

Sponsor Harrogate Choral Society!

Harrogate Choral Society (HCS) is regarded as the premier choral society of our region and presents five concerts a year. The choir is drawn from the community of trained but non-professional singers who live and work in Yorkshire.

As Harrogate has increasingly been recognised as an international cultural destination attracting audiences from around the world, so too has HCS become a leading component of its cultural profile; the town hosts the Harrogate International Festival, Harrogate Literary Festival and the Harrogate International Youth festival of Music and Performing Arts, as well as possessing well known venues such as our theatre, the Harrogate International Conference Centre, the Royal Hall and the Mercer Gallery.

Our repertoire aims to reach the widest audience possible, embracing both popular choral works such as the Messiah and modern pieces by contemporary composers. Many concerts also include orchestral pieces and concerti using star soloists such as Nicola Benedetti and Emma Johnson. We co-sponsor the Community Christmas concert in the Harrogate International Centre, enabling several hundred local children to join us in a spectacular and joyous occasion. Our major concerts are mostly staged in The Royal Hall, Harrogate or Ripon Cathedral. Two smaller choirs drawn from our members, the Polyphonic and the Beati, perform at a variety of other occasions, including concerts in aid of local charities.

In addition we actively support the development of **young singers**, seeking where possible to give them a platform to perform, and we are justifiably proud of our record. We run an **internship scheme** which sponsors three or four young people every year to receive free individual voice training lessons by our music director and a chance to experience the disciplines of choral singing with the choir in rehearsals and concerts. We initiated an annual "Solo Singers platform" which we now run in partnership with Ripon CS and Wetherby CS and through this have identified and given major solo roles in our concerts to several emerging singers. We are unaware of similar schemes in other regions.

Whether rehearsing or performing we always use professional musicians to ensure that every concert we give achieves high critical acclaim.

But all this comes at a price. For any concert, ticket income will fall short of the full cost of getting that concert on stage. Without the generous donations of our supporters we would be unable to bring music of such a high standard to our audiences in this region. Fully 75% of our budget goes on the costs of staging our concerts and the remainder on rehearsal room hire and the fine professional music staff who train the choir.

We need your donations to help us continue to produce our ambitious musical programmes in the future.

Please help us; it's good for you and good for the community!

A concert presented by Harrogate Choral Society provides an opportunity to connect with the creative energy of a live performance. Your donation to the choir is a critical element that will help to maintain this lively and long-term community cultural resource. The Harrogate Choral Society is a registered charity and your sponsorship may be tax deductible. We are supported by the grants of our Patron and benefactors as well as by the gifts from our audience and friends. By helping us you are helping enhance the cultural life of this international cultural centre. Your support will be visible.

Why we need you

In spite of careful stewardship of our funds we find that our costs rise year on year. We want to reach the widest audience and so it is essential to keep our ticket prices at affordable levels; ticket sales only cover 30-40% of the cost of our concerts.

As a not-for-profit arts organisation, we depend on the generous contributions of members and supporters each season. We receive no external support from either the Arts Council or any other statutory body and all the costs of every concert have to be met by the HCS.

Our background costs include hiring the venue (such as Harrogate Royal Hall or Ripon Cathedral), advertising, publicity and insurance. We need to book our high quality professional soloists (often three or four) several months in advance, and similarly we have to engage the orchestra, which sometimes needs additional specialist instruments for the particular demands of different composers. We pay the fees of our professional staff, our Music Director, Andrew Padmore, Deputy Music Director, Marilynne Davies and our excellent rehearsal accompanist. They are essential in preparing the chorus to concert readiness and we depend on their considerable talent and drive to help us deliver the enjoyable and high quality of performance for which we have become renowned.

Success has followed success, but as the standards of the choir have got higher, so too have the expectations of audiences and choir members; we are ambitious to widen our reputation and repertoire. This energy leads to a demand for better soloists and instrumentalists and these steps don't come cheaply.

Examples of estimated costs for two of the concerts planned for 2014/2015

November 2014 Elgar Concert incl. 'Cello Concerto and "Spirit of England"

Manchester Camerata Orchestra (53 players):	£11600 +VAT	£13,920
Cello soloist		£3,600
Soloist Singers		£1,750
Royal Hall Hire		£3,000
Total		£22,270

June 2015 Benjamin Britten War Requiem: (possibly at Leeds Town Hall) *Orchestral quote only:* (Manchester Camerata with 70 players) **£18,840**

What we are seeking from a Sponsor

The examples of estimated costs above show what challenges we face but these also represent clear opportunities for you to show, and be seen to show, how you can help. By sponsoring a soloist, the orchestra or part of it, the hire of the hall, the whole concert or even a concert series you will greatly help us plan and provide music of the highest standard for our regional audience.

We seek your commitment for 1, 3 or 5 years.

