

THE LEXINGTON SINGERS, INC.

2019-2020

SPONSORSHIP
OPPORTUNITIES

LEXINGTON
SINGERS

FOR MORE INFORMATION, CALL (859) 338-9888 ▪ BUSINESS@LEXSING.ORG
P. O. BOX 23002 ▪ LEXINGTON, KY 40523 ▪ WWW.LEXSING.ORG

BUILDING COMMUNITY THROUGH SONG



A LITTLE BIT ABOUT OUR ORGANIZATION

For 61 years The Lexington Singers have made it part of our mission to bring great music and musical works to the audiences of Central Kentucky and the world abroad. We are truly honored to be a long-standing partner with the Lexington and Central Kentucky communities. In our 61 years as part of the Kentucky community, we have earned the distinction and honor of being one of the longest continuously performing independent community choral groups in America. The Lexington Singers began in 1959 as just a small group of men and women dedicated to bringing choral music to Lexington. Since that time, the group has grown to include six choirs with over 300 voices.

OUR CHOIRS

The Lexington Singers is comprised of individuals aged 5-85 who perform with a wide variety of musical talents. Our adult choir's performances rival those of any choir in the nation, and have on many occasions been lauded with international praise. The Lexington Singers Children's Choir, now in its 17th season, is comprised of four choirs: Preparatory, Intermediate, Advanced and Chamber.

Each choir is led by a professional music educator, accompanied by a professional accompanist, and is assisted by a University of Kentucky Music Education intern.

Additionally, the Lexington Singers offers two instrumental opportunities: the Orff Ensemble for students in 2nd-8th grade and the Lexington Ringers, our very own handbell choir.

OUR MISSION

The Lexington Singers, Inc. is a non-profit corporation formed to provide opportunities for the citizens of Lexington and the surrounding communities to participate in the performance and enjoyment of great choral music, and to further understanding among all peoples through the medium of music.



OUR SCOPE OF WORK

CENTRAL KENTUCKY AND BEYOND

During our 60th Diamond Anniversary season, The Lexington Singers took our musical brand across the ocean for a performance tour of South Africa. We have also had the honor of performing in New York City, Romania, Austria, France, Italy, Brazil, Spain, and Washington, D.C.

The Lexington Singers have performed some of the most complex and intricate musical works ever composed, including Beethoven's *Missa Solemnis*, Mozart's *Requiem*, Stravinsky's *Symphony of Psalms*, and Vierne's *Messe Solennelle*

The Lexington Singers have also premiered many works, including John Jacob Niles' *Golgotha*, James Still's *Appalachian Triptych*, Joseph Baber's *An American Requiem* and Rollo Dillworth's *A Time of Peace*.

During our performance tour of South Africa, The Lexington Singers also premiered newly commissioned works that were composed in 2019 for our 60th anniversary.

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PARTNERSHIPS & COLLABORATIONS

VALUED PARTNERSHIPS THAT EMBRACE THE POWER OF THE MUSIC



Sponsoring a Lexington Singers concert provides you with the unique opportunity to connect with Lexington and Central Kentucky's bright and vital arts community, to build awareness of your brand and to show that your company supports its hometown artists and organizations! Each event reaches a different audience, giving you an opportunity to reach new potential clients.

Additionally, your financial support will provide you with a fun, entertaining and engaging way to entertain your clients, vendors, and employees, while bringing increased awareness of your business.

**WE VALUE LONG-LASTING
FINANCIAL PARTNERS WHO
VALUE THE ARTS AND
SUPPORT THE CREATIVE
VISION AND IMPACT OF THE
ARTS ON THE COMMUNITY.**

THE LEXINGTON SINGERS LEADERSHIP

LEADING THE LEXINGTON SINGERS INTO THE FUTURE



DR. JEFF JOHNSON
DIRECTOR
LEXINGTON SINGERS



DR. LORI HETZEL
DIRECTOR
LEXINGTON SINGERS
CHILDREN'S CHOIR



MS. ELAINE A. WILSON
PRESIDENT
LEXINGTON SINGERS

Are you looking for the opportunity to become a part of a historic Lexington performance? To put your company name in front of hundreds of sophisticated concert-goers? Want to show your employees and investors your dedication to our community and your love of great music programming? Consider sponsoring the "A COMMUNITY IN SONG" concert on March 8, 2020.

More in the mood for rarely performed commissioned work that highlights the best of the Bluegrass, while celebrating the life one of Kentucky's most beloved iconic photographers? Want to associate your name with art, tradition, and that Kentucky spirit? Consider sponsoring "A BLUEGRASS TAPESTRY" on November 10, 2019.

If you want to be part of a hand-clapping, toe-tapping audience favorite and take a trip down memory lane where you can always find yourself among a "Who's Who list of arts patrons, then our May 23, 2020 "Pops at the Opera House" concert is perfect for you. You can get your name in front of hundreds of music lovers, while rewarding your employees and showing your clients a great time.

