) group recognition per concert	One (1) group recognition per concert
ALL sponsorship levels will receive visual recognition on the NMGMC website and at the concert, as well as appear in the printed program and VIP reception invitation.				

### 39TH SEASON

*the* **HOLIDAY** *of your* **Dreams**

12.13-15 - Hiland, ABQ  
12.21 - Lencis, Santa Fe

A NEW MUSICAL  
**UNBREAKABLE**  
THE UNTOLD STORIES OF OUR COMMUNITY

3.26 - Lencis, Santa Fe  
4.04-05 - National  
Hispanic Cultural Center

pride **20** **20**

6.20 - Lencis, Santa Fe  
6.19 & 21 - Hiland, ABQ

*Dates & Locations subject to change*

### 2019/2020 MARKETING PLAN INCLUDES PLACEMENT IN:

#### Print

ABQ Journal & Journal North  
Alibi  
ABQ the Magazine  
Santa Fe Reporter  
Pasatiempo

#### Radio

Cumulus  
Hutton Broadcasting

Posters & Postcards distributed throughout ABQ & SF

#### Digital

SFReporter.com  
SantaFe.com

#### Social Media

Facebook  
Instagram

#### Concert programs



**9268 subscribers**  
17%+ gain over last season



**6668+followers**  
5%+ gain over last season

As a Producer Level Sponsor, your business could be included on some of these marketing materials.

### WHAT OUR AUDIENCE IS SAYING:

*You made me laugh and made me cry - there was a full range of emotions!*

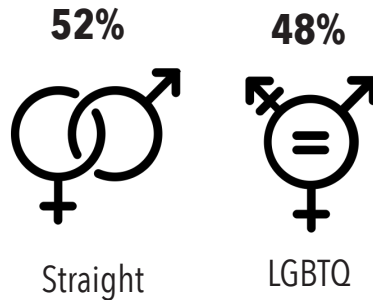
*Every time i go to one of your concerts, I walk away feeling like a human being and madly in love with life. That's a wonderful gift to give to your fellow New Mexicans.*

*Nothing but superlatives for a wonderful, wondrous time!*

# NEW MEXICO GAY MEN'S CHORUS

We attract a broad and diverse audience from the Albuquerque and Santa Fe areas and around the globe – a wide range of ages, ethnicities, backgrounds, gender/sexual identities, household incomes, and professions. A partnership with the NMGMC will only strengthen your organization's visibility. Our audiences and supporters will see your brand as a supporter of the arts, equality and human rights.

## Audience Composition



# 18-80+

Age Range/Median = 55

**NMGMC reaches people of ALL ages**



Overall Satisfaction with performances (4.75 out of 5)

## Household Income



**70% of NMGMC audience members earn more than \$50,000 annually**

**26% earns \$100k+**

Source: Anonymous audience survey responses from 37th Season

**Become a sponsor today!**  
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## AND NOW A WORD FROM OUR SPONSORS:



Our company of restaurants has been eager sponsors of NMGMC for many years. We have watched as the chorus has expanded, grown, refined itself, and become a premier community organization. Their outreach to others is a key reason as to why we are a sponsor. Our businesses would not survive without the participation of our community, and this organization does so much for the betterment of New Mexico.

- Matt DiGregory, Owner



We are proud to support NMGMC for many reasons. This community-building organization provides much needed culture and motivational entertainment to a wide variety of local audiences throughout the year. To us, the rewards of supporting the NMGMC reach far beyond monetary return-on-investment. The satisfaction we receive as a sponsor resonates as powerfully as the groups' worthy message.

- Norm Shrout, Owner



Bank of the West is proud to be a multi-year sponsor of the New Mexico Gay Men's Chorus! Not only do we have a commitment to the communities that we call home, we believe in creating and supporting an environment which celebrates diversity, promotes inclusion, and creates belonging. Our investment in the NMGMC reflects this commitment and supports their mission to reduce intolerance, educate and empower, and "change the world through music."

- Jason Anderson, Sr. VP, Regional Banking Group/National Chair, PRIDE LGBTQA Resource Group