



**Thank you for your interest in The Bach Choir of Bethlehem:
A regional asset and a national treasure!**

We invite you to advance your business and support the arts in your community by supporting The Bach Choir of Bethlehem, a dynamic organization which is recognized nationally and internationally as an ambassador of musical excellence, with significant economic and cultural impact.

The Bach Choir is a cornerstone of the Lehigh Valley region, enriching the lives of people of all ages through musical performances at 30 concerts from September through May. Our season includes a Gala Concert and Fund-raiser, Christmas Concerts, a Family Concert in February, a Spring Concert in March or April, and the beloved annual Bethlehem Bach Festival in May. More than 20,000 people attend our concerts each year.

We are an established and respected organization and an acclaimed innovator in musical education. As part of our mission, The Bach Choir is committed to enriching and inspiring people of all ages through our educational and community outreach, including our **Bach to School** program and our **Bach at Noon** free concert series. These programs reach and help cultivate new and broad audience for The Choir and for the arts in our region.

The Bach to School program is designed to enhance the music curriculum already being offered in your elementary and/or middle schools. The program is funded by individual donations, endowment funds and through monies received from the EITC Program, which enable us to provide this program at no cost to the schools or students.

Our **Bach at Noon** free-will concert series has been delighting people of all ages and walks of life, bringing them to our downtown area for more than 10 years to add to the economic vitality of our region. On average, about 800 people attend the concerts, which are open to the public and are held the second Tuesday of each month at Central Moravian Church, Bethlehem (September - April) and at St. John's Lutheran Church, Allentown (June - August.) Artistic Director and Conductor Greg Funfgeld leads members of The Bach Choir, who are dedicated volunteer singers from our region, our Bach Festival Orchestra, and guest soloists in a repertoire which is varied and includes works by distinguished composers. The tone is welcoming, the audience is diverse, and the music is always excellent.

In addition to the satisfaction and prestige they gain from being aligned with The Bach Choir, our business partners enjoy various advantages based on the nature and level of their support. Included in this packet, you will find more information about organizational sponsorship opportunities and benefits.

As a business partner and sponsor, you can take great pride in your affiliation with The Bach Choir and your business will enjoy the benefits that come with reaching our audience. I encourage you to print and review the information provided and consider joining us this season. I look forward to working with you to ensure that your organization enjoys the full measure of benefits that are meaningful to you.

Cheryl Dungan, Development Officer
Cheryl @Bach.org 610.866.4382 ext. 113



Organizational Support and Business Partnership Opportunities

The Bach Choir of Bethlehem is grateful for the support of our business partners and corporate sponsors, who are among the most valued and respected companies in our region.

Our loyal business partners and corporate sponsors include: (Visit our Website for a complete list of our sponsors.)

Air Products	AT&T	B. Braun	Alvin H. Butz
City Center Investment Corp.		Crayola LLC	Embassy Bank
Follett LLC	Historic Hotel Bethlehem		HMK Insurance
HYDAC	Janney Montgomery Scott		Just Born
Moravian Village	Lutheran Manor of the Lehigh Valley		PPL and many others!

Why Support The Bach Choir?

- Be affiliated with an organization recognized locally and nationally for musical excellence and innovation in musical enrichment and education
- Connect with people who appreciate your support and may patronize your business because of your affiliation with us
- Partner with a respected non-profit institution with a reputation for careful stewardship
- Be recognized publicly for your commitment to the arts, culture and quality of life that our region is known for
- Facilitate our ability to provide concerts and programs to a broad audience at a reasonable cost
- Help to advance and sustain the arts and the economy in our region
- Enhance and enrich the lives of countless people of all ages
- Ensure appreciation for the music and culture of The Bach Choir for a new generation

Ways to support The Bach Choir:

- Advertise your business in our event programs (Contact our office for information about non-sponsorship print ads.)
- Sponsor our programs and concerts
- Underwrite one of our educational outreach programs through your corporate foundations or grants
- Provide special funding to cover free tickets for students or seniors
- Identify our *Bach to School* program to receive your EITC funds
- Promote and match employee donations to The Bach Choir
- Provide in-kind goods or services to The Bach Choir

Benefits of Support vary but generally include:

- Recognition in marketing materials, programs and on our website
- Advertisement in selected programs
- Free and discounted tickets to selected events for your employees
- Reserved seats, based on availability and invitations to special events



The Bach Choir of Bethlehem

Basic Corporate Sponsorship Levels and Benefits/Season Sponsorship

\$10,000:

Full-page ad in all season programs | Recognition in all marketing materials, programs, on our website and e-communications spotlight as a valued sponsor | Reserved VIP seating for concerts | 20 season concert tickets | invitations to special receptions and social events | charitable gift acknowledgment, as appropriate.

\$5,000:

Half-page ad in all season programs | recognition in all marketing materials, programs, on our website and e-communications spotlight as a valued sponsor | reserved VIP seating for concerts | 14 season concert tickets | invitations to special receptions and social events | charitable gift acknowledgment, as appropriate.

\$2,500:

Half-page ad in all season programs | recognition in related marketing materials, programs, on our website and e-communications as a valued sponsor | reserved VIP seating for concerts | 8 season concert tickets | invitations to special receptions and social events | charitable gift acknowledgment, as appropriate.

\$1,000- \$1,500:

Quarter-page ad in selected season programs | recognition in all marketing materials, programs, on our website and e-communications as a valued sponsor | reserved seating for sponsored concert | 4 season concert tickets | invitations to special receptions and social events | charitable gift acknowledgment, as appropriate.

Organizational Benefactors: Single Event or Concert Specific support

\$1,500:

Includes logo in sponsored event program | recognition on poster | 2 tickets and reserved concert seating for 2 | recognition as a 2018 sponsor in related marketing materials and on our website.

