



Season Sponsor Program Questions and Answers

Q: What is the Season Sponsorship program?

A: The DeKalb Choral Guild's Season Sponsor program invites individuals and businesses to help in our mission to enrich our community through excellent choral music. Through donations to the Guild, season sponsors provide a vital source of income to assist with operating costs, such as staff salaries, publicity, concert hall rental and guest artists.

Q: As an individual, what are the benefits of becoming a season sponsor?

A: Individual sponsorships form an important core of the Season Sponsor Program. Consider the joy you derive from participating in or attending a concert. As a sponsor, you are publicly declaring your support for this important arts outlet and helping the Guild share the gift of music with the whole community. To thank you for your sponsorship, we offer benefits at varying levels including concert tickets, mentions in the concert programs and the Guild's web site, the opportunity to include a business card or personal greeting advertisement in the program, and the opportunity to dedicate a concert in honor or in memory of someone. At the highest level, you can even receive a performance from our Chamber Singers.

Q: Is my season sponsorship tax-deductible?

A: Yes. The Guild is a 501 c(3) non-profit organization, so your sponsorship is considered a donation and is tax deductible to the fullest extent of the law.

Q: Can my company match my season sponsorship?

A: Yes. As a non-profit organization, the Guild qualifies for matching grant programs offered by employers. The attached list contains over 300 companies with matching grant programs. The Guild will be happy to provide any documentation you need to apply for a matching grant.

Q: Why should my business become a Season Sponsor?

A: Our sponsorship program is designed to *help you promote your organization within the metro Atlanta community and show your support of the arts*. Benefits at different levels of sponsorship include concert program advertisements, print and online branding opportunities, concert tickets to share with employees and a performance by our Chamber Singers at your company's event.

Q: Since you mentioned audiences, what kinds of audiences attend your concerts and events?

A: Though based in DeKalb County, the Guild attracts audiences from across the metropolitan Atlanta area. The Guild's audience tends to be highly educated and musically savvy. We see a mix of "regulars" as well as new people who are attending their first Guild concert. The audience

is evenly divided between men and women and the ages range from teenagers and college students to retirees in their golden years. We see around 200 faces for each concert.

Q: What types of publicity does the Guild use to promote its concerts?

A: The Guild publicizes its concerts through audience mailings, electronic mailings, posters, the Guild's website, public service advertisements on public radio, notices in the announcement sections of local media, and occasional print advertisements.

Q: How do I apply to become a Season Sponsor?

A: Attached to this document you will find a season sponsor form you can fill out and send to the Guild. The mailing address is on the sponsor form along with information about the format for program advertisements.

Q: What sizes are available for advertisements in the concert programs?

A: At the "Section Leader" level (\$100 - \$249), you can place a standard business card sized ad, 2 inches tall by 3.5 inches wide.

At the "Accompanist" level (\$250 - \$499), you can place a half-page ad, 3.75 inches tall by 4.5 inches wide.

At the "Conductor" level and higher (\$500+), you can place a full page ad, 7.5 inches tall by 4.5 inches wide.

Q: How long will my advertisement run in the concert programs?

A: Once you start your season sponsorship, your ad will appear in all the concert programs for the rest of the concert season.

Q: In what formats can you accept concert advertisements?

A: The Guild can accept advertisements in GIF, JPEG, TIFF or PDF image formats. The Guild can also accept a photo-ready copy of the advertisement for scanning, which can be especially useful for business cards or other paper ads. The program pages are not printed in color.

Q: What are the deadlines for applying for a season sponsorship?

A: The Guild accepts new sponsors at any time. To have your advertisement appear in the concert programs this year, sponsorship form and advertisements should be submitted a minimum of 2 weeks prior to the concert date.

Q: Where can I find out more information about the DeKalb Choral Guild?

A: The Guild has more information available on its website: www.dekalbchoralguild.org.

Thank you for your interest in the DeKalb Choral Guild's Season Sponsor Program. We look forward to welcoming you to our ranks!