Perhaps want to make the biggest financial impact possible or maybe you want to be among the first to introduce your company's brand by showing your support for arts education and programming for children. If this sounds like you, we would love to have you as a partner in sponsoring one (or both) of our children's concerts or our free LSCC Summer Choral camp or become a sponsor for our full 2019-2020 concert season.

SPONSORSHIPS

2019-2020 CONCERT SEASON SPONSORSHIP

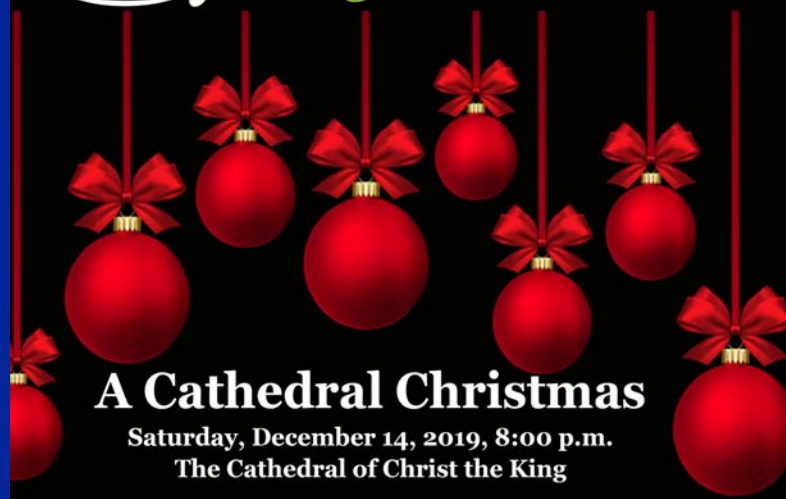
LEXINGTON SINGERS

A BLUEGRASS TAPESTRY

Sunday, November 10, 2019
Centenary United Methodist Church

LEXINGTON
SINGERS

LEXINGTON
PHILHARMONIC



A Cathedral Christmas

Saturday, December 14, 2019, 8:00 p.m.
The Cathedral of Christ the King

The Lexington Singers
“A Community In Song”



Sunday, March 8, 2020, 4:00 p.m.
First United Methodist Church

LEXINGTON SINGERS



POPS AT THE OPERA HOUSE

Saturday, May 23, 2020, 7 p.m.

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CONCERT SEASON SPONSORSHIP

YOUR OPPORTUNITY TO BE A SPONSOR FOR THE 61ST CONCERT SEASON OF THE LEXINGTON SINGERS WILL PROVIDE THE GREATEST OPPORTUNITIES TO REACH A LARGER AND MORE DIVERSE AUDIENCE AND A MUCH GREATER LEVEL OF OVERALL BRAND EXPOSURE. YOUR BRAND WILL BE A FEATURED HIGHLIGHT AT EVERY CONCERT OF OUR SEASON.

PRESENTING SPONSOR

\$10,000.00

- PROMINENT SPONSOR RECOGNITION IN ALL SEASON AND EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS (POSTERS, ADVERTISEMENTS, EMAILS, WEBSITE, SOCIAL MEDIA, ETC.)
- ON-STAGE RECOGNITION AT ALL CONCERTS
- SPONSOR LISTING ON ALL EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR RECOGNITION AND LINK FROM THE SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT ALL CONCERT VENUES
- BACK COVER PAGE PROGRAM AD
- 20 PREFERRED CONCERT SEATS FOR EACH OF THE FOLLOWING CONCERTS ON OUR SEASON: **A BLUEGRASS TAPESTRY, LSCC FALL CONCERT, A COMMUNITY IN SONG, LSCC SPRING CONCERT, POPS AT THE OPERA HOUSE**
- 2 CONCERT TICKETS FOR **A CATHEDRAL CHRISTMAS**
- WINE AND CHEESE RECEPTION FOLLOWING **POPS AT THE OPERA HOUSE**
- ONE PERFORMANCE FROM THE LEXINGTON SINGERS AT YOUR PRIVATE OR CORPORATE EVENT AT A MUTUALLY AGREED UPON DATE AND TIME
- TABLE OR BOOTH PROVIDED BEFORE THE CONCERT AND DURING INTERMISSION AT A CONCERT OF YOUR CHOICE
- OPPORTUNITY TO SPEAK AT THE POPS VIP RECEPTION

SPONSORSHIPS

2019-2020 SINGLE CONCERT SPONSORSHIPS



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A BLUEGRASS TAPESTRY

Sunday, November 10, 2019
Centenary United Methodist Church

A BLUEGRASS TAPESTRY

THE LEXINGTON SINGERS WILL PERFORM A BLUEGRASS TAPESTRY, A MULTI-MEDIA PERFORMANCE PIECE DEVELOPED IN COLLABORATION WITH BELOVED KENTUCKY PHOTOGRAPHER JAMES ARCHAMBEAULT. THE CONCERT WILL INCLUDE ORCHESTRA AND VIDEO PROJECTIONS OF JAMES ARCHAMBEAULT'S PHOTOS IN HONOR OF HIS WORK AND IN CELEBRATION OF HIS LIFE.

PRESENTING SPONSOR

\$3,500.00

- PROMINENT SPONSOR RECOGNITION IN ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM EVENT PAGE ON SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 20 PREFERRED CONCERT SEATS AT **A BLUEGRASS TAPESTRY**
- ONE PERFORMANCE OF THE LEXINGTON SINGERS CABARET TROUPE OR SOLOIST AT YOUR PRIVATE OR CORPORATE EVENT AT A MUTUALLY AGREED UPON DATE AND TIME

ORCHESTRA SPONSOR

\$2,000.00

- SPONSOR RECOGNITION IN ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT PAGE ON THE SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **A BLUEGRASS TAPESTRY**

VENUE SPONSOR

\$1,500.00

- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT WEBPAGE
- HALF PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **A BLUEGRASS TAPESTRY**

“A Community In Song”



Sunday, March 8, 2020, 4:00 p.m.
First United Methodist Church

A COMMUNITY IN SONG

THE LEXINGTON SINGERS WILL PRESENT THIS GRASSROOTS CONCERT TO CELEBRATE DIVERSITY, HARMONY, AND COMMUNITY TO INCREASE AWARENESS ABOUT CHILDREN'S FOOD INSECURITY. THE LSCC ADVANCED CHOIR WILL JOIN US FOR THIS CONCERT AT FIRST UNITED METHODIST CHURCH. MONETARY AND FOOD DONATIONS WILL BE ACCEPTED.

PRESENTING SPONSOR

\$3,500.00

- PROMINENT SPONSOR RECOGNITION IN ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM EVENT PAGE ON SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 20 PREFERRED CONCERT SEATS AT **A COMMUNITY IN SONG**
- A PERFORMANCE OF THE LEXINGTON SINGERS CABARET TROUPE OR SOLOIST AT YOUR PRIVATE OR CORPORATE EVENT AT A MUTUALLY AGREED UPON DATE AND TIME

ORCHESTRA SPONSOR

\$2,000.00

- SPONSOR RECOGNITION IN ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT PAGE ON THE SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **A COMMUNITY IN SONG**

VENUE SPONSOR

\$1,500.00

- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT WEBPAGE
- HALF PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **A COMMUNITY IN SONG**



POPS AT THE OPERA HOUSE

THE LEXINGTON SINGERS WILL PRESENT THE CROWD FAVORITE ANNUAL POPS CONCERT TO CLOSE OUT OUR 61ST SEASON "BUILDING COMMUNITY THROUGH SONG." THE BEAUTIFUL LEXINGTON OPERA HOUSE WILL BE THE SITE OF THIS SEASON FINALE AND WILL FEATURE SOME OF YOUR FAVORITE POPULAR TUNES FROM VARIOUS GENRES, EMPHASIZING THE SPIRIT OF OUR SEASON.

PRESENTING SPONSOR

\$5,000.00

- PROMINENT SPONSOR RECOGNITION IN ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM EVENT PAGE ON SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 20 PREFERRED CONCERT SEATS AT **POPS AT THE OPERA HOUSE**
- SCHEDULES PERMITTING, A PERFORMANCE OF THE LEXINGTON SINGERS CABARET TROUPE AT YOUR PRIVATE OR CORPORATE EVENT

ORCHESTRA SPONSOR

\$3,000.00

- SPONSOR RECOGNITION IN ALL-EVENT RELATED MARKETING AND PROMOTIONAL MATERIALS SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT PAGE ON THE SINGERS WEBSITE
- YOUR BANNER OR SIGNAGE AT CONCERT VENUES
- FULL PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **POPS AT THE OPERA HOUSE**

VENUE SPONSOR

\$2,500.00

- SPONSOR LISTING ON EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR LINK FROM THE EVENT WEBPAGE
- HALF PAGE PROGRAM AD
- 10 PREFERRED CONCERT SEATS AT **POPS AT THE OPERA HOUSE**

LEXINGTON SINGERS CHILDREN'S CHOIR

LSCC IS IN ITS 17TH YEAR AS PART OF THE LEXINGTON SINGERS ORGANIZATION. LSCC COMPOSED OF FOUR TREBLE CHOIRS WITH STUDENTS IN GRADES KINDERGARTEN THROUGH TWELFTH. EACH OF THE CHOIRS IS DESIGNED TO MEET THE NEEDS OF THE CHILDREN INVOLVED WHILE EDUCATING THEM WITH A STAFF OF PROFESSIONAL MUSIC EDUCATORS AND MUSICIANS.