\$1,000:

Subsidize tickets for youth, seniors and others in financial need. Recognition in event program book/Festival program as “ticket support” | tickets for 2 for the concert are included.

The Bach Choir of Bethlehem Season Sponsorship Contract

Company: _____ Date: _____

Contact Person/Title: _____

Address: _____ State: _____ Zip: _____

Phone: _____ Email: _____

We are pleased to sponsor **The Bach Choir of Bethlehem** at the following level:

___ \$10,000 Level

___ \$5,000 Level

___ \$2,500 Level

___ Other Amount (Check event(s) below) Amount: _____

___ Bach to School (EITC approved program) ___ General Community & Educational Outreach

Other support opportunities: NON - EITC

___ Season support

___ Bach at Noon

___ Bethlehem Bach Festival

___ Family Concert

___ Christmas Concert, Allentown

___ Christmas Concert, Bethlehem

___ Gala Fundraiser

___ Spring Concert

(Complete list of support benefits and levels, along with concert details included in this document.)

___ Please contact us to discuss other funding options or benefits

___ Please contact us for the next funding cycle in _____

Sponsorship of The Bach Choir concert season entitles you to season or event programs ads. Graphics guidelines and deadlines will be provided upon receipt of your support confirmation. To ensure your ad is included in the appropriate programs, your camera-ready art work must be received by the stated deadline.

The Bach Choir of Bethlehem reserves the right to approve or reject ad material, while the advertiser assumes responsibility for the content of the advertisement. (Direct all ad-related issues or questions to Renee James, Renee@Bach.org)

___ We agree to provide camera-ready art work **or** to pay typesetting/graphic design costs as outlined by Saraceno Design, Inc.

Authorized Representative: _____

Authorized Signature: _____

Date: _____

Please provide the name and contact information ad contact at your organization:

Name: _____

Phone: _____ E- mail: _____

Return form to:

Development Officer
The Bach Choir of Bethlehem
440 Heckewelder Place
Bethlehem, PA 18018

Phone: 610-866-4382 ext.113 Fax: 610-866-6232

The Bach Choir of Bethlehem is recognized by the U.S. IRS as a non-profit corporation under section 501(c)(3) of the Internal Revenue Code. The official registration and financial information of The Bach Choir of Bethlehem may be obtained from the PA Department of State by calling toll-free within PA: 1-800-732-0999



BACH AT NOON BETHLEHEM

Second Tuesdays 12:10 –
1:00 PM

SEPTEMBER, OCTOBER,
NOVEMBER, JANUARY,
FEBRUARY, MARCH, APRIL

Audience: Approx. 900

BACH AT NOON ALLENTOWN

Second Tuesdays 12:10 –
1:00 PM

JUNE, JULY, AUGUST

Audience: Approx. 650

A gift of music and spiritual refreshment to the community.

These FREE concerts are open to the general public and usually attract capacity or near capacity crowds for each concert. Greg Funfgeld, Artistic Director, introduces the music performed by members of The Bach Choir, Bach Festival Orchestra and guest soloists with an informal talk.

BACH TO SCHOOL

Each year, The Bach Choir of Bethlehem brings this special enrichment and music and cultural educational program to nearly 5,000 elementary and middle school students in local and regional public schools.

EITC Program: This program is provided to the schools at no expense to the schools or the students. **Bach to School is an EITC approved program!**

If your company qualifies for EITC credits, please consider supporting our Bach to School youth education and enrichment program!



CHRISTMAS CONCERTS – ALLENTOWN & BETHLEHEM

The Bach Choir of Bethlehem premiered Bach's Christmas Oratorio in this country, and has been presenting glorious Christmas concerts for decades. These concerts feature the seasonal music of Bach and other composers, performed at two locations in December. Attendance of more than 600 people at each performance.



FAMILY CONCERT

Since 2000, the annual Family Concert has introduced the music of Bach in imaginative programs including dance, theater, poetry, opera, visual arts and participation by young artists. This concert has a broad appeal to people of all ages. Attendance of more than 500 people.

SPRING CONCERT

A concert featuring music of The Choir, The Bach Orchestra, and selected guest soloists, in celebration of the spring, and have included performances of the *Saint Matthew Passion* and *Saint John Passion*, along with more contemporary composers including Britton and Bernstein.

Attendance of more than 650 people.



ANNUAL BETHLEHEM BACH FESTIVAL:

The Heart of our Season

This annual nationally recognized festival attracts nearly 5,000 people to Bethlehem over two weekends in May. There are more than 20 Festival events, including concerts, lectures, classes and social events to attend.

Many people return yearly and stay for a weekend of events. Festival has been the core of The Bach Choir's concert season for more than 100 years and attracts people from across the United States and beyond. The cornerstone of the Festival is the highly acclaimed performance of Bach's *Mass in B Minor*.

Special Sponsorship Opportunity: Annual Bach Choir Gala Concert and Fundraiser

This special event benefits our youth educational outreach programs, such as Bach to School, Bach at Noon and our Family Concert. More than 700 people will attend this very special concert performance of nationally and internationally acclaimed performers.

Gala Concert + Gala Gourmet Dinner and Auction

More than 150 people attend the dinner and auction following the Gala concert.

Gala program advertising is exclusive for our Gala sponsors.

Sponsorship opportunities generally begin at \$1500 and also include attendance at the concert and the dinner and auction, based on level of support. A portion of each sponsorship will include your tax deductible donation.

Contact Cheryl Dungan, development officer, for more information at 610.866.4382, ext. 113 or at cheryl@bach.org. To become an advertising business partner or for "print-ad only" information, contact Renee James, ext. 115 or at renee@Bach.org