



Sponsorship Benefits Package: 2023/24 Tone Cluster Performances

Ottawa's popular 2SLGBTQIA+ choir *Tone Cluster* is preparing for our 2023/24 season with three live concerts and our popular, annual fundraiser **Show Tune Showdown™** (STS), which is normally attended by more than 500 audience members. We look forward to singing for you under the creative, inspired and skilled leadership of our Artistic Director, Deirdre Kellerman.

On the heels of a successful year of 3 live concerts, a record audience at Show Tune Showdown 2023 and participation at the 2023 Unison Festival in Halifax, we are excited for another incredible year!

Tone Cluster is a vibrant musical ensemble that contributes both musically to the Ottawa arts scene and socially as part of Ottawa's 2SLGBTQIA+ community. Tone Cluster's concerts continue to attract a broad and diverse audience who enjoy our varied and wide-ranging repertoire, with everything from madrigals to vocal jazz arrangements. The choir takes pride in showcasing talented performers from Ottawa-Gatineau at its concerts and in commissioning new works by Canadian composers.

You can find more information on Tone Cluster's website: <http://www.tonecluster.ca>

PLATINUM LEVEL SPONSOR - \$2,500

- **A Showdown Round named after your business in our annual STS fundraiser** (up to three available rounds)
- **Full page advertisements** in STS program & Tone Cluster concert programs
- Your business name & logo on Tone Cluster's website with active link to your website
- Business name & logo on all event marketing materials and social media including: press releases; promotion posters; event flyers
- Sponsor shout-outs on social media (Facebook, Instagram)
- Banner or promotional signage (supplied by you) at STS & concerts in highly photographed areas such as the main stage edge and lobby easel
- Your logo appearing on electronic overhead at STS
- **Stage presence opportunity** at STS
- Sponsorship acknowledgement on stage by MC
- **Four complimentary tickets** to STS and each concert in the 2023/2024 season
- Official sponsor designation

DIAMOND LEVEL SPONSOR \$1,000

- **A Showdown Round named after your business in our annual STS fundraiser** (up to three available rounds)
- **Half page advertisements** in STS program & Tone Cluster concert programs
- Your business name & logo on Tone Cluster's website with active link to your website
- Business name & logo on event marketing materials and social media including: Press Releases, promotion posters; event flyers
- Sponsor shout-outs on social media (Facebook, Instagram)
- Banner or promotional signage (supplied by you) at the event entrance
- Your logo appearing on electronic overhead at STS

- Sponsorship acknowledgement on stage by MC
- **Three complimentary tickets** to STS and each concert in the 2023/2024 season

Other Potential Benefits (where applicable) for PLATINUM & DIAMOND LEVEL SPONSORS

- Option to donate raffle prize for further recognition and promotion
- Business and/or product information (e.g. brochures, coupons, sampling) at concerts and STS

GOLD LEVEL SPONSOR \$500

- **Business card sized advertisements** in STS program & Tone Cluster concert programs
- Business name listed on Tone Cluster's website including active link to your website
- Your logo appearing on electronic overhead at STS
- Sponsorship acknowledgement on stage by MC on stage at live concerts and STS
- **Two complimentary tickets** to STS and each concert in the 2023/2024 season
- Larger sized ads in Show Tune Showdown and other Tone Cluster concert programs at 50% off regular price

SILVER LEVEL SPONSOR \$250

- Business name listed on Tone Cluster's website
- Your logo appearing on electronic overhead at STS
- Sponsorship acknowledgement on stage by MC at live concerts and STS
- **One complimentary ticket** to STS and each concert in the 2023/2024 season
- Ads in STS and all Tone Cluster concert programs at 1/3 off regular price

PLEASE NOTE: Sponsors must supply all logos and artwork