



2019-2020

Corporate Sponsorships & Program Book Advertising

ORGANIZATIONAL OVERVIEW

Musical Arts Indiana, Inc. is a non-profit 501(c)3 organization founded in 1993 and incorporated in 2004. Originally Vesper Chorale, Inc., the name was changed in 2010 to Musical Arts Indiana, Inc. to reflect the growth and development of four separate ensembles and new programs. Jeshua Franklin, the current Artistic Director, directs all four ensembles.

Our mission: to transform audiences through music.



VESPER CHORALE

The founding ensemble of Musical Arts Indiana, Vesper Chorale, a 40-member semi-professional chorus, performs concerts in northern Indiana and southwestern Michigan in styles ranging from classical masterpieces to vocal jazz, and from chant to gospel. Known for combining artistry and spirituality, the Chorale allows audiences to hear music performed with clarity and refinement, in the style in which it was written. The Chorale performs three to five concerts a year.

***Mission:** Vesper Chorale is dedicated to excellence in chorale, to educate and inspire. The Chorale focuses on repertoire that connects to history as well as contemporary and world cultures. Our particular emphasis is on the performance of oratorio and multi-cultural works.*

VESPER CHAMBER ORCHESTRA

Vesper Chamber Orchestra, a 25-member group of professional instrumental musicians, joins the Chorale in performance of oratorio and choral masterpieces for voices and orchestra.

CONSORTIA

Consortia, a chamber choral ensemble whose members sing in Vesper Chorale, is composed of professional and semi-professional singers. This group performs at corporate events, organizational fund raisers and private and family functions, adding an air of sophistication to the event. For more information, contact Jeshua Franklin at (574) 807-1435.



Children's Choir of Michiana is a 30-member choir with children from fourth through twelfth grades. Now in its sixteenth year, the choir teaches children in a disciplined treble (or head-voice) technique. The choir provides opportunities for children to advance as they learn and master choral skills. Children's Choir of Michiana performs three concerts per year, plus two school tours throughout the region.

AUDIENCE PROFILE

According to a recent survey of patrons, **Vesper Chorale** caters largely to a concert audience of adult professional men and women, ages 35 and older. **Children's Choir of Michiana** attracts families who are interested in having their children and grandchildren perform in or experience choral concerts. The highly educated audience of Vesper Chorale, along with the families and extended audience of Children's Choir of Michiana, participate and invest in the arts, acknowledge the aesthetic and spiritual benefit of the choral experience, and support the educational mission of the organization.

**VESPER CHORALE
SPONSORSHIP LEVELS**

SEASON SPONSOR

\$2,500

Support Vesper Chorale at our highest level by sponsoring a full season of concerts.

- Sponsor's name announced prior to concerts and logo featured in each concert's program insert
- Full-page ad on the front inside cover of the season program book
- Name **prominently** included in advertisements via website, media and promotional material
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to each of the season's concerts

CONCERT SPONSOR

\$1,000

Support your favorite musical style by choosing one concert to sponsor.

- Sponsor's name announced prior to concerts and logo featured in concert's program insert
- Half-page ad in the season program book
- Name included in advertisements for the concert via website, media and promotional material
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to the sponsored concert

CONDUCTOR SPONSOR

\$500

Honor the work of the Chorale and the Conductro at this level of Corporate Sponsorship.

- Quarter-page ad in the season program book
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to your choice of a fall or spring concert

VOICE SPONSOR

\$350

By choosing this level of sponsorship, you can honor an individual member of the Chorale.

- Quarter-page ad in the season program book
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to your choice of a fall or spring concert

**CHILDREN'S CHOIR OF MICHIANA
SPONSORSHIP LEVELS**

SEASON SPONSOR

\$1,000

Support Children's Choir of Michiana at our highest level by sponsoring a full season of concerts.

- Sponsor's name announced prior to concerts and logo featured in each concert's program insert
- Full-page ad on the back inside cover of the season program book
- Name **prominently** included in advertisements via website, media and promotional material
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to each of the season's concerts

CONCERT SPONSOR

\$500

Support one of the season's concerts.

- Sponsor's name announced prior to the concert and logo featured in the program insert
- Half-page ad in the season program book
- Name included in advertisements for the concert via website, media and promotional material
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to the sponsored concert

VOICE SCHOLARSHIP

\$275

By choosing this level of sponsorship, you can provide an individual scholarship to a choir member to meet tuition costs.

- Quarter-page ad in the season program book
- Listing in the organization's Sponsor Roster, including a hyperlink to sponsor's website from MusicalArtsIndiana.org
- Four ticket vouchers to your choice of a fall or spring concert

2019-2020 PROGRAM BOOK ADVERTISEMENT

Musical Arts Indiana prints a high-quality, glossy program book to distribute at all ensemble concerts, reaching an estimated audience of 3,000. Season and concert sponsors receive an additional benefit of exposure in all media and print advertising, reaching over 100,000 households.

AD COSTS

Full page inside front cover (full color)	\$410
Full page inside back cover (full color)	\$370
Full page (black only)	\$320
Half page (black only)	\$240
Quarter page (black only)	\$145

Ad Reservation Deadline

Sept. 1, 2019

Ad Artwork Deadline

Sept. 15, 2019

AD SPECIFICATIONS

All ads are in black and white (except for inside cover ads, which are full color) and **must be submitted in pdf, tif, eps, or a jpg file at 300 dpi**—(no native program files, please). Ads provided in native program files (such as InDesign, Illustrator, Word, etc.) **will incur an additional fee of \$20** to convert the files for printing. All fonts must be converted to outlines when submitting native program files. **Microsoft Publisher files are not accepted.** Any program ads which are not submitted electronically (i.e. not emailed in the formats mentioned above) will incur an additional \$15 scan fee. In this case you will need to submit a hard copy of the ad to be scanned.

NEED YOUR AD DESIGNED?

At your request, we can create your ad! Ad design prices include all typesetting, layout and (1) logo scan per ad. Additional photo/logo scans are \$10.00 each. Ad design costs are as follows:

Full page = \$85.00

Half Page = \$60.00

Quarter Page = \$40.00

SUBMITTING YOUR AD

Send email ad submissions to: kreativekrc@mac.com and type "MAI Ad" in the subject line. Any camera-ready artwork should be mailed to:

Kreative Koncepts Graphic Design Studio

Kristina Craig

1438 Chester Street

South Bend, IN 46615

Call 574.232.1814 for more information.

IN-KIND ADS AND AD TRADES

For some businesses, it is preferable to provide in-kind services or supplies for program book advertisement. We value this form of support. Please contact us at info@musicalartsindiana.org if you are interested in this arrangement. Ad trades are available with other arts organizations.

AD RESERVATION AND PAYMENT

Reserve your ad and make payment online at www.MusicalArtsIndiana.org/programbook. Checks may be mailed to:

Musical Arts Indiana

18211 Kern Road

South Bend, IN 46614

For more information, or if you have questions, contact us at info@MusicalArtsIndiana.org or 574.807.1435.



VESPER CHAMBER ORCHESTRA

CONSORTIA



PROGRAM AD SIZES

5" wide x 8" tall
(Full Page)

5" wide x 3-7/8" tall
(Half Page)

2-3/8" wide x 3-7/8" tall
(Quarter Page)

MUSICAL ARTS
INDIANA