



WHY SPONSOR THE GUINNESS CHOIR

THE GUINNESS CHOIR OFFERS YOU A SPECIAL OPPORTUNITY FOR CULTURAL SPONSORSHIP.

Our mixed voice choir, of over a hundred singers, has been a bedrock of Dublin's choral music and cultural heritage since 1951. We love to perform the great oratorio from the classical tradition and the many exciting pieces of the modern repertoire. Recent concerts have attracted audiences of over a thousand such as the televised centenary concert in Collins Barracks in 2016, Christmas Concerts with special guests such as Paul Brady, to our sell-out concert of Bach's Mass in B Minor in the National Concert Hall in April 2018.

The Guinness Choir is a voluntary organisation. We do not receive any financial support from the Guinness brewery. Thus, the choir depends entirely on the support of its choristers, loyal followers, both individual and corporate, and its concert audiences.

CORPORATE SPONSORSHIP

By becoming a corporate sponsor of The Guinness Choir, you can reinforce your brand ethos by association with excellence, prestige, culture, heritage and civic pride.

We invite corporate sponsors and individual benefactors to support us in delivering and maintaining cultural excellence in the capital city. Your support can encompass

- general financial support
- concerts and soloists
- new composition commissions
- events
- equipment and materials
- educational outreach and
- archive and choral research

Our 70th Anniversary in the 2020/2021 season will present very special opportunities for our multi-year sponsors including Gala Concert, renowned soloists, special marketing and publicity, unique commissioning and celebratory events.



www.guinnesschoir.org

CORPORATE SPONSORSHIP BENEFITS

Corporate financial support of the Guinness Choir enables your organization to meet its objectives across

- Brand awareness
- Corporate Social Responsibility
- Client support
- Employee engagement and
- Public Relations



In this way sponsors can speak to a diverse audience of opinion formers, industry and community leaders and consumers alike.

AS A CORPORATE SPONSOR YOU WILL RECEIVE

8 x VIP complimentary tickets

Reserved Seating

Complimentary Programmes for our concerts

Full page advertisements in all our concert programmes

Regular advance communications and reminders

Listing and logo on our website homepage

References on our Facebook and social media platforms

Opportunities to meet our musical director and soloists

Invitations to special events

We would love to talk with you about these opportunities, your requirements and how best we can build a mutually beneficial partnership.

CONTACT JOHN AT
+353 (0)87 417 2406 or marketing@guinnesschoir.com

PATRONS

Becoming a Patron of the Guinness Choir is a great way to support the choir. By becoming a Patron of The Guinness Choir you are supporting a long choral tradition of excellence going back to 1951 and centred at the heart of Dublin's musical culture.

As a Patron of the choir, we are delighted to offer you the following.

AS A PATRON OF THE GUINNESS CHOIR YOU WILL RECEIVE

Advance mailing of our Concert Season Programme

4 x Complimentary tickets, with reserved seating,
to any of our season's concerts

2 x Complimentary programmes for each concert

Option to join our Patrons Email list

Optional listing on our website and in our concert programmes

Invitation for You and a Guest to our annual Supporters evening

Inclusion in special choir promotions



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THE



Guinness CHOIR

Sponsorship and Patronage