

Welcome to DCU

Derby Choral Union is one of the UK's longest-running choral societies, established in 1866. We hold three concerts each year, performing a wide range of choral works from the Baroque period right up to the present day.

Despite losing public funding in recent years we have managed to increase our membership, raise audience levels and maintain our standards. This has been achieved through a range of measures including fund raising from within the choir but we have also had to make some sacrifices.

We have some ambitious aspirations over the coming years as we pass our 150th year and lay the foundations for the next chapter in the choir's history.

Our five-year aims include:

- ✓ To grow our membership and continue the trend of welcoming younger singers to the choir.
- ✓ To explore larger venues for our concerts in order to accommodate our expanding membership and audience base.
- ✓ To raise our performance budget by 50% to ensure orchestral accompaniment at all our concerts and soloists of even higher calibre.
- ✓ To hold regular workshops for the local community to raise awareness of music making, to attract members and increase support from a wider audience.

We cannot achieve all of these aims alone whilst retaining current standards. For the first time in the society's history we are inviting private and corporate sponsors to assist us in achieving these objectives, with packages that offer mutually rewarding benefits.

As a corporate sponsor you will be demonstrating your commitment to local non-profit organisations and bolstering your Corporate Social Responsibility credentials, whilst promoting your business to a broad audience across the city and county. Several forms of sponsorship are available as described in this leaflet.

Facts about DCU

There's much more to us than the singing. Here are some facts about Derby Choral Union you may not have realised:

- ✓ DCU started nearly 150 years ago, making us one of the longest-running choral societies in the UK.
- ✓ We have over 100 members, 10% of which are aged 35 and under. Younger members are our fastest growing membership sector, in part thanks to increased media coverage of choirs in recent years.
- ✓ Members aged 25 and under are awarded a Choral Scholarship and do not have to pay any membership fees. We also allow accompanied children under 16 free entry to our concerts and give all other students a 50% discount.
- ✓ We act as a familiