

In GENIUS

2019-2020 SEASON

PROGRAM ADVERTISING & SPONSORSHIP OPPORTUNITIES

true
concord 
voices & orchestra

SHAKESPEARE IN SONG

11 - 13 October

MOZART & DA VINCI

22 - 24 November

LESSONS & CAROLS BY CANDLELIGHT – SONGS OF THE MAGI

12 - 15 December

AMERICA SINGS!

24 - 26 January

BEETHOVEN & GOETHE

21 - 23 February

BACH B-MINOR MASS

27 - 29 March



ABOUT TRUE CONCORD

GRAMMY-nominated True Concord Voices & Orchestra has emerged as Tucson's most illustrious cultural export. Under the direction of Founding Music Director Eric Holtan, True Concord engages in-demand professional singers and instrumentalists from across the country, performing repertoire that spans the celebrated masterworks of centuries past to world premieres by America's finest contemporary composers.

Our 2018-19 season was another record-breaker at the box office, featuring two legends in the classical music world, Dale Warland and Morten Lauridsen, sold-out performances of Bach's *St. Matthew Passion* and Mozart's *Requiem*, and celebrated performances of our Latin American program with Corinne Winters.

The excitement is building for our 16th season where True Concord Voices & Orchestra will explore the miracle of human genius with works by Mozart, Beethoven and Bach (to name a few) along with the inspiration of Da Vinci, Goethe and Shakespeare. Each concert celebrates the common thread found in genius - a freely creative mind combined with hearts' passion.

2019-2020 SEASON - IN GENIUS

Shakespeare in Song

October 11 - 13

Choral music from 1600 to today based on the wit, beauty, humor and insight of Shakespearean texts.

Friday, October 11
St. Francis in the Valley
Episcopal Church
GREEN VALLEY

Saturday, October 12
Catalina Foothills
High School
TUCSON

Sunday, October 14
Grace St. Paul's
Episcopal Church
TUCSON

Mozart & da Vinci

November 22 - 24

"Solemn Vespers" and the Arizona premiere of Jocelyn Hagen's *The Notebooks of Leonardo da Vinci*.

Friday, November 22
Valley Presbyterian
Church
GREEN VALLEY

Saturday, November 23
Catalina Foothills High
School
TUCSON

Sunday, November 24
Catalina Foothills High
School
TUCSON

Lessons & Carols by Candlelight - Songs of the Magi

December 12 - 15

A unique holiday tradition of favorite and new seasonal music performed by candlelight in some of the area's most beautiful churches.

Thursday, December 12
Christ the King
Episcopal Church
TUCSON

Friday, December 13
St. Francis in the Valley
Episcopal Church
GREEN VALLEY

Saturday, December 14
St. Philip's in the Hills
Episcopal Church
TUCSON

Sunday, December 15
Catalina United
Methodist Church
TUCSON

Sunday, December 15
St. Alban's Episcopal
Church
TUCSON

America Sings!

January 24 - 26

Celebrating the diverse voices of America – from folk songs and spirituals to musical theater and jazz.

Friday, January 24
St. Francis in the Valley
Episcopal Church
GREEN VALLEY

Saturday, January 25
Catalina Foothills High
School
TUCSON

Sunday, January 26
Grace St. Paul's
Episcopal Church
TUCSON

Beethoven & Goethe

February 21 - 23

A *pièce d'occasion* including "Choral Fantasy," *Mass in C Major* and Brahms' *Alto Rhapsody*.

Friday, February 21
Valley Presbyterian
Church
GREEN VALLEY

Saturday, February 22
Catalina Foothills High
School
TUCSON

Sunday, February 23
Catalina Foothills High
School
TUCSON

Bach *B-Minor Mass*

March 27 - 29

This monumental piece for choir, soloists and orchestra is one of Bach's "cathedrals in sound" and the pinnacle of his life's work.

Friday, March 27
Valley Presbyterian
Church
GREEN VALLEY

Saturday, March 28
Catalina Foothills High
School
TUCSON

Sunday, March 29
Catalina United
Methodist Church
TUCSON

PROGRAM ADVERTISING



Advertising Benefits & Reach

- Your business will be seen by more than 9,000 concert-going patrons over the "high season" in Southern Arizona, October through March.
- Our patrons are active in the community, educated, affluent and passionate about music. They dine out frequently and enjoy supporting businesses that support the arts.
- By supporting True Concord Voices & Orchestra, you help a venerable and growing performing arts organization that has built a reputation for excellence in southern Arizona and nationwide.
- Our program booklets are professionally designed and printed to enhance the look of your ad as part of our high quality standards.

Season Advertiser Benefits

- Flexibility - The ability to change ads in each program or keep the same ad throughout.
- Online Element - Your logo will be displayed on True Concord's Website for the duration of the concert season (October through March).
- Enjoyment - You'll receive a pair of tickets for a True Concord concert.

