



Masterworks of Oakville *Chorus & Orchestra*

SPONSORSHIP PACKAGE

“Whether you are an audience member, a patron or a sponsor, you will be a part of an unforgettable event.”

Masterworks of Oakville - Chorus and Orchestra is devoted to performing the great choral works; it is unique in that all concerts are accompanied by full orchestra. Since 2005 when it was founded, MWO has distinguished itself as a strong voice in the Oakville art arena. Our ambitious projects feature some of the most acclaimed choral works today while our previous performances are admired and well received around the region.

As in previous years, MWO’s concerts are highly anticipated cultural events that typically sell out. Its innovative musical events enjoy local coverage and broad popularity. MWO is a reliable source of musical pleasure and civic pride for Oakville and the surrounding communities.

Masterworks of Oakville is a registered charitable not for profit organization supported by its members, donors and funding bodies at municipal and provincial levels. MWO has been able to recognize local charities and facilitate donations to these charities.

In exchange for sponsorship support, organizations can be assured of increased profile, comprehensive name recognition and sustained exposure through the media following the event. Masterworks of Oakville is a fiscally sound charitable organization that is recognized in Oakville area for its quality of performance.



Season

Masterworks perform 2-3 programs every season in Oakville area churches offering a distinctive musical experience to our members and audiences in the Oakville community. Two acclaimed choral works; Carmina Burana by C. Orff and St. Matthew's Passion by J.S.Bach are scheduled to perform in 2010/11.

No other art group is like MWO, as we gather together more than 150 music passionate and professionals performing in our concerts. At "Carmina Burana", we welcomed approximately 1,000 guests between November 26 - 27 shows.

We anticipate that the upcoming performance of "St.Matthew's Pasion" will be bigger and more extensively publicized in all media. Judging by the interest of community audiences who have expressed their intention to attend "St.Matthew's Passion" will have 3 performances on April 15, 16 and 17.

Supporters: MWO will also work in unison with your organization to maximize brand exposure, by matching your organization to the theme in a seamless and creative way. You will also have an opportunity to collaborate with our board to formulate an attractive product presentation for your brand throughout the evening.

Our Guests: MWO is well known within Oakville and beyond for its qualitative performances. The average age of attendees is 22-65, with 35-55 making up the majority of them.

2011/12 Season

In the next season MWO will present **3 programs** performing **7 concerts** in three different venues featuring masterpieces as: Handel's Messiah, Rachmaninoff's Vespers and Mahler's Symphony No.2.

MWO will also appear at Oakville Arts Council "A Star Among Us" Awards in May, as guest of Hamilton Symphony in November performing Beethoven's 9 Symphony and later in May 2012 in a coo production with Bach-Elgar Choir in Hamilton.

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MWO's Sponsors

This sponsorship opportunity would not only entitle your organization to the bragging rights of the most memorable and talked about event in the Oakville area, but it would also provide exceptional value to your organization's brand identity.

Whether you are interested in promoting a new product line, service, or bringing your new corporate image to the forefront – by sponsoring MWO's 2011/12 season, you will effectively capture the imagination of a large demographic in the Oakville Area. Your organization will be creatively integrated in the concert space, and your participation will be touted to every media outlet in Oakville.

We have created a Sponsorship Package consisting in main two categories:

Season Sponsor	\$3,000 & up
Concert Sponsor	\$1,500

In addition there are also subcategories under Concert Sponsor that might fit for smaller sponsorships:

Gold	\$1,000
Silver	\$750
Bronze	\$500 & up

Our development and marketing committees have built the following table of benefits outlining what you'll receive in return for your sponsorship.

109 Thomas Street. P.O. Box 69636. Oakville. Ontario. L6J 3A0
www.masterworksofoakville.ca

Benefits overview	Season Sponsor at \$3,000	Concert Sponsor at \$1,500
EXCLUSIVITY	<ul style="list-style-type: none"> Brand shared with a maximum of one other as 2010/11 Season Sponsor 	<ul style="list-style-type: none"> Brand shared with a maximum of two other as Concert Sponsor
PRINT MATERIAL	<ul style="list-style-type: none"> First tier colour logo on season brochure, posters and flyers One page advertisement in printed programs cover page (approx. 1,500) First tier colour logo in all season's issues of MWO Newsletter Logo recognition in prominent ads placed in newspapers 	<ul style="list-style-type: none"> Colour logo on season brochure, posters and flyers. One page advertisement inside printed programs (approx. 750) Colour logo in concert's issues of MWO Newsletter Logo recognition in prominent ads placed in newspapers
OUTDOOR EXPOSURE	<ul style="list-style-type: none"> First tier logo recognition on all external promotion 	<ul style="list-style-type: none"> Logo recognition on all external promotion
PRODUCT PLACEMENT	<ul style="list-style-type: none"> Product exposure/display in concert venue lobby. <i>(subject of suitability)</i> 	<ul style="list-style-type: none"> Product exposure/display in concert venue lobby, <i>(subject of suitability)</i>
MEDIA PROFILE	<ul style="list-style-type: none"> Recognition in all press releases to be distributed widely to print, radio, television and on-line media for up to 1 year 	<ul style="list-style-type: none"> Recognition in all press releases to be distributed widely to print, radio, television and on-line media for up to 6 months
SIGNAGE	<ul style="list-style-type: none"> Logo placement prominently positioned in the concert venue lobby <i>(subject of suitability)</i> 	<ul style="list-style-type: none"> Logo placement prominently positioned in the concert venue lobby <i>(subject of suitability)</i>
IN PERSON & ON-LINE RECOGNITION	<ul style="list-style-type: none"> Logo placement on MWO's website for one year. Link to organization's website on MWO's website for 1 year Maestro of MWO to acknowledge your company in opening remarks 	<ul style="list-style-type: none"> Logo placement on MWO's website for up to 6 months Link to organization's website on MWO's for up to 6 months Maestro of MWO to acknowledge your company in opening remarks
TICKETS	<ul style="list-style-type: none"> Up to 20 complimentary tickets to the concert and party 	<ul style="list-style-type: none"> Up to 12 complimentary tickets to the concert and party
GOLD – \$1,000	Logo on concert poster and printed programs; half page advertisement inside printed program; 8 free tickets to a sponsored concert; signage at concert; thank-you at concert	
SILVER – \$750	Smaller printed logo on poster and on printed program; quarter page advertisement inside printed program; 4 free tickets to a sponsored concert; mention on signage	
BRONZE – \$500 & up	Smaller print logo inside of printed program; small ad in printed program; 2 free tickets to a sponsored concert	