DeKalb Choral Guild Sponsorships — Season 34, 2011-12

The DeKalb Choral Guild is one of the Atlanta area's oldest and most respected community choruses. Now presenting our 34th season, the Guild has a reputation for excellent musicianship as we rehearse and perform a wide variety of choral works. By becoming a sponsor of the Guild, you will show that you support fine choral music as you connect to our diverse audience of music lovers drawn from venues across the metro area. Your sponsorship is tax deductible and qualifies you, as an individual, or you, as a business owner, for exciting benefits:

Sponsorship Level	Amount	Benefit
Singer	up to \$99	Listing in the Concert Program & website 2 Concert Tickets
Section Leader	\$100 +	Listing in the Concert Program & website Business Card Program Ad for each concert
Accompanist	\$250 +	4 Concert Tickets Listing in the Concert Program & website Half Page Program Ad for each concert
Conductor	\$500 +	4 Concert Tickets Listing in the Concert Program & website Full Page Program Ad for each concert
Producer	\$1,000 +	Conductor-level benefits PLUS Your company's branding on printed publicity for the concert of your choice
Signature Sponsor	\$2,500 or more	Producer-level benefits PLUS Your company's branding for all concerts A free holiday performance from our chamber singers at your holiday event

Information about the current concert season appears on the back of this form. We also have extensive information about the Guild on-line at dekalbchoralguild.org

Unfortunately, we cannot offer complimentary tickets at the Messiah Concert December 3rd at North Decatur Presbyterian Church.

Starting your sponsorship is easy! First, fill out the form below with your contact information. Then, mail this form with your check and ad copy (if applicable) to: Development Director, The DeKalb Choral Guild, Inc., P.O. Box 1931, Decatur, Georgia, 30031.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Sponsorship Amount: \$ _____

Please send me my complimentary tickets for the following concert (circle one): Vienna-Composer Heaven Oct 28, Messiah Dec 4, GYCF concert Feb 25, Music from Around the World April 28

For more information, you can call us at 678-318-1362 or send e-mail to info@dekalbchoralguild.org. We can accept images for scanning or most popular electronic formats. A full program page is 7.5 inches tall by 4.5 inches wide. A half page is 3.75 inches tall by 4.5 inches wide. The business card ad is 2 inches tall by 3.5 inches wide.

2011-2012 Concert Schedule

Vienna-Composer Heaven

A few of our Viennese favorites by a host of composers. This concert of well loved songs and hidden gems will delight the choral aficionado and newcomer alike. Mozart, Mendelssohn, Beethoven, Schubert and more!

Oak Grove United Methodist Church
1722 Oak Grove Road, Decatur, GA 30033
Friday Oct 28, 2011 8:00pm

Holiday Concert ~ Handel's Messiah

The DeKalb Choral Guild in conjunction with the Atlanta Philharmonic Orchestra will present excerpts from George Frederic Handel's masterwork—Messiah. Last year the DCG was fortunate to have APO Conductor Mirna Ogrizovic join us at one of our concerts as part of her ensemble, the Balkan Quartet. We are extremely happy to be working with her again. Also joining us will be members of the Mountain Park UMC Choir.

North Decatur Presbyterian Church
611 Medlock Road, Decatur 30033
December 3, 2011 7:30pm

Mountain Park UMC
1405 Rockbridge Road, Stone Mtn, 30087
December 4, 2011 7:30pm

More Holiday Events in the Community

When the Yuletide season arrives, members of the Guild don festive Victorian attire to spread cheer in the community. We continue our holiday tradition with singing door to door and through the hallways of Budd Terrace at Wesley Woods bringing cheerful, melodious voices to the residents there. We are also available for bookings at holiday parties and events.

Wesley Woods Community Caroling
December 2011 - Budd Terrace

Georgia Young Composer's Festival Concert

The Georgia Young Composers Festival (GYCF) is a composition contest that brings together collegiate music composition students from the state of Georgia and introduces them and their works to today's audiences. Founded and sponsored by the DeKalb Choral Guild, the GYCF also gives these young people and you a chance to hear their works performed by an accomplished community chorus. The Festival Concert will feature the finalists' compositions and awards presentations.

Saturday, February 25, 2012 7:30pm
Venue to be announced

Music from around the World

In this concert the DCG will explore world wide musical influences. Join us afterward for a reception honoring our wonderful donors and sponsors and for a celebration of the conclusion of another great season of choral music making.