Contact & Ad Submission

Joshua Keeling, Operations Manager
jkeeling@trueconcord.org | 520-401-2651

| Ad Placement in Program | Cost for Season | Cost for 2 Concert Program |
|--|------------------------|----------------------------|
| Full Page - Outside Back Cover | Sold | Sold |
| Full Page - Inside Front/Back Cover | \$1500 | 500 |
| Full Page Interior | \$1300 | 435 |
| Half Page Interior (Horizontal Only) | \$900 | 300 |
| Quarter Page Interior (Horizontal or Vertical) | \$550 | N/A |
| Single Performance Flyer Inserts | \$100 Each Performance | |

| Ad Size | Ad Specs |
|--|---|
| Full Page - Outside Back Cover & Inside Front/Back Cover (Bleed) | 5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8" |
| Full Page Interior (Bleed) | 5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8" |
| Full Page Interior (Non-Bleed) | 5.5" x 8.5" Live 5" x 8" |
| Half Page Horizontal (Bleed) | 5.625" x 4.375" (Includes .125" Bleed) Trim: 5.5" x 4.25" Live: 5" x 4" |
| Half Page Horizontal (Non-Bleed) | 5.5" x 4.25" Live 5" x 4" |
| Quarter Page Horizontal (Non-Bleed) | 2.5" x 4" |
| Quarter Page Vertical (Non-Bleed) | 4" x 2.5" |
| Single Performance Flyer Inserts Content must be pre-approved by True Concord. | 5.75" x 8.75" Deliver printed flyers at least 2 days prior to performance |

FILES: Full color ads should be created in CMYK and Black and White ads in Grayscale - both at 300 dpi. Please submit ads at TIFF, JPG, PNG OR PDF.

| Deadlines | Space Reservation | Camera Ready-Art |
|--|-------------------|------------------|
| Program One: October/November Concerts | 9/13/2019 | 9/27/2019 |
| Program Two: December/January Concerts | 11/11/2019 | 11/25/2019 |
| Program Three: February/March Concerts | 1/21/2020 | 2/3/2020 |

CORPORATE SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSORS

Cost: \$5,000

Timeframe: Oct. 11, 2019 - Mar 29, 2020

Value: \$6,050

Benefits:

- First position logo exposure in True Concord's promotional insert in the Arizona Daily Star, distributed to 30,000 households in selected zip codes.
- Full page, full-color ad placement on inside front, inside back, or outside back cover on all concert program books for the entire season.
- Logo placement on season brochure.
- Two premium season tickets (six programs).
- Logo & link placed on True Concord website for entire year.
- Logo in all email blasts to 3,500 patrons.
- Mentions in onstage announcements at all 20 concerts.

PROGRAM SPONSORS

Cost: \$2,500

Timeframe: Oct. 11, 2019 - Mar. 29, 2020; Sponsor's choice of six season programs

Value: \$3,125

Benefits:

- Second position logo exposure in True Concord's promotional insert in the Arizona Daily Star distributed to 30,000 households in selected zip codes.
- Guaranteed placement on one full-color, full-page ad placed in all concert program books for the entire season.
- Logo placement on season brochure.
- Two general seating season tickets (six programs).
- Logo & link placed on True Concord's website for the season.
- Logo in 3 concert email blasts to 2,500 patrons.
- On-stage mentions at each performance of the program you are sponsoring.
- Opportunity to host a lobby table at each performance of the show you are sponsoring.

VENUE SPONSORS

Cost \$1,500

Timeframe: Oct. 11, 2019 - Mar. 29, 2020

Value: \$2,100 to \$2,400 depending on number of shows at a venue

Benefits:

- One-half page, full-color ad in each concert program book for the entire season.
- Logo & link displayed on True Concord website for the season.
- Mentions in on-stage announcements at the venue you are sponsoring (\$50-\$200 value).
- Opportunity to host a lobby table at the venue you are sponsoring (\$50-\$200 value).
- Opportunity to place coupons and inserts in the program at the venue at which you are partnering with True Concord.

ACCENT SPONSORS

Cost: \$1,000

Timeframe: Oct. 11, 2019 - Mar. 29, 2020

Benefits:

- One quarter page, full-color ad in concert program book for 20 performances.
- Logo & link placed on True Concord website for the entire season.
- Opportunity to place coupons and inserts in four concert program books.

RESTAURANT PARTNERS

Cost: \$250

Timeframe: Oct. 11, 2019 - Mar. 29, 2020

Value: \$300 to \$750 depending on number of shows at a venue

Benefits:

- Line on **Restaurant Partner** page in program book for 20 concerts (name, address and logo/image).
- Opportunity to place inserts/coupons in programs for shows in your neighborhood (closest venue).
- On-stage mentions for concerts in your neighborhood (closest venue).