



40TH SEASON SPONSORSHIP OPPORTUNITIES | 2020-2021



Our 40th Anniversary Season is going to be like nothing you've seen before and something not to be missed. Though current circumstances keep us from performing live, the NMGMC is committed to continue to bring music and a message. With outstanding virtual performances (until we can once again rehearse and perform in person), this season is slated to bring the best in choral music and LGBTQ+ messages to audience across the state and around the globe.

2020/2021 SPONSORSHIP LEVELS

Sponsor Level	Producer	Maestro	Headliner	Star
Season Cost	\$3,000	\$2,000	\$1,000	\$500
Virtual Concert Ad 3 concert season	:20 video commercial	:15 video commercial	:10 video commercial	Included in group sponsor recognition
Monthly Chorus Newsletter 12 issues	Inclusion in Full Sponsor List + 1 Extended Sponsor Profile	Inclusion in Full Sponsor List + 1 Short Sponsor Profile	Inclusion in Full Sponsor List + 1 Individual Mention	Inclusion in Full Sponsor List
Website	Logo + bio	Logo + short bio	Logo	Logo
Online recognition on NMGMC Social Media	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 sponsors will also receive complimentary tickets to our concert performances as well as an ad in our print programs once we return to live performances.				

40TH SEASON



DECEMBER 2020



MARCH 2021

A NEW MUSICAL
UNBREAKABLE
THE UNTOLD STORIES OF OUR COMMUNITY

JUNE 2021

2020/2021 MARKETING PLAN INCLUDES PLACEMENT IN:

Print & Digital

ABQ Journal & Journal North
Alibi
ABQ the Magazine
Santa Fe Reporter
SantaFe.com
Pasatiempo

Posters & Postcards

distributed throughout ABQ & SF

Radio

Cumulus
Hutton Broadcasting



9268 subscribers

17%+ gain over last season

Social Media

Facebook
Twitter
YouTube
Instagram



6789+followers

5%+ gain over last season

Our 2020 virtual Holiday concert had over 4,000 views on YouTube and Facebook!

WHAT OUR AUDIENCE IS SAYING:

Thank you SO much for this. You made my isolated season much, much brighter! - Rachael K.

Congratulations on a wonderful virtual cabaret. Such power messages and beautiful stories! - Greg E.

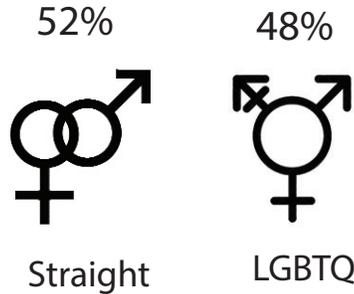
Every time I go to one of your concerts, I walk away feeling like a human being and madly in love with life. That's a wonderful gift to give to your fellow New Mexicans. - Milton D.

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

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!
Sign up at nmgmc.org/concert-sponsorship

AND NOW A WORD FROM OUR SPONSORS:



Our company 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 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