In GENIUS
2019-2020 SEASON

PROGRAM ADVERTISING & SPONSORSHIP OPPORTUNITIES

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
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.

### ABOUT TRUE CONCORD

**Shakespeare in Song**
**October 11 - 13**
Choral music from 1600 to today based on the wit, beauty, humor and insight of Shakespearean texts.

**Mozart & da Vinci**
**November 22 - 24**

**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.

**America Sings!**
**January 24 - 26**
Celebrating the diverse voices of America – from folk songs and spirituals to musical theater and jazz.

**Beethoven & Goethe**
**February 21 - 23**
A pièce d’occasion including “Choral Fantasy,” Mass in C Major and Brahms’ *Alto Rhapsody*.

**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.

<table>
<thead>
<tr>
<th>Event Title</th>
<th>Dates</th>
<th>Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shakespeare in Song</td>
<td>October 11</td>
<td>St. Francis in the Valley Episcopal Church GREEN VALLEY</td>
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<tr>
<td></td>
<td>October 12</td>
<td>Catalina Foothills High School TUCSON</td>
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<td></td>
<td>October 14</td>
<td>Grace St. Paul’s Episcopal Church TUCSON</td>
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<tr>
<td>Mozart &amp; da Vinci</td>
<td>November 22</td>
<td>Valley Presbyterian Church GREEN VALLEY</td>
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<td>November 23</td>
<td>Catalina Foothills High School TUCSON</td>
</tr>
<tr>
<td></td>
<td>November 24</td>
<td>Catalina Foothills High School TUCSON</td>
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<tr>
<td>Lessons &amp; Carols by Candlelight</td>
<td>December 12</td>
<td>Christ the King Episcopal Church TUCON</td>
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<tr>
<td></td>
<td>December 13</td>
<td>St. Francis in the Valley Episcopal Church GREEN VALLEY</td>
</tr>
<tr>
<td></td>
<td>December 14</td>
<td>St. Philip’s in the Hills Episcopal Church TUCSON</td>
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<tr>
<td>America Sings!</td>
<td>January 24</td>
<td>St. Francis in the Valley Episcopal Church GREEN VALLEY</td>
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<td></td>
<td>January 25</td>
<td>Catalina Foothills High School TUCON</td>
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<td></td>
<td>January 26</td>
<td>Grace St. Paul’s Episcopal Church TUCON</td>
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<tr>
<td>Beethoven &amp; Goethe</td>
<td>February 21</td>
<td>Valley Presbyterian Church GREEN VALLEY</td>
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<td>Catalina Foothills High School TUCON</td>
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<tr>
<td>Bach B-Minor Mass</td>
<td>March 27</td>
<td>Valley Presbyterian Church GREEN VALLEY</td>
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<td>March 28</td>
<td>Catalina Foothills High School TUCON</td>
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<tr>
<td></td>
<td>March 29</td>
<td>Catalina United Methodist Church TUCON</td>
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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

<table>
<thead>
<tr>
<th>Ad Placement in Program</th>
<th>Cost for Season</th>
<th>Cost for 2 Concert Program</th>
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<tbody>
<tr>
<td>Full Page - Outside Back Cover</td>
<td>Sold</td>
<td>Sold</td>
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<tr>
<td>Full Page - Inside Front/Back Cover</td>
<td>$1500</td>
<td>500</td>
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<tr>
<td>Full Page Interior</td>
<td>$1300</td>
<td>435</td>
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<tr>
<td>Half Page Interior (Horizontal Only)</td>
<td>$900</td>
<td>300</td>
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<tr>
<td>Quarter Page Interior (Horizontal or Vertical)</td>
<td>$550</td>
<td>N/A</td>
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<tr>
<td>Single Performance Flyer Inserts</td>
<td>$100 Each Performance</td>
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<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Specs</th>
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<tr>
<td>Full Page - Outside Back Cover &amp; Inside Front/Back Cover (Bleed)</td>
<td>5.625” x 8.625” (Includes .125” Bleed)</td>
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<tr>
<td>Full Page Interior (Bleed)</td>
<td>5.625” x 8.625” (Includes .125” Bleed)</td>
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<tr>
<td>Full Page Interior (Non-Bleed)</td>
<td>5.5” x 8.5”</td>
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<tr>
<td>Half Page Horizontal (Bleed)</td>
<td>5.625” x 4.375” (Includes .125” Bleed)</td>
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<tr>
<td>Half Page Horizontal (Non-Bleed)</td>
<td>5.5” x 4.25”</td>
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<tr>
<td>Quarter Page Horizontal (Non-Bleed)</td>
<td>2.5” x 4”</td>
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<tr>
<td>Quarter Page Vertical (Non-Bleed)</td>
<td>4” x 2.5”</td>
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<tr>
<td>Single Performance Flyer Inserts</td>
<td>Content must be pre-approved by True Concord.</td>
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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.

<table>
<thead>
<tr>
<th>Deadlines</th>
<th>Space Reservation</th>
<th>Camera Ready-Art</th>
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<tbody>
<tr>
<td>Program One: October/November Concerts</td>
<td>9/13/2019</td>
<td>9/27/2019</td>
</tr>
<tr>
<td>Program Three: February/March Concerts</td>
<td>1/21/2020</td>
<td>2/3/2020</td>
</tr>
</tbody>
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PRESENTING SPONSORS
Cost: $5,000
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 3,500 patrons.
· Mentions in onstage announcements at all 20 concerts.

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).