



Serving Atmore and the Surrounding Communities of Florida and Alabama

Greetings Northern Neighbors!

It is with great pleasure that I share with you the formation of the **Atmore Area Youth Choir** (AAYC), a regional initiative of the Pensacola Children's Chorus. AAYC is a community youth choir that welcomes young singers in grades 7-12 who reside in Atmore and the surrounding communities in the Escambia Counties of Florida and Alabama. I am grateful for the vision of **Conrad Weber**, a well-respected Atmore-based music teacher and choral director who will serve as AAYC's conductor; and the full support of fellow educator and co-director **Ryan Dean**. Together, we are overjoyed to create a high quality, transformative opportunity in music and performance for the youth of the Atmore region.

At face value, a choir is a group of like-minded individuals united by a common love of music. While AAYC certainly matches this basic description, the value of this group is so much more. Choral singing—collaborative music-making at its best—is laden with opportunities for immense personal and social growth. By studying music, participating in rehearsals, and sharing performances with the community, singers learn invaluable lessons in responsibility, teamwork, accountability, empathy, and confidence. In this, AAYC not only strives to inspire talented young musicians, but to mold them into assured individuals and powerful contributors to their community.

AAYC is fortunate to have passionate advocates in the Atmore region; however, they alone cannot sustain our operation. This is why **we need your help!** Through our support of this program, PCC has pledged its industry knowledge and administrative resources to ensure AAYC can get on its feet. However, we need the community's support to help offset AAYC's operational expenses and prepare for a prosperous future. Additionally, we are committed to ensuring that AAYC is accessible to all interested youth, regardless of their family's discretionary income. As such, we also seek your support to provide scholarships to singers in need.

Your financial support is crucial to ensure that the Atmore youth have access to a transformative music education. In the following pages, you'll learn how you can become a philanthropic partner of AAYC. Any charitable contribution is tax deductible.

To be clear, we are asking for your support for the Atmore Area Youth Choir, *not* the Pensacola Children's Chorus. Your contribution will specifically support AAYC initiatives. Simply put, 100% of the money you invest in AAYC will directly benefit AAYC!

I used the word *invest* because we understand that every contribution toward our charitable cause is an investment. Our shareholders are you, the members of the community in which we serve. I invite you to join us as an *investor* in the Atmore Area Youth Choir. Together, we will create a vibrant choral program that will undoubtedly become a source of community pride. Moreover, it will make a lasting impact on the young people of the Atmore area.

Thank you for your consideration!

With gratitude,

Alex M. Gartner
Artistic & Executive Director
Pensacola Children's Chorus





Sponsorship Packages

About the Atmore Area Youth Choir

The Atmore Area Youth Choir (AAYC) was formed in August 2022 with a vision to provide a transformative experience with music and choral singing for the youth who reside Atmore and the surrounding communities in the Escambia Counties of Florida and Alabama. AAYC is led by **Conrad Weber**, a respected Atmore-based music educator. His vision is supported by music educator & co-director Ryan Dean, and Alex Gartner, Artistic & Executive Director of the Pensacola Children's Chorus. AAYC is a regional program of the Pensacola Children's Chorus.

About the Pensacola Children's Chorus

The Pensacola Children's Chorus (PCC) is a prominent, not-for-profit, community youth-centered performing arts program serving Northwest Florida and Southwest Alabama. Founded in 1990, PCC grew from a children's choir initiative of the Pensacola Symphony Orchestra. Now in its 32nd season, PCC's flagship **Resident Choir Program** boasts 9 distinct choirs for singers in grades 1-12. Catering to 300 singers per year, these choirs present 25-30 public performances each season, notably within the **Mainstage Performance Series**. These include *Christmas on the Coast* (a Radio City Hall-type holiday spectacular); *One World, Many Voices* (a traditional choral concert emphasizing world music and the themes of hope, unity, and social justice); and *Showtime* (a Broadway-style performance featuring music from stage and screen).

PCC is committed to being a regional leader in music education by breaking access barriers to high quality music education. AAYC enables PCC to more fully realize its vision of a community that is transformed through music. This program, along with many others throughout the region, support PCC's mission of impacting the lives of young people and enriching our communities through the performing arts. PCC's unique curriculum leverages music education to impart social and emotional skills. Performances, programs, leadership and service opportunities support the organization's ultimate aim to **mold the next generation of leaders**.

Mission Statement

The mission of the Atmore Area Youth Choir is to foster the personal and social growth of its members and engage the community through inspirational musical experiences.

Fast Facts

Leadership

- o Mr. Weber is a native of Atmore, Alabama, and studied piano performance in college, earning his Bachelor's degree from the University of West Florida, and his Master's from the University of Cincinnati College-Conservatory of Music.
- o Mr. Dean began his collegiate experience at Huntington College where he obtained a Bachelor's of Arts in Music. He also services the community through his Music Education business, Dean's List Music Academy.
- o Combined, PCC's staff have been teaching in the performing arts for a collective 60+ years.
- o 100% of PCC's Board of Directors have C-level or executive-level leadership experience.
- o Both parents and students have opportunities to serve in volunteer leadership roles. Some parents serve as *Choir Representatives* who provide supervisory and administrative support for each of PCC's resident choirs. Singers can apply to serve as teaching interns for choirs which cater to grades 1-8. Additionally, select singers are elected to the Singer Activities Squad, a student council-type group that provides PCC leadership with feedback on the program, organizes special fundraising initiatives, and coordinates singer engagement events.