Longer commitment helps us to plan further ahead; we are able to book major soloists, for instance those of international standing, and whose diaries are often full for several years. In the past we have enjoyed sell-out concerts with musical stars such as Nicola Benedetti, Emma Johnson, Alfie Boe, Carolyn Sampson, Alison Balsom, Claire Rutter and Stephen Gadd.

With your support we will be able to continue to engage such stars for future concerts.

We are happy to acknowledge your help.

Levels of Sponsorship

We offer four standard sponsorship packages although we are obviously more than happy to modify any of these to suit your specific wishes.

These are as follows:-

Platinum/Series Sponsor. This is our highest level of sponsorship. This sponsor has the opportunity to have the whole year's series of five concerts named to their choice at a cost of £12,000 p.a.

Gold/Orchestral Sponsor. At this level the sponsor can be identified as someone who is supporting one or more of the orchestras that play with us; or sponsor your favourite section of the orchestra. This could be for one concert or for the series! Your donation will go directly towards the cost of hiring these musicians and any specialist instruments which are sometimes required for specific works. This level sponsorship starts at £7,500 pa

Silver Sponsor. A sponsor at this level is identified as supporting one or more of the professional soloists that sing with us during our concerts. This will also help us to book major soloists, for instance those of international standing. The cost for this level of sponsorship is £5,000 pa

Bronze Sponsors are generally identified as committed supporters of the choral society at a cost of £1,000 pa.

Sponsors Benefits

A Harrogate Choral Society concert provides an opportunity to connect with the creative energy of a live performance. Singing is an activity that brings physical and mental well being to those who participate (singers and audience). Our group draws from the local community and we actively encourage young people into music.

By supporting us and the concerts we perform, you help enhance the cultural backdrop of Harrogate and Yorkshire. We are proud of our good reputation across the North of England and in the next few years we are planning a series of ambitious programmes with musical stars and quality orchestras. Your support will be a critical element in helping us deliver this.

In return, if you sponsor us at an appropriate level, we will ensure that your generosity is visible on our literature and publicity material including press releases, billboards, posters, leaflets, programmes as well as Twitter and Facebook. Depending on the level of your contribution, we will give you free publicity on materials produced for a given concert or series, and colour advertising and mention in the programmes.

We are aware that not everyone who gives to us will be seeking publicity; in those circumstances discreet mention of your name will be included in the list of other donors in the programme. We will be pleased to talk to you to decide how to visibly acknowledge your gift. Examples of this are shown below

Platinum/Season Sponsor. The entire season with your name as **main sponsor** e.g. “*The HCS 2013-14 Season sponsored by Your Co Ltd*”. We would position your logo and/or name on all printed publicity and press releases, prominent acknowledgement on the programme cover and inside the programme as sponsor for the whole season. In addition we would offer you a full page colour advert in all programmes for the season. We may also be able to offer a private recital by selected members of the choir.

Gold/Orchestral Sponsor. The entire season with your name acknowledged as one of our major sponsors. You could sponsor, for example, the orchestra. We will place your name and logo on all printed publicity, on the programme cover and inside the programme in the Gold sponsor section, as well as a giving you a full page colour advert in all programmes for that season.

Silver/Soloist Sponsor – The entire season with your name acknowledged as one of our sponsors. You could sponsor, for example, one or more of our soloists. We will place your name and logo on all printed publicity, on the programme cover and inside the programme in the Silver sponsor section, as well as a giving you a half page colour advert in all programmes for that season.

Bronze – Name and logo acknowledgment in the programme as a Bronze sponsor for all concerts during the season plus quarter page colour advert in all concert programmes for the season.

Networking As a sponsor we will be delighted to welcome you to our planned pre-or post-concert receptions hopefully giving you a chance to meet some of the performers, society members and other supporters.

Complimentary Tickets Hopefully you will want to share your association with Harrogate Choral Society with your family, friends, colleagues or clients and we will be delighted to arrange for complimentary tickets for our concert series.

Platinum - up to 6 tickets for each concert.

Gold - up to 6 tickets for each concert.

Silver - up to 4 tickets for each concert. (12 max per annum)

Bronze - up to 2 tickets for each concert. (6 max per annum)

In conclusion

Sponsoring the Harrogate Choral Society will associate your organisation with:

Harrogate – a town that is a thriving centre for the Arts, now recognised as an *international cultural destination*, and a locality that has a good quality of life and is a good place in which to conduct business.

Community – we bring together members of our community, young and not so young, in an enjoyable and healthy pursuit of performing and listening to music.

Singing – something everyone enjoys and which is accessible to all.

CONTACT

If you would like to discuss how to become a sponsor, please contact us by

Email sponsorship@harrogatechoral.org.uk

Telephone Bruce Noble at 01423 879355

We will be delighted to come and talk to you in person.