

Sponsorship Opportunities Mooredale Concerts 2018-19 Season

Great Music for All

Opportunity:

(each season)

\$1,500: LIMIT 4 concerts - Walter Hall [496 seats], University of Toronto

Features:

- Sponsor name or logo on programme concert page
- 1/2 page advertising in all-season programme booklet – value \$250
- Website - logo on home page under the title "Our Sponsor", logo on Concert Series page (attached to specific concert) – hot-linked to your site - value \$900 (\$50 home page, \$25 concerts page per month)
- 2 season tickets for our acclaimed Concert Series (+ 3 youth orchestra performances) – value \$500

(as announced)

\$3,000: LIMIT 1 concert - Koerner Hall [1,135 seats], or MacMillan Theatre [815 seats]

Features:

- Freestanding banners displayed in the lobby area
- Sponsor name or logo on program concert page
- Full page advertising in all-season program booklet – value \$500
- Website - logo on home page under the title "Our Sponsor", logo on Concert Series page (attached to specific concert) – hot-linked to your site - value \$900 (\$50 home page, \$25 concerts page per month)
- 4 season tickets [covers 6 Concert Series, 5 Music & Truffles, 3 youth orchestra performances] – value \$1,050
- 4 additional tickets to sponsored performance – value \$160

Audience Impact:

Total season attendance at Mooredale's three performance series is 4,800 patrons. Many of these patrons attend multiple concerts, which creates deeper, more lasting impressions for our sponsors. Mooredale's concertgoers are mainly from the GTA, but we do have patrons who come from Hamilton, York Region, Kitchener-Waterloo, Huntsville and Peterborough. The audience demographic is 45% senior, 10% student and 45% working adults. Over 60% are subscribers.

Mooredale Concerts produces only one multi-concert program booklet [24 pages] per year and uses these at all our performances. Many patrons recycle the programs and/or take them home and bring their copy to each performance. It is also available for download from our website home page creating further impressions.

About Mooredale Concerts:

Mooredale Orchestras and Concerts **celebrates 30 years** as a special community project of youth and professional classical music concerts. Its goal is to develop Canadian musical talent, instill in the young an appreciation of good music, and bring high quality musical experiences to the general public at family prices. Alumni of Mooredale include *Isabel Bayrakdarian, Martin Beaver, Russell Braun, Stewart Goodyear, Erika Raum and James Sommerville.*

Mooredale Concerts feature well-known musicians who perform with emerging young soloists (stars of tomorrow) in a vast array of pieces that include original Canadian compositions. Performances are offered within three distinct streams:

Concert Series: **Six Sunday afternoon** performances by soloists, string quartets, small ensembles and orchestras offering world-class, distinctive programs.

Music and Truffles: **Five hour-long versions** of the above professional concerts, presented especially for young people ages 6-11. Programs are hosted by Joanna and the artists bringing an intimate perspective on classical music for all. Everyone receives a chocolate truffle at the end!

Youth Orchestras: **Three orchestras** [Junior - age 12 and under, Intermediate - ages 10-15, Senior - ages 12-20 with RCM Grade 8 and higher]; 120 young musicians trained in the classical orchestral repertoire for three performances each year.

For More Information:

Please contact Christina Cavanagh, Managing Director at 647-988-2102 or at marketing@mooredaleconcerts.com