Fiscal Stability

- o Untouched during the COVID-19 pandemic, PCC maintains a reserve account of nearly \$320,000 to ensure programs can continue uninterrupted during challenging times.
- o In 2016, an endowment was established. Interest is reinvested into the capital with a present value of \$400,000.
- o To ensure all children can participate regardless of financial need or fluctuating economic circumstances, PCC maintains a reserve account totaling \$40,000 for tuition assistance.



Sponsorship Packages

Areas for Philanthropic Support

As an individual, foundation representative, or business owner, you are able to direct exactly what your investment will support:

Programs & Performances

Funding for programs and performances (otherwise called “greatest need”) will support the day-to-day operations of the **Atmore Area Youth Choir**. Contributions with designation will offset material costs, equipment rental, sheet music, and uniforms. They also will help provide high quality musical instruction and professional services.

Tuition Assistance

AAYC is a tuition-based program. Funding that is designated for tuition assistances provides direct support to families whose financial situations impede their ability to afford a full-price AAYC experience. Families are able to name what they are able to pay for weekly instruction. In turn, donations toward tuition assistance will make up the remainder of the participation cost. Each year, PCC pledges to raise **\$40,000** in tuition assistance funds in order to ensure that no child is ever unable to participate due to financial need.

Donor or Sponsor: What’s the Difference?

You are able to designate your financial contribution as either a donation or a sponsorship. As a *sponsor*, you will receive certain marketing benefits in addition to being recognized in AAYC’s concert programs. A breakdown of the sponsorship levels can be found in the following pages.

Sponsors can expect the following benefits, which correspond to the level of financial investment:

- Customized advertisement in AAYC concert playbills (expected 500 printed per season)
- Logo recognition in marketing materials including:
 - Print advertising
 - Digital advertising
 - Posters
 - Social media graphics
 - Organizational website
 - Production-related print marketing materials (e.g. concert programs, banners, lobby displays)
- Recognition in PCC Mainstage Performance Series playbill (approx. 8,000 printed annually reaching an audience of 25,000)
- Complimentary VIP tickets to each AAYC performance
- Complimentary VIP tickets to PCC’s *Christmas on the Coast* (December) or *Showtime* (May)
- Invitation to VIP sponsor appreciation events



Sponsorship Packages

Sponsorship Levels At-a-Glance

< \$250 \$249 or less	\$250 \$250-\$499	\$500 \$500-\$999	\$1,000 \$1,000-\$2,499	\$2,500 \$2,500-\$4,999	\$5,000 \$5,000+
Lyrical	Melodic	Harmonic	Composing	Performing	Presenting <i>Only 1 available!</i>
<ul style="list-style-type: none"> - Name recognition in concert program - Logo recognition on AAYC website - Invitation to sponsor appreciation events 	<ul style="list-style-type: none"> - Name recognition in concert program - Logo recognition on AAYC website - Name recognition in PCC playbills - 2 VIP tickets to AAYC performances - Invitation to sponsor appreciation events 	<ul style="list-style-type: none"> - Name recognition in concert program - Logo recognition on AAYC website - Name recognition in PCC playbills - 1/8-page advertisement in concert program - 4 VIP tickets to AAYC performances - Invitation to sponsor appreciation events 	<ul style="list-style-type: none"> - Logo recognition in concert program - Logo recognition on AAYC website - Logo recognition in PCC playbills - 1/4-page advertisement in concert program - 6 VIP tickets to AAYC performances - 2 VIP tickets to one of PCC's Mainstage Performances - Invitation to sponsor appreciation events 	<ul style="list-style-type: none"> - Verbal recognition from AAYC concert stage prior to each performance - Logo recognition in concert program - Logo recognition on AAYC website - Logo recognition in PCC playbills - 1/2-page advertisement in concert program - 8 VIP tickets to AAYC performances - 4 VIP tickets to one of PCC's Mainstage Performances - Invitation to sponsor appreciation events 	<ul style="list-style-type: none"> - "Presented by" credit at AAYC performances and in marketing materials - Verbal recognition from AAYC concert stage prior to each performance - Logo recognition in concert program - Logo recognition on AAYC website - Logo recognition in PCC playbills - Full-page advertisement in concert program - 10 VIP tickets to AAYC performances - 4 VIP tickets to one of PCC's Mainstage Performances - Invitation to sponsor appreciation events



Sponsorship Packages

Sponsorship Levels & Benefits

PRESENTING SPONSOR (only 1 available)

\$5,000+

Marketing

- Full page advertisement in AAYC concert programs (expected 500 distributed each season);
- Verbal (“presented by”) recognition on stage prior to each performance;
- “Presented by” recognition on all print media (expected to be Tri-City Ledger, Atmore Advance, Brewton Standard);
- Logo recognition on all print and digital marketing materials, including print advertisements, posters, and press releases (expected to be NorthEscambia.com, Atmore Advance, Brewton Standard, Tri-City Ledger);
- Logo recognition in AAYC concert programs;
- Logo recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on AAYC’s website.

