

ORIANA CHOIR



PROSPECTUS

SUNSHINE COAST'S ORIANA CHOIR

PARTNERSHIP PORTFOLIO





A unique opportunity...

Oriana Choir is actively seeking corporate sponsors, local business and community endorsement and support for our upcoming Seasons.

We would like to invite your business to join us on this venture. This is a unique opportunity to showcase your business to the Sunshine Coast and South East Queensland communities.

What we can bring to you...

We have a core engaged audience of around 700 people. These are people who regularly attend our concerts and their demographic tends to be :

- Older
- Well educated
- Affluent
- Community minded
- Supporters of the Arts in general
- Influential
- Loyal both to us and the businesses that support us

In addition, we attract extra people each season depending on the style of music we are offering. 2018's "Music from the Movies" series played to capacity houses at the Caloundra Events Centre. Our season of Mozart Requiem played to packed venues both here and in Brisbane and as recently as this year we played to a capacity audience for our "Beneath The Southern Cross" season which featured Australian songs.

We have a large Facebook following, a very well performing website and a strong association with MixFM, ABC Coast FM, Sunshine FM and Channel 7 Sunshine Coast.

We have performed with both the Queensland Symphony Orchestra as well as the Brisbane Symphony Orchestra, the



Sinfonia of St Andrew's and even to a packed out performance at the QPAC Concert Hall in 2018 as a backing ensemble for an Elvis Tribute Show!

Oriana has also recently established the Oriana Ensemble, a smaller assembly of choristers, designed specifically to perform at Corporate Events, weddings, conferences etc. Imagine how you could "Wow" your important clients with your own "in house" performance during one of your business events!

The vision...

Including performances in some of South East Queensland's most prestigious venues, with world-renowned directorship, professional musicians and a varied repertoire, our seasons bring world class performances to the Sunshine Coast, Gympie and Brisbane. We have also performed in Rome, Florence, Pisa and Venice when we toured Italy as well as performances in London, Paris, Vienna, Budapest and Prague. We strive to provide our community and choristers with life-time experiences not usually accessible to our region. But to continue with this, and to assist with the development of the Sunshine Coast Youth Choir, we need your support.

We are offering several levels of Sponsorship, all designed to suit your budget and ROI. Please note that Oriana Arts Inc is *not* registered for GST, so all prices quoted are GST exclusive.

They are as follows:



Season Partner

Unique Rights: \$10,000

Our Season Partner package is available to a business or organisation who wants to create the greatest impact in their support of an Oriana music season. In return, OAI offers you sole branding rights to the season itself.

Example: **[Your Business Name]** proudly presents Oriana choir's "Messiah", as well as numerous high profile promotional platforms and rewards.

- *Naming rights to the season including all performances with prominent display on all promotional materials & programmes*
- *Offer of an Oriana Ensemble performance for upcoming sponsor event*
- *Company widely acknowledged at every opportunity as major partner (e.g. compere script, flyers, posters, facebook promotion, 'shout-outs' to Friends of Oriana database etc.)*
- *Header website ad on season page of website as primary season partner with link to company's website*
- *Branding on all posters and programmes for the season*
- *Promotional item/s on display in foyer at available venues (e.g. Caloundra Events Centre) e.g. flyers, information etc.*
- *Exhibition stand at all Oriana events until the end of the current year of sponsorship*
- *Opportunity to provide banners for Oriana's performances for the season (displayed on or near the stage area as appropriate); with continued display at all Oriana events in foyer for the current year of sponsorship*
- *Powerpoint advertisement on our pre-roll display at Oriana performances throughout the current year of sponsorship*
- *Two VIP Tickets to each Oriana season throughout the current year of sponsorship*



Season Sponsor

\$5,000

As major donors, season sponsors will receive significant high profile recognition and promotional opportunities as substantial contributors to our season performances.

- *Prominent positioning on free-standing banner that will be displayed in the foyer at our season performances*
- *Logo on our season page as a season sponsor with link to your company's website*
- *Logo on future posters and programmes for the season*
- *Distribution of promotional collateral at Oriana's performances for the season*
- *Opportunities for exhibition stand at Oriana's performances for the season*
- *Opportunity to provide banners for Oriana's season performances to be displayed on or near the stage area as appropriate*
- *Powerpoint advertisement on our pre-roll display at Oriana's performances for the season you are sponsoring*
- *Two VIP Tickets to an Oriana performance in the season you are sponsoring*
- *Negotiable discounted rate: Oriana Ensemble appearance at one upcoming event of sponsor's choice*



Or you could consider...

Programme Advertising

A one off advertisement in one of our concert programmes is available for \$350. *(Please note that you will be asked to provide the finished advertising content. We will provide you with sizing and specifications for publishing)*

Pre-roll Advertising

A one off powerpoint advertisement in one of our concert pre-roll slideshows is available for \$350. *(Please note that you will be asked to provide the finished advertising content. We will provide you with sizing and specifications for publishing)*

Bundled Advertising

Get the benefit of both the Programme and Display advertisement for only \$500 - a \$200 saving over individual purchase! *(Please note that you will be asked to provide the finished advertising content. We will provide you with sizing and specifications for publishing)*

Oriana Appearances

A performance at your corporate or community event by the Oriana Ensemble can be arranged from between \$1500 and \$3000. Oriana has a large repertoire including modern, jazz, swing, pop and classical or we can custom create a performance for your event.

Deductible Gift Recipient

Oriana has DGR status so your donations are tax deductible!

With thanks...

We thank you for your time and consideration of our proposal. For more information please contact:

Melissa Innes
President, Oriana Arts Inc
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