

# British Columbia Boys Choir

## Partnership Opportunities 2017

Reaching 20,000 people annually

Performing at 20+ Community Events



# inspiring excellence



## Did you know?

Annually over 100 boys sing in the Choir and there are over 1000 Alumni members, many of whom can be found on stages around the globe. 😊 The Choir toured across Canada in 2014 and sang "O Canada" on Parliament Hill on Canada Day! 😊 A book was written to celebrate the Choir's 45th Anniversary 😊 The Choir performs for 10,000 students annually. 😊 The BCBC was on the ice singing when Her Majesty Queen Elizabeth dropped the puck at the Canucks Game! 😊 The Choir sang at the opening of GM Place and the Vancouver Library. 😊 The BCBC was the featured Choir in a TV Commercial for Domino's Pizza. 😊 The Choir performed at the Canada Pavilion at Expo 2010 in Shanghai. 😊 The Choir sings in up to 10 languages.

*The British Columbia Boys Choir has been inspiring excellence in boys, through singing, for 48 years. Our goal is to create lifelong memories and to grow boys into upstanding and confident men through singing, touring and mentoring.*

*Through our 20+ annual events — which include community concerts, school performances and our seniors' outreach programs — we know our work makes a difference in our community. It is not just about changing the lives of our members; it is also about sharing our voices with 20,000+ people annually!*

## Building Confident Young Men

Annually between 80–100 boys participate in CHOIRS with members from 10 Greater Vancouver communities that range in age from 7–24.

- ♪ The **INTERNATIONAL TOURING CHOIR** is for boys who love to sing, ages 10–24 years, and have experience and desire to sing at a high level requiring rehearsal and personal dedication. The Choir tours internationally every second year and the parents pay for these trips.
- ♪ **SONGSPORT PROGRAM** Boys ages 7–12 love this Choir because they can sing and move during weekly rehearsal.
- ♪ **SONGWAVE BOYS HONOUR CHOIR** is a program the Choir offers annually in four cities. Music Teachers nominate boys to come and test drive the Choir for seven weeks.



*"Songwave Boys Honour Choirs build self-esteem for boys at risk, boys who are shy, boys with disabilities, and boys who have a great amount of talent!"*

# O Canada Our Home — Canada 150 Celebration



## Sponsorship Fee: \$1,000

[Seeking up to five (5) sponsors]

As a sponsor you will receive the following benefits:

### PRE & POST CONCERT MARKETING OPPORTUNITIES

#### Logo placement on:

- ▶ O Canada Our Home Concert Programmes, posters, flyers,
- ▶ Your Company name on every ticket sold (400) for the performance you sponsor. **Deadline: April 1**
- ▶ All hard copy marketing collateral tools for your Concert including magazine, direct mail, e-newsletters as well as web and social media.
- ▶ Linked on BC Boys Choir website
- ▶ 1/4 page ad in concert programme.
- ▶ An invoice will be issued for 100% Business Marketing expense

### ON-SITE MARKETING AND PROMOTIONAL OPPORTUNITIES

#### Logo placement on:

- ▶ On stage recognition through pre-concert announcement from the stage.
- ▶ Display table provided in the lobby where the sponsor can promote their business.
- ▶ Stand Up Banner (provided by sponsor) will be displayed at the O Canada Our Home Show.

### ENTERTAINMENT OPPORTUNITIES

- ▶ Four (4) Complimentary VIP seats at the performance on May 27.

*The British Columbia Boys Choir is pleased to showcase Vancouver's North Shore Talent on*  
***Saturday May 27, 2017***  
*in Edgemont Village, North Vancouver. This performance will feature the British Columbia Boys Choir and 150 North and West Vancouver artists, dancers, musicians celebrating Canada!*

***Be part of this Celebration as a Performance Sponsor!***



*“When it is all boys singing — everyone is cool and there is no bullying.”*



**A Silent Auction** on May 27, 2017 will raise funds to support the Choir's Outreach Programs.

**Please see form enclosed.**

Thank you for considering this request.

# Boys Giving Back to their Community



*Teaching youth to give back to their community in a variety of ways teaches them that volunteering is vital in building strong communities.*

- ▶ The **SINGING SCHOOLS PROGRAM** has 16–20 Singing School Partnerships with Music Educators, each year reaching 10,000 students annually.
- ▶ **A SONG TO REMEMBER PROJECT:** The Boys Choir has developed a new integrated singing program with 10 senior's residences annually, that explores the benefits of our members and seniors singing together and also the intergenerational aspect of socializing (meal and conversation) for our boys and seniors.

