



2020/2021

Dear Friend of Music:

Elk Island Honour Choirs Association is proud to announce their 2020/2021 Sponsorship Program. This is an exciting opportunity for you or your business to support one of the largest choir associations in the Edmonton area! We also take pride that we are the longest running choir organization in Strathcona County.

As with everything else in our world this year, we've had some changes forced upon us. We take pride in the role our choirs play to not only promote the importance of music in the lives of our local youth, but to offer them a positive social outlet. Our choristers make lasting friendships and find that the teamwork involved in choir work helps them develop their confidence. Therefore, we refused to allow this new situation to force the cancelation our 2020-2021 year. Instead our Board and Choir Directors worked diligently to research and network with those in authority and other music groups to come up with a solution to keep the choirs active and help lift spirits during this trying time.

This solution is to offer our rehearsals in an online format, at least for the fall season. This format will be revisited at Christmas so we can adjust accordingly at that time, and hopefully return to an in-person environment. We also offered a significant reduction in registration fees – not only to recognize the reduction in in-person activities and the costs involved, but also to help our families out in a time when financial stress is affecting us all.

Not surprisingly, because not everyone is comfortable with an online format, this resulted in a drop in registrations. We have experienced a 60% drop in registration numbers. Despite our expenses also being reduced, administrative expenses which can't be avoided still remain. Therefore, YOUR support is still crucial.

Benefits have been updated, given the fact that we will not be having live performances where we can acknowledge your contribution verbally. Instead what we propose is:

- Recognition on our website's sponsorship page (<http://www.elkislandchoirs.ca/about/sponsors>)
Not just your logo - this year we will also include any specific advertising you wish to have highlighted, plus I will be asking for a short quote from you on the individual reasons why you support us. This page will also indicate your sponsorship level (see attached form for chart).
- Regular mentions on Facebook (<https://www.facebook.com/elkislandchoirs>).
- Regular mentions in all correspondence going out to Choristers' families.



Elk Island Regional Honour Choirs

Celebrating Music & Singing

And remember:

If you wish, you can designate a specific chorister to receive 25% of the amount you give towards fees or tours. An example – if a chorister brings in a \$500 sponsor, \$125 will be listed as a credit on their account to be used either this year or next.

We hope we can count on your ongoing support. Please fill out the attached form and return it to me. Thanks to you we will be able to continue offering excellent music education.

I'm here for any questions or comments.

Sincerely,

Laurie Christiansen, Choir Manager
manager.elkislandchoirs@gmail.com



SPONSORSHIP FORM

Name of Chorister referral (if any): _____

Your company name (if any): _____

Your name: _____

Address: _____

Phone #: _____ E-mail: _____

Type of Advertising: Friend (\$50 to \$99) Patron (\$100 to \$199) Benefactor (\$200 to \$499) Impresario (\$500 or more)

Amount paid \$_____ (Please make cheques payable to E.I.R.H.C.A.)

Please attached your logo, or let me know if you would like us to use the same one you sent last year.

Please also attached any specific advertisement you would like included on our website, and a brief explanation of why you enjoy supporting our Choirs.

ON BEHALF OF OUR BOARD OF DIRECTORS AND OUR CHORISTERS

THANK YOU FOR ENSURING WE CAN *KEEP ON SINGING!!*