

BACKGROUND & AUDIENCE

ACS's History & Background

The Asheville Choral Society (ACS) is Asheville's community chorus. Auditioned, committed to musical excellence, and hard-working, our singers have been inspiring and enriching audiences in Western North Carolina since 1978. More than 120 singers comprise musical professionals, first-time choral singers, and everyone in between. Our members range in age from 16 to 92, and range in economic, racial, and ethnic backgrounds.



ACS has distinguished itself not only as one of Western North Carolina's premier music organizations, but as an organization committed to a diverse repertoire, original programming, and for lifting up emerging and BIPOC composers. 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.

After time away from live performances due to the COVID-19 pandemic, ACS was thrilled with the support we saw from our community upon our return. In our 2022-2023 season, ACS saw ticket sales approaching 2,000, emails and social media outreach going out to thousands, new excitement from distant fans via our livestreamed concerts, 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 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

SUPPORTER LEVELS

Benefits at a Glance

		\$100	\$175	\$250	\$500	\$1,000	\$2,500	\$5,000
		Core Supporter		Central Patron		Leadership Circle		Presenting Sponsors
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	X
	Opportunity to Co-Author a Featurette About Your Support						X	X
	Volunteer Opportunities for Your Staff in Support of Team-Building						X	X
	Staff Enrichment Opportunity: Lunch-and-Learn with our Artistic Director							X

In-Person Concert Benefits	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
	Tickets to In-Person Concert					4	6	10
	Opportunity to Address Live Audience						X	X
	Subsidize Tickets for Low-Income Families						6	10
	Sponsor a Local Musician or Soloist						X	X
	Host an In-Person Chamber Concert							X

Virtual Concert Benefits	Virtual Access for Your Team or Customers	2	2	2	4	6	10	10
	Sponsor a Local Musician or Soloist						X	X
	Watch Party for Your Team or Customers						X	X
	Pre-Record a Video Segment for Concert						X	X

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.

- * Inclusion of name or logo with link on emails to full audience of music lovers, or a featurette in our email about series your commitment to the arts in Asheville, **new this season!**
- * Opportunity to sponsor accompanist or assistant director-level position, recognized in Annual Report
- * If volunteerism is important to you and your team, opportunities to host groups of volunteers at our events, with your brand highlighted, **new this season!**
- * Option to host a lunch and learn about singing, music, and well-being with our Artistic Director, **new this season!**
- * 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

In-Person Concert Benefits

In addition, ACS offers specific ways to celebrate your support at in-person concert events.

- * Logo or advertisement image (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

ACS will livestream its concerts to out-of-town audience-members.

- * 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.
- * Opportunity to pre-record a video segment of support for inclusion in our livestream event.

New Special Opportunities for 2023-2024 Season

Partner with ACS as a business supporter and secure your spot as one of ACS's special partners.

- * Become ACS's **Presenting Holiday Sponsor** to highlight your support of music as a crucial part of the holiday season. Your support will be focused around our Yuletide Candlelight concert, our November Tempus concert, and community outreach activities around the holidays.
- * ACS's **Presenting Home & Hearth Sponsor**, as we highlight the community we call home in song. Your support will be focused around our spring concert celebrating music of the Blue Ridge, and our spring Tempus concert, and our spring community outreach programming with local partners.
- * Become ACS's new **Presenting Music for All Sponsor**. This support is featured on all concert programs, helping us highlight emerging and BIPOC composers within and outside of our membership. This sponsorship also supports subsidized memberships for singers as needed, and tickets for lower-income neighbors to attend our events.