



# Alaska Chamber Singers

P.O. Box 102055 Anchorage, Alaska 99510



Dear Friend of the Alaska Chamber Singers,

The Alaska Chamber Singers is open for sponsors for our 2011-2012 concert season and advertisers for our individual performance programs.

For more than 25 years the Alaska Chamber Singers have treated audiences to uplifting, joyful and intriguing choral works spanning centuries. We invite you to join us for our 2011-2012 concert season as we provide you with the lyrical, magical and transcending works in *Bach Retrospective*, the wonder and joy of the holiday season in *Christmas Memories* and for a very special season finale *Celebrating 25 Seasons in Song*, featuring renowned choral conductor Anton Armstrong and celebrated composer Libby Larsen debut of her newest work commissioned for this concert

Season sponsors will receive prime placement on all collateral materials, e-blasts and the Alaska Chamber Singer’s website. Individual sponsors will receive recognition on all promotional material for the requested performance, including e-blasts and the ACS website. Advertisers in our concert programs will reach more than 2000 attendees of our performances. We’ve included our attendee demographics for you to review the market audience that is reached through supporting the Alaska Chamber Singers by advertising in our programs. For other sponsorship opportunities in support of Alaska Chamber Singers, please visit [www.alaskachambersingers.org](http://www.alaskachambersingers.org).

### Board of Directors

Ronale Anson, *President*  
Anchorage Concert Association

Letha Flint, *Vice President*  
Retired Non-Profit Executive & Teacher

Bardon Simons, *Treasurer*  
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Keyboard Cache

Jim Powell  
Retired Attorney

David Hagen,  
*Artistic Director & Conductor*

## Alaska Chamber Singers Sponsorship/Advertising Agreement

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Sponsorship/ Advertising: \_\_\_\_\_

Please fax in your agreement to 907-783-3055. For sponsorships, please send your company logo in a high resolution format **by September 16th, 2011**, to [yvette@akmarketingconsultants.com](mailto:yvette@akmarketingconsultants.com).  
 Program ads; please e-mail your finished, digitized ad layout, **no later than October 8th, 2011**, to both of the following:

Bob Mitchell	<a href="mailto:mitchell@ptialaska.net">mitchell@ptialaska.net</a>
Yvette Galbraith	<a href="mailto:yvette@akmarketingconsultants.com">yvette@akmarketingconsultants.com</a>

Please send payment check *no later than September 16th, 2011* in the appropriate amount and indicating ad size, payable to the Alaska Chamber Singers, to: Bob Mitchell, 241 E. 23<sup>rd</sup> Ave, Anchorage, AK 99503-2011.

Thank you very much for choosing to join us for the 2011-2012 Season!

Robert A. Mitchell

Robert A. Mitchell, Singer and Board Member

## Alaska Chamber Singers Sponsorship/Advertising Opportunities

### Season Sponsorship -\$5000

Sponsor our full season and receive corporate recognition on all print collateral materials, radio, 100,000 e-blasts, 2500 programs, 350 posters, our website, comp tickets to performances, and copies of our cd's.

### Individual Performance Sponsorship-\$2500 to \$1500

Take advantage of sponsoring an individual performance and receive corporate recognition on all collateral material for that performance, as well as 30,000 e-blasts, 500+ programs, 100 posters and our website.

### Program Advertising

Costs for single color (black), camera ready, digitized and e-mailed to us, are as follows:

	Season	Individual
Full Page- 4.5" x 7.5"		
Outside Back Cover	\$750	\$450
Inside Front or Inside Back Cover	\$600	\$450
Inside Page	\$500	\$300
Two-Third Page		
Square Format- 4.5" x 4.5"	\$400	\$250
Half-Page-		
Vertical- 2.25" x 7.5"	\$300	\$100
Horizontal- 4.5" x 3.5"	\$300	\$100
One-Third Page-		
Horizontal 4.5" x 2.25"	\$200	\$75
Business Card/ One-Fourth Page-		
Vertical- 2.25" x 3.5"	\$150	\$50
Horizontal- 4.5" x 1.75"	\$150	\$50



Alaska  
Chamber Singers

### Sponsor a Singer

Support your favorite Singer by making a contribution of \$125. Your sponsorship is recognized on our website and in all of our programs handed out throughout the season. Be sure to visit our website at [www.alaskachambersingers.org](http://www.alaskachambersingers.org) for more information.

### Alaska Chamber Singers Audience Profile

Marital Status	62% married	38% single
Age	60+	37%
	50-59	25%
	40-49	30%
	30-39	8%
Income Level	\$20-39,000	18%
	\$40-59,000	27%
	\$60-79,000	24%
	\$80-99,000	14%
	\$100-200,000	15%
	\$200,000+	2%
Chamber Singers' Concerts Attended	0+	32%
	1-4	45%
	5-9	23%
Chamber Singers' Holiday Concerts Attended		

### *About the Alaska Chamber Singers*

....

"The State's most practiced, polished, ambitious choral ensemble."

ADN

"Conductor David Hagen led the chorus through a variety of soothing, melodic songs so mesmerizing and inspiring that it

was

like being transformed."

ADN

"The Discovery Theatre was packed to the rafters by an audience

which heard two hours of fine choral singing."

Anchorage Times