

A S H E V I L L E  
**CHORAL**  
S O C I E T Y

BUSINESS SUPPORTER PACKET  
SPRING 2022

# ASHEVILLE CHORAL SOCIETY BACKGROUND & AUDIENCE

## ACS's History & Background

The Asheville Choral Society (ACS) has been inspiring and enriching audiences in Western North Carolina since 1977 with remarkable choral music at the highest artistic level. The ACS is made up of more than 100 auditioned singers ranging in age from 16 to 80-plus, many of whom have professional music backgrounds and all of whom share a passion for singing.



ACS has garnered a reputation as one of Western North Carolina's premier music organizations, and has been praised for the versatility, originality, and challenging nature of its programming. ACS is actively engaged with the greater Asheville community through public performances at festivals and events, holiday caroling at community establishments, and strategic partnerships with nonprofit organizations such as Habitat for Humanity, MANNA FoodBank, and the Asheville Humane Society.

## Audience & Reach



ACS's audience includes music-lovers from all backgrounds. Our dedicated classical-music fans are joined by local musicians seeking to broaden their musical horizons, students learning about new cultures, and visitors to the beautiful Blue Ridge Mountains.

A typical season for ACS sees ticket sales over 2,000, emails and social media outreach going out to thousands, and new fans of choral music being welcomed each year.

# LIFTING VOICES, UPLIFTING ASHEVILLE

The Power of Live Music and the Chance to Make a Difference

## Connecting Music & the Asheville Community

The Asheville Choral Society has been activating our community for more than 40 years. At this time of recovery for Asheville -- and the world -- we seek ways to uplift our community through what we know best: choral music.

Through partnerships with local organizations and by supporting local musicians, ACS seeks to do our part to help Asheville get back to full strength, or better! Business supporters of ACS now have new ways to direct your contributions to support both our organization and the broader Asheville community.

## How You and Your Organization Can Help

Knowing that our supporters are both music-lovers and pillars of our community, ACS has found new ways to help your ACS contribution reach into the community.

- \* Subsidize tickets for families who might not otherwise be able to purchase tickets to in-person music events
- \* Support the hiring of local musicians, soloists, and accompanists to help ensure these great musicians can afford to stay and work in Asheville.
- \* Support a strong chorus by sponsoring membership scholarships for new and longtime ACS members who otherwise might not be financially able to sing with us.
- \* Host a watch party of our livestreamed concert events with a local nonprofit network of volunteers

LIFTING  
VOICES  
UPLIFTING  
ASHEVILLE



# BUSINESS SUPPORTER BENEFITS

Benefits Descriptions

## Year-Round Benefits

ACS offers creative ways to showcase your support throughout our season. Promotions opportunities range based on your financial contribution.

- \* Listing of name or logo with link on our website, frequently visited by ticket-purchasers and singers
- \* Tent card showcasing your support for your in-person business
- \* Thank you via social media, in a group, or individually, with links to Facebook pages or websites.
- \* Opportunity to subsidize membership fees for low-income singers
- \* Inclusion of name or logo with link on emails to full audience of music lovers
- \* Opportunity to sponsor accompanist or assistant director-level position, recognized in Annual Report

## In-Person Concert Benefits

In addition, ACS offers specific ways to celebrate your support at in-person concert events. We plan to host in-person, live concerts on March 26, 2022 and May 21, 2022.

- \* Logo or advertisement (still image or animated) included in pre-show slideshow.
- \* Inclusion in our onsite supporter handout and posters.
- \* Opportunity to address live audience as a part of our welcome.
- \* Tickets to concerts for your team or clients.
- \* Opportunity to subsidize tickets for low-income families with your sponsorship
- \* Sponsor a local musician or soloist.
- \* Host an in-person chamber chorus concert when it is safe to do so.

## Livestreamed Concert Benefits

With sufficient interest from supporters, we will also offer livestream access to our concerts online. We have even more creative ways to lift up your support online.

- \* Virtual access to concert livestream event for your team or customers.
- \* Host a watch party for clients or volunteers of another local nonprofit with whom you are associated.
- \* Host a watch party for your team or customers, visited by our artistic director, Dr. Melodie Galloway.
- \* Opportunity to pre-record a video segment of support for inclusion in our livestream event.

# SUPPORTER LEVELS

Benefits at a Glance

		\$100	\$175	\$250	\$500	\$1,000	\$2,500	\$5,000
		Core Supporter		Central Patron			Leadership Circle	
Year-Round Benefits	Logo and Name on Website	X	X	X	X	X	X	X
	Tent Card for Your In-Person Business	X	X	X	X	X	X	X
	Promotion in Materials for Singers	Web	Web	Web	Print	Print	Print	Print
	Social Media Thank Yous	Multi	Solo	Solo	Solo	Solo	Solo	Solo
	Subsidize a Low-Income Singer Membership					X	X	X
	Logo & Link at Bottom of Emails to Full List					X	X	X
	Sponsor Accompanist or Assistant Director							X

In-Person Concert Benefits March 26 & May 21, 2022	Logo or Ad in Pre-Show Slideshow	Logo	Ad	Ad	Animated	Animated	Animated	Animated
	Inclusion in On-site Supporters Handout	Name	Name	Name	Logo	Logo	Logo	Logo
	Opportunity to Address Live Audience						X	X
	Tickets to In-Person Concert					4	6	10
	Subsidize Tickets for Low-Income Families						6	10
	Sponsor a Local Musician or Soloist						X	X
	Host an In-Person Chamber Concert							X

Livestream Concert Benefits	Virtual Access for Your Team or Customers	2	2	2	4	6	10	10
	Watch Party for Your Team or Customers, or for an Associated Nonprofit						X	Meet & Greet
	Pre-Record a Video Segment for Concert						X	X

\* Meet and Greet during Your Watch Party with our Artistic Director, Dr. Melodie Galloway