Amenities

- 10 VIP tickets to all AAYC ticketed performances (first performance expected December 2022);
- Invitation to sponsor appreciation events;
- 4 VIP tickets to a performance of *Christmas on the Coast* (December) or *Showtime* (May) at Pensacola’s Saenger Theatre, and;
- Special appreciation dinner for 4 with senior leaders of AAYC and PCC.

PERFORMING SPONSOR

\$2,500–\$4,999

Marketing

- Half page advertisement in AAYC concert programs (expected 500 distributed each season);
- Verbal recognition on stage prior to each performance;
- Logo recognition on all print and digital marketing materials, including print advertisements, posters, and press releases (expected to be NorthEscambia.com, Atmore Advance, Brewton Standard, Tri-City Ledger);
- Logo recognition in AAYC concert programs;
- Logo recognition in PCC playbills (approx. 8,000 printed each season), and;
- Logo placement and website link on AAYC’s website.

Amenities

- 8 VIP tickets to all AAYC ticketed performances (first performance expected December 2022);
- Invitation to sponsor appreciation events, and;
- 4 VIP tickets to a performance of *Christmas on the Coast* (December) or *Showtime* (May) at Pensacola’s Saenger Theatre.



Sponsorship Packages

COMPOSING SPONSOR

\$1,000-\$2,499

Marketing

- **Quarter page advertisement in AAYC concert programs** (expected 500 distributed each season);
- **Verbal recognition** on stage prior to each performance;
- **Logo recognition in AAYC concert programs;**
- Logo recognition in **PCC playbills** (approx. 8,000 printed each season), and;
- Logo placement and website link on AAYC's website.

Amenities

- 6 VIP tickets to all AAYC ticketed performances (first performance expected December 2022);
- Invitation to **sponsor appreciation events**, and;
- 2 VIP tickets to a performance of *Christmas on the Coast* (December) or *Showtime* (May) at Pensacola's Saenger Theatre.

HARMONIC SPONSOR

\$500-\$999

Marketing

- **Eighth page advertisement in AAYC concert programs** (expected 500 distributed each season);
- Logo recognition in **AAYC concert programs;**
- Name recognition in **PCC playbills** (approx. 8,000 printed each season), and;
- Logo placement and website link on AAYC's website.

Amenities

- 4 VIP tickets to all AAYC ticketed performances (first performance expected May 2022), and;
- Invitation to **sponsor recognition events**.

MELODIC SPONSOR

\$250-\$499

Marketing

- Name recognition in **AAYC concert programs;**
- Name recognition in **PCC playbills** (approx. 8,000 printed each season), and;
- Logo placement and website link on AAYC's website.

Amenities

- 2 VIP tickets to all AAYC ticketed performances (first performance expected May 2022), and;
- Invitation to **sponsor recognition events**.

LYRICAL SPONSOR

\$249 and below

Marketing

- Name recognition in **AAYC concert programs**, and;
- Logo placement and website link on AAYC's website.

Amenities

- Invitation to **sponsor recognition events**.



Atmore Area Youth Choir

Sponsorship Packages

SPONSORSHIP COMMITMENT

Sponsorship Level

- Presenting (\$5,000+)
- Performing (\$2,500-\$4,999)
- Composing (\$1,000-\$2,499)
- Harmonic (\$500-\$999)
- Melodic (\$250-\$499)
- Lyrical (\$249 and below)

Designation

- Programs/Performances
- Tuition Assistance

Financial Pledge

\$ _____

Type

- Cash only
- Combination of cash/in-kind

Sponsor Name (as it will be advertised): _____

Primary Contact: _____ **Title:** _____

Contact E-Mail Address: _____

Phone: _____ **Singer Connection** (if applicable): _____

Mailing Address: _____

Name of Sponsoring Individual (if different than primary contact): _____

Method of Payment

- Electronic Invoice (ACH or CC payments, no fees)
- Check (made payable to "Pensacola Children's Chorus") Ck# _____ Date: _____
- Credit Card (3% handling fee applies)

Card #: _____ Exp: ____/____/____ CCV: _____ Zip: _____

Charge my card today for the full amount

Charge my card in 2 payments

▪ Payment 1 on ____/____/____ for \$ _____

▪ Payment 2 on ____/____/____ for \$ _____

Authorized Signature: _____ **Date:** ____/____/____

Sponsorship payments must be received in full prior to December 1, 2022.

All payments must be made out to **Pensacola Children's Chorus**. List AAYC in the memo.

Mail payments to 46 East Chase St., Pensacola, FL 32502.

For questions, contact Christy at crogers@pensacolasings.org or at (850) 434-7760.