Saturday April 28, 2012 7:30pm
Venue to be announced

Companies with Matching Grant Programs

3

3M Foundation

A

Abbott Laboratories Fund
 Ace Ina Matching Gift
 Akza America Foundation
 Akzo Nobel Inc
 Alco Standard Corporation
 Allegheny International
 Alliant Energy Foundation
 Allied Corporation
 Allied Foundation Inc.
 Allied Signal
 Altria Employee Involvement
 American Honda Motor Co Inc
 American Brands, Inc.
 American Express Foundation
 American Honda Motor Co., Inc.
 American International Group
 American Medical International
 American Telephone & Telegraph
 AMF, Inc.
 Aon Foundation
 ARG Management, Inc.
 Argonaut Insurance Group
 Armco, Inc.
 Arthur D. Raybin Associates In
 The Arthur M. Blank Family
 Aspect Matching Gift Program
 Associates First Capital Fund
 AT&T Foundation Center
 Aetna Foundation
 Atlantic Richfield Co.
 Automatic Data Processing Inc
 Avon Matching Gifts Program
 AXA Foundation

B

B.F. Goodrich Co
 Ball Corporation
 Bank Boston
 Bank of America Foundation
 BankAmerica Foundation
 Barnes Group Foundation, Inc.
 BD Matching Gift Program
 Bellcore
 BellSouth
 Bituminous Insurance Co.
 Boeing
 Boole & Babbage
 BP Employee Matching Gifts
 Brinks Inc
 Bucyrus-Erie Co.
 Bunge Corporation

C

C. R. Bard, Inc
 Caterpillar Tractor Co.
 The Charles Schwab Corp
 The Charter Company
 The Chase Manhattan Fndn
 Chemical Bank
 Chevron Products Company
 Chicago Trust
 ChoicePoint Inc. Matching Gift
 The Chubb Corporation
 Cigna Foundation
 CINGULAR WIRELESS
 Citgo Petroleum Corporation
 Citicorp Foundation
 Citigroup Foundation
 CNA Foundation
 Coca-Cola Enterprises, Inc.
 Community Affairs-MC516A
 COMPAQ Matching Gift
 Computer Associates
 Confederation Life Insurance
 Connecticut General Ins. Group
 Continental Illinois National
 Cooper Industries Foundation
 Corning Glass Works
 CPC International Inc.
 Cray Research Inc.

D

Dart Industries Inc.
 Dekalb Agresearch Inc.
 Del Monte Corp.
 Deluxe Check Printers, Inc.
 Dow Chemical Co USA
 DowElanco
 DPIC Companies
 Drexler Shower Door Co

E

E.Q. Services, Inc.
 Emerson Electric Co.
 Emhart Corp.
 Ensign-Bickford Foundation
 Equifax Foundation Inc.
 The Equitable Foundation
 Equitable Life Insurance Society
 Equitable Real Estate
 Ere Yarmouth
 Esmark, Inc.
 Exxon Corporation

F

Fannie Mae Foundation
 Federated Department Stores

Fidelity Investments
 Fiduciary Trust Inc.
 Fireman's Fund Foundation
 First Data Corporation
 Fluor Corporation
 Ford & Harrison LLP
 Ford Motor Company
 Frederic W. Cook & Co.
 The Freddie Mac Foundation
 Freeport-McMoran, Inc.

G

GannettMatch/Gannett Found.
 Gap Foundation
 GATX Corp.
 General Cinema Corp.
 General Dynamics
 General Gulf
 General Mills Foundation
 General Re Corporation
 Genrad, Inc.
 Georgia-Pacific
 Georgia Gulf Corporation
 Georgia Health Foundation, Inc
 Getty Oil Company
 Gilman Paper Co.
 GlaxoSmithKlineFoundation
 Goodyear Tire & Rubber Co.
 Great Northern Nekossa Corp.
 Great West Community Support
 Gulf & Western Industries, Inc
 Gulf Oil Corp.

H

H. J. Heinz Co.
 Harsco Corp.
 Hoechst Celanese Corp.
 The Home Depot
 Honeywell Int'l Foundation
 Houghton Chemical Corporation
 Houghton Mifflin Company

I - J

IBM Corporation
 Ikon Office Solutions
 Industrial Developments Int'l
 ING Foundation
 Insurance Co.
 Interlake Foundation
 International Business
 Jeanette Crews
 John & Catherine MacArthur
 John Hancock Financial Ser Inc
 John Hancock Mutual Life Ins.
 Johnson & Johnson

Johnson Higgins Matching

K – L

K-Mart Corp.
Kemper National
Kimberly-Clark Foundation
Koppers Company, Inc.
Kraft, Inc.
Lee Technologies, Inc.
Lever Brothers Company
Lotus Development Corporation
Lucent Technologies
Lyndall, Inc.

