NMGMC
NEW MEXICO GAY MEN'S CHORUS

2026 SEASON 2027
SPONSOR INFORMATION

ABOUT NMGMC

Now in our 46th Season, the mission of the New Mexico Gay Men's Chorus is to foster a vibrant, inclusive community through the power of music, celebrating the rich diversity of the LGBTQ+ community and our state. We are dedicated to creating a space where everyone feels valued and heard, using our performances to challenge stereotypes and promote equality. By embracing our shared humanity and expressing our collective experiences, we aim to inspire, uplift, and unite audiences while advancing social justice and acceptance. Through song and harmony, we strive to build bridges of understanding and support, enriching both our members and the broader community.

DID YOU KNOW....

That NMGMC gives back to the community by hiring local talent? This includes directors, choreographers, instrumentalists, and sound/ lighting staff.

$60k

Estimated amount for S45 that went back into the community.

To sign up or request more information, simply scan the QR code or visit nmgmc.org/concert-sponsorship

"I love working with NMGMC – not just for the high-quality productions, but because they treat musicians right: fair pay, paid on time, every time." - Local musician

WHAT OUR SPONSORS ARE SAYING:

State Farm

Michele A. Romero
505-881-7000. micheleromero.com
Contact: Mario Valencia, Accounts Manager

I am proud to sponsor NMGMC for what they bring to our community – a space to celebrate our differences and experience the joy of music. Their concerts are filled with incredible talent and energy, and the power of their collective voices creates a genuine feeling of inclusiveness and love. I'm honored to support an organization that brings people together and makes our community more welcoming.

WHAT OUR AUDIENCE IS SAYING:

"It was the best of everything art can be; it consolidated the energy, purified and amplified it. It was transcendent. I'm crying just writing this survey with awe."

"It has definitely opened my mind even more so than it was before about the kindness to be shown to people who are not like me."

"I stayed seated for a few minutes after the performance ended to chat with a man next to me. He was so moved by this community performance that he wasn't ready to move. I felt the same. We both had tears in our eyes."

"They saved my life."

46TH SEASON

Calling All Angels

This holiday, choose hope over doubt. NMGMC transforms into your favorite late-night call-in show – comedy, requests, and music of the season. The switchboard's open. The angels are on air.

December 2026

VIVA LA DIVA

Long before Pride had a flag, it had a soundtrack. NMGMC honors the icons who turned heartbreak into power ballads and survival into dance floors – one unforgettable night of big vocals and bigger moments.

Spring 2027

Songs of the Phoenix

Born out of isolation and a world that felt like it was falling apart, this song cycle is about what comes next. NMGMC brings that story home. The phoenix doesn't rise despite the fire. It rises because of it – and so do we.

June 2027

2026/2027 SPONSORSHIP LEVELS

Sponsor Level	Producer	Maestro	Headliner	Star
Season Cost	$3,000+	$2,000	$1,000	$500
Concert Tickets	Four (4) Orchestra 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, Instagram	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 receive visual recognition on the NMGMC website, at concerts, on NMGMC social media channels, and will appear in the printed program.				

Our audiences span Albuquerque, Santa Fe, and beyond the state's borders – every age, ethnicity, income bracket, profession, and identity. Partner with NMGMC, and your brand stands alongside a community that shows up: for the arts, for each other, and for equality. Our supporters notice who's in their corner.

44% | 56%

53% Straight

NMGMC reaches people of ALL ages

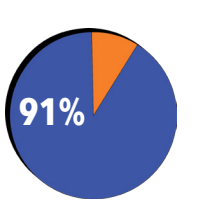
19-90+

Age Range/Median = 56

47% LGBTQ+

Source: Anonymous audience survey responses from 45th Season

96% of audience members rate our performances 4-5/5



Percentage of concert attendees who currently support one or more of our sponsors

Household Income

83% of NMGMC audience members earn more than $50,000 HHI annually

44% earns $75k+