The Boston Gay Men’s Chorus is one of New England’s largest and most successful community-based choruses. Founded in 1982, the 200-voice ensemble is celebrated for its outstanding musicianship, creative programming, and groundbreaking community outreach. Under the dynamic leadership of Music Director Reuben M. Reynolds, III, the BGMC sings a wide spectrum of classical and popular music and creates social change by providing a positive, affirming image of the LGBTQ community. The chorus is heard live by more than 10,000 people each season and thousands more through recording, television and internet broadcasts. CBS-WBZ named the Boston Gay Men’s Chorus one of the “top 5” choruses in the city of Boston. BGMC are Cultural Ambassadors — being the first LGBT chorus to perform in Poland in 2005, the Middle East in 2015 and in South Africa in June 2018.

The BGMC changes hearts and minds each time it takes the stage — whether it’s Jordan Hall, the Boston Common, a high school or a house of worship.

The Boston Gay Men’s Chorus has been on the forefront of the LGBT movement since its inception. The Chorus changes hearts and minds in ways that legislative victories alone can’t.

Leadership presence in the gay community in Boston since 1982.

Hand delivered CDs with the Chorus singing Marry Us to every legislator the morning of the final vote that made gay marriage legal in Massachusetts.

Performed at the wedding of David Wilson and Robert Compton, the first of the seven couples to be married who had sued for the legal right to wed.

First gay chorus to perform in Poland, turning the picketing and protests into headlines that read “Music Triumphs over Injustice”

Innovative outreach program that supports LGBT youth and other beneficiaries. Nearly $550,000 raised to date.
Sponsorship of the Boston Gay Men’s Chorus provides many benefits, including being associated with a beloved and recognized brand for social good and excellence in performing arts.

**Sponsorship**

Sponsorship of the Boston Gay Men’s Chorus provides many benefits, including being associated with a beloved and recognized brand for social good and excellence in performing arts.

**Sponsor Marketing Visibility**

![Marketing Visibility Chart]

- 60,000 mailed/yr
- 10,500 opt-in

**Sponsor Social Visibility**

- 7,500 like organization
- 70K page views/yr
- 1.5 million app downloads
- 1,5K followers
- 3K followers
- 1K followers
- 50K downloads to date

**Be in Great Company**

**Current Sponsors**

- Bank of America
- IVF
- productGENESIS
- jetBlue
- Mass Cultural Council

**Past Sponsors**

- Bell Atlantic
- Bristol-Myers Squibb
- Delta
- Deloitte
- Eastern Bank
- Gillette
- Harvard Pilgrim HealthCare
- Ipswitch
- Macy's
- MoMath
- National Endowment for the Arts
- New York City Gay Men’s Chorus
- Nstar
- OUT
- Partners HealthCare
- RBC
- The Shops at Prudential Center
- Stop & Shop
- Tufts Health Plan
- United
- Warburg
- Yale

**Public Support**

- BCC
- Mass Cultural Council
- ART WORKS.
- National Endowment for the Arts
OUR CONSTITUENTS

The Boston Gay Men’s Chorus serves a well-educated, gender-balanced and economically diverse population.

**POSITIVE PERCEPTIONS OF CORPORATE SPONSORSHIP**

- Think highly of corporations that support cultural .orgs: 58%
- Feel good about doing business with corporations that support cultural .orgs: 58%
- More likely to purchase from corporations that support cultural .orgs: 50%
- I remember a corporation’s sponsorship later: 50%
- More likely to listen to corporation’s message if it supports culture: 46%

**EDUCATION**

- Completed Graduate School: 31%
- Completed College: 36%
- Completed High School: 33%

**INCOME**

- > $149,999: 33%
- $125,000-$149,999: 22%
- $100,000-$124,999: 20%
- $50,000-$99,999: 31%
- $30,000-$49,999: 10%
- $0-$29,999: 4%

**AGE**

- 75+: 10%
- 65-74: 15%
- 55-64: 20%
- 45-54: 20%
- 35-44: 15%
- 25-34: 10%
- 18-24: 5%

**SEXUAL ORIENTATION**

- Heterosexual: 54.00%
- Gay: 37.00%
- Bisexual: 3.00%
- Lesbian: 6.00%

**GENDER**

- Female: 65.75%
- Male: 34.25%

(Information gathered from Acxiom consumer data based on ticket purchases 2009-2018.)
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Season Patron $50K</th>
<th>Series Partner $25K</th>
<th>Platinum $15K</th>
<th>Gold $5K</th>
<th>Silver $3K</th>
<th>Bronze $1K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title sponsorship of concert season</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent logo and sponsorship recognition on theater marquee (as avail)</td>
<td>✦</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent logo recognition on YouTube performance videos for season</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Named in all BGMC press releases</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Recognition at all performances of BGMC subscription concerts</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Twitter mentions (coordinated in advance)</td>
<td>1x /mo</td>
<td>1x /bi-mo</td>
<td>1x /qtr</td>
<td>1x /yr</td>
<td>1x /yr</td>
<td>1x /yr</td>
</tr>
<tr>
<td>Facebook posts (coordinated in advance)</td>
<td>1x /mo</td>
<td>1x /bi-mo</td>
<td>2x /yr</td>
<td>1x /yr</td>
<td>1x /yr</td>
<td>1x /yr</td>
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<tr>
<td>Dedicated e-blasts to BGMC email list</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in program for all subscription concerts</td>
<td>2 full</td>
<td>1 full</td>
<td>1 full</td>
<td>1/2 page</td>
<td>1/4 page</td>
<td></td>
</tr>
<tr>
<td>Company name/logo placement in the following areas (each level different size):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Home page of BGMC website, BGMC.org</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• BGMC subscription online promotions</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• BGMC promotional e-blasts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>• BGMC app sponsorship page</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>• All BGMC promotional print literature (including postcards, wallet cards, posters, flyers as available)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to distribute materials or premiums to patrons</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to BGMC main stage concerts</td>
<td>10 top</td>
<td>6 top</td>
<td>4 top</td>
<td>2 top</td>
<td>2 mid</td>
<td>2 mid</td>
</tr>
</tbody>
</table>