The Lexington Singers Children's Choir serves more than 200 students per year through four choirs, divided by age and skill, an Orff ensemble, and a summer choral camp. The Orff Ensemble teaches children how to play percussion instruments and they get to experience what it's like to accompany each other and compose music. The free summer choral camp offers students in 2nd to 8th grades a week of intense choral education and concludes with a free concert for the community.

LSCC offers a robust financial aid program, ensuring that no student is ever turned away for inability to pay.

Students have many performance opportunities throughout the year, but the main events are the family favorite Fall and Spring Concerts where all students perform and showcase their wonderful talents. Our Children's Choir is supported by a wide array of parents, grandparents, family members and friends.



LEXINGTON SINGERS CHILDREN'S CHOIR

WITH OVER 200 STUDENTS SERVED ANNUALLY, SUPPORTING LSCC MEANS HUNDREDS OF FAMILY MEMBERS AND FRIENDS APPRECIATING THE DONATION YOU'VE MADE TO THEIR CHILD'S FUTURE.

LSCC FALL CONCERT SPONSOR

\$2,000.00

LSCC SPRING CONCERT SPONSOR

\$2,000.00

- PROMINENT SPONSOR RECOGNITION IN ALL LSCC MARKETING AND PROMOTIONAL MATERIALS (POSTERS, ADVERTISEMENTS, EMAILS, WEBSITE, SOCIAL MEDIA, CAMP TEE-SHIRTS, ETC.)
- SPONSOR LISTING ON ALL EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR RECOGNITION AND LINK FROM THE LSCC PAGE ON THE SINGERS WEBSITE
- YOUR SIGNAGE AT THE SUMMER CHORAL CAMP CONCERT
- AD IN THE LEXINGTON SINGERS CHILDREN'S CHOIR SPRING PROGRAM
- ONE PERFORMANCE OF THE LEXINGTON SINGERS CABARET TROUPE OR SOLOIST AT YOUR PRIVATE OR CORPORATE EVENT AT AN AGREED UPON DATE AND TIME
- A TABLE OR BOOTH PROVIDED BEFORE THE CONCERT AND DURING INTERMISSION AT THE LSCC CONCERT OF YOUR CHOICE

LSCC SUMMER CHORAL CAMP

\$2,500.00

- PROMINENT SPONSOR RECOGNITION IN ALL CHORAL CAMP MARKETING AND PROMOTIONAL MATERIALS (POSTERS, ADVERTISEMENTS, EMAILS, WEBSITE, SOCIAL MEDIA, CAMP TEE-SHIRTS, ETC.)
- SPONSOR LISTING ON ALL EVENT SIGNAGE AND IN EVENT PROGRAMS
- SPONSOR RECOGNITION AND LINK FROM THE LSCC PAGE ON THE SINGERS WEBSITE
- YOUR SIGNAGE AT THE SUMMER CHORAL CAMP CONCERT
- AD IN THE LEXINGTON SINGERS CHILDREN'S CHOIR SPRING PROGRAM

BECOME A CONCERT OR SEASON SPONSOR TODAY

During the 2018-2019 season, The Lexington Singers celebrated our 60th anniversary season and embarked upon our our performance debut tour in South Africa. Now we have returned to our great Old Kentucky Home for our 61st season to celebrate the joys of harmony, balance, family, and community.

We look forward to serving you during our 2019-2020 concert season, "Building Community Through Song," and we hope that you will partner with us as we continue to share our mission and vision with the audiences of Central Kentucky and beyond.



WORKING WITH YOU TO MEET YOUR SPONSORSHIP NEEDS

We would love to build a custom sponsorship opportunity for you. If you don't see anything that perfectly meets your needs, just let us know and we will work together with you to help build the perfect sponsorship package that fits your specific needs.

MEDIA REACH

SHARING YOUR BRAND BEYOND THE STAGE



Each event provides wide exposure through a variety of media outlets and marketing channels. The types of advertising we use throughout the year include:

- **Printed Brochures:** We print 8,000 brochures, mailing 6,000 of them to homes in Fayette and surrounding counties. The remaining 2,000 will be distributed through arts partners in the area.
- **Print Advertising:** Print advertising will appear in the Lexington Herald-Leader.
- **Television Advertising:** We advertise with commercials on the local network news and affiliate stations, as well as scheduling appearances on the network news interview shows to share more detail about the specific events.
- **Radio Advertising:** Radio advertising will be on WUKY and WEKU when possible.
- **Posters:** Each concert will have about 75-125 posters distributed locally.
- **Event Signage:** Banners and digital displays may be available. Additionally, we will post signage or banners in the event venues.
- **Social Media:** All concerts will be advertised on our Facebook, Twitter, Instagram and YouTube pages, as well as those of our arts partners.