



BRIAN WISMATH
MUSIC DIRECTOR

SPONSORSHIP PACKAGE

January 13, 2024

Dear Friends of VCS,

The Victoria Choral Society (VCS), directed by Brian Wismath, is an auditioned, mixed-voice symphonic choir of over one hundred singers, dedicated to presenting the finest large-scale choral music from baroque to contemporary. Founded in 1934, the Victoria Choral Society has played a leading role in Victoria's cultural life for ninety years.

Every year, in addition to singing as guest performers with other local artistic organizations such as the Victoria Symphony, Ballet Victoria and Festive Brass, the Victoria Choral Society also produces its own concerts.

Some of our past exciting programs include Bach's *Magnificat*, Beethoven's *Missa Solemnis*, Handel's *Joshua*, Mozart's *Requiem*, Mendelssohn's *Lobgesang*, Brahms' *Schicksalslied*, the world premiere of commissioned work *Nocturno* by Liova Bueno, Jonathan Dove's *The Passing of the Year*, Enn's *This Thirsty Land*, Gjeilo's *Luminous Night of the Soul*, Vivaldi's *Gloria*, and the Canadian premiere of Coleridge's *Requiem*.

On Sunday, May 19, 2024, VCS will be performing John Estacio's *The Houses Stand Not Far Apart* and Larysa Kuzmenko's *Golden Harvest* with members of the Victoria Symphony. *The Houses Stand Not Far Apart* pleads for peace, prays for understanding, and searches for hope. *Golden Harvest* follows the journey of one family, symbolic of all Ukrainian pioneers, who made the difficult decision to leave behind all that was familiar and dear to them to build a better life in Canada in the late 1800s and early 1900s. It chronicles hardships and achievements, which reflect a near-universal experience of immigrants everywhere: their journey, their struggle, and finally their settlement in their new land. The piece culminates in a celebration of the "Golden Harvest" Ukrainians brought to Canada: a harvest of precious wheat and uncountable cultural wealth.

We are offering the opportunity for your organization to be involved in sponsoring this concert. Our sponsorship package includes a variety of promotional offerings to bring your company to the attention of our audience and members, and to identify you as a valued supporter of VCS.

As a sponsor, your company will receive the following benefits:

1. Your logo will be included in our advertising for our concert, which includes:
 - 4 print ads and 30, 000 digital impressions in the Times Colonist newspaper and Facebook Boost Posts within a six-week period leading up to the concert;
 - 600 postcards and 300 posters to be distributed throughout the Greater Victoria region;
 - Three promotional emails sent to our audience base within an eight-week period leading up to the concert;
 - The cover of our concert program.
2. An acknowledgement of your support, along with your logo and link to your website (optional), will be placed on VCS's website and social media accounts.
3. Your logo will appear on the digital screen in UVic's Ticket Centre and Farquhar Auditorium foyer.
4. A half-page advertisement (B&W) for your company will be included in our concert program.
5. Four complimentary tickets to the concert.

The cost of this sponsorship package is \$500. To be eligible for all the benefits listed above, VCS must receive your commitment and logo no later than February 15, 2024.

Whether you are seeking to build awareness of your business, increase your prospect base, or demonstrate investment in the arts community, partnering with VCS for a self-produced concert provides an excellent avenue for promoting your organization.

For more details, please contact Rita Zeni at development@victoriachoralsociety.ca.



Rita Zeni
Development Director,
Victoria Choral Society