M

M. A. Hanna Company Foundation
M. H. Hanna Company
Machine Corp.
Manufacturers Hanover
Martin Management, Ltd.
McGraw-Edison Company
McGraw-Hill Companies
McMaster-Carr Supply
The Meadville Corporation
Mellon Gift Matching Program
The Merck Company Foundation
Merit Oil Corp./Merit Gasoline
Merrill Lynch & Co Foundation
Metropolitan Life
Microsoft
Mobil Foundation Inc
Monsanto Fund
Montgomery Ward & Co., Inc.
MONY
Morgan Guaranty Trust Co. NY
Morton-Thiokol, Inc.
Motorola Foundation
Mr B's Enterprises, Inc
MTS Systems, Corp.
Mutual Benefit Life Ins. Co.
Mutual Life Insurance Co of NY

N

National Computer Systems
National Processing Center Inc
National Service Foundation
National Starch & Chemical
Nations Bank
NCR Foundation
Network Associates
The Neiman Marcus Group
Nissan North American
Nordson Corporation
Nordstrom Corp.
Norfolk Southern Corporation
Norrell Corporation
The Northern Trust Company
Norton Co.

Novartis US Foundation
NYNEX Family of Companies

O – P – Q

Olin Corp.
Omaha Community Foundation
Once For All
Pacific Scientific
Pennzoil Co.
Pepsico Foundation Inc
Pfizer, Inc.
Pharmacia Foundation
Phelps Dodge Foundation
Philips Electronics
Phillip Morris, Inc.
PipeVine, Inc.
Playboy Enterprises, Inc.
Polaroid Corp.
PPG Industries, Inc.
PQ Corp.
The Prudential Foundation
Quaker Oats Foundation
Quest Diagnostics

R

R. J. Reynolds Industries, Inc
R.R. Donnelley & Sons
Ralston Purina Co.
Reader's Digest Foundation
Rexnord, Inc.
The Robinson Humphrey Co
The Rockdale Foundation, Inc
Rockwell International Corp Tr
Royal Crown Companies, Inc.
Russell Corporation
Ryco, Inc.

S

Safeco Insurance Companies
Safeguard Business Sys., Inc.
Santa Fe Industries, Inc.
Sapient Corporation
SBC Foundation Matching Gift
Seagram & Sons, Inc.
Security Life of Denver
Security Pacific Corp.
Sedgwick Inc
Signa Corp.
The Signal Companies, Inc.
Six Continents Hotels
SmithKline Beecham
SmithKline Beecham Foundation
Southern Telcom, Inc. M/G
Southland Corp.
Sprint Foundation
Standard Oil Company Ohio
The Stanley Works
State Street Corporation

Steelcase Foundation
Stuart Compton Associates
Sun Companies
Sun Microsystems Foundation
SunTrust Bank
SunTrust Bank Atlanta Fndtn
SunTrust/Tull Charitable Fnd.

T

Tandy Corp.
Tektronix, Inc.
Telcordia Technologies
Teleflex
Temple-Inland Foundation
Tenet HealthCare Foundation
Texas Eastern Corp.
Textron Matching Gift Programs
The Times Mirror Corp.
Time Warner, Inc.
Time, Inc.
The Toro Co.
Transamerica Corp.
Transco Energy Co.
Transcontinental Gas Pipe Line
TRW Foundation
Tug Manufacturing Corporation
Turner Foundation

U – V

U.S. West Foundation
U.S. Gypsum Foundation, Inc.
UBS Matching Gift
Union Pacific Corp.
United Life & Accident Ins. Co
United Technologies Corp.
United Virginia Bankshares Inc
United Way of King County
Uptons
The UPS Foundation
USA Interactive Foundation
USF&G Foundation
Verizon Foundation
Vulcan Materials Company

W – X – Y – Z

W. W. Grainger Co.
Wachovia Foundation
Washington Post Co.
Waste Management, Inc.
Western Electric Corp.
Westinghouse Foundation
Whellabrator Frye, Inc.
Williams Community Relations
Winn Dixie Stores, Inc.
WMX Technologies
Yahoo
Yarway Corp.
Zeist Foundation

