



**CONCERT
SINGERS
OF CARY**

ADVERTISING

PROPOSAL

Prepared For :
CLIENT NAME

COMPANY NAME
COMPANY ADDRESS

To Whom It May Concern,

Thank you for being interested in advertising your business with our Concert Marketing Advertisement Program!

Through our advertising program, your business will be seen by hundreds of people throughout the Triangle during our concert season.

Throughout the season, we have four concerts that we perform through the community:

- Our Star Will Not Wane: Celebrating Black Composers of the Americas
- Holiday Pops with The Concert Singers of Cary Symphonic Choir
- Seasons and Affections with The Concert Singers of Cary Chamber Choir
- Mozart's Requiem

This season, we are offering different advertising packages that will fit the needs of your business.

Please let us know if you have any questions about the advertising proposal. We are happy to help!

Best Regards,

Laura Moore
Executive Director
The Concert Singers of Cary

A Little Bit About Us



Concert Singers of Cary seeks to enrich the regional Research Triangle communities by performing outstanding choral music from all traditions. For over 30 years, we have been recognized for our unique and varied repertoires, creative collaborations with other performing arts organizations, and our community outreach.



Our Artistic Director

Nathan Leaf joined The Concert Singers of Cary as Artistic Director in 2017. Hailed by critics and artists alike for his artistic vision and technical precision, Leaf has established his place among the leading choral musicians in the Triangle.

Advertisement Opportunities

Hundreds of people from around the Triangle each season come to hear the Concert Singers of Cary. Here is an overview of our audience optic impact for the 2022-2023 season

- Average concert attendance was 200 people per concert
- Holiday Pops concert attendance was over 400 people

We've outlined the following marketing options for how we can advertise your business this concert season.

Program Advertisements

With a traditional program advertisement, we will use a high-quality advertisement that showcases your business. This advertisement is offered in three different sizes: quarter-page, half-page and full-page.

Friends of CSC: Concert Sponsor

Along with a traditional full-page advertisement in a prime visual location, your business will be announced at the concert as the Concert Sponsor for the event. We will also provide two complimentary tickets for the concert your business sponsors.

Client Costs

We require a 50% deposit at the onset of the project. The remaining amount will be due upon completion.

Any changes to the project must be made in writing and agreed to by both parties involved.

Payment is accepted in the forms of cash, check made out to The Concert Singers of Cary and Paypal. If you choose to pay via Paypal, a link will be sent to your company email.

Program Advertisements

Full Page Concert Ad (Not Concert Sponsor)	\$100
Half Page Concert Ad	\$50
Quarter Page Concert Ad	\$40

Concert Sponsorships - Listed In Chronological Order

Concert Sponsor (November Concert) <ul style="list-style-type: none">• Our Star Will Not Wane	\$300
Concert Sponsor (December Concert) <ul style="list-style-type: none">• Holiday Pops	\$450
Concert Sponsor (January Concert) <ul style="list-style-type: none">• Seasons and Affections	\$250
Concert Sponsor (April Concert) <ul style="list-style-type: none">• Mozart's Requiem	\$450

Agreement

This states that a representative from The Concert Singers of Cary and your business has read, reviewed, and agreed to this Advertisement Package for the 2023-2024 season. This business agreement is considered legal and valid upon signing by both Parties.

Package Purchased:

Program Advertisement:

Concert Sponsorship:

Concert Chosen:

Total Cost:

Laura Moore
Executive Director
Concert Singers of Cary

Client Name
Business Name

Date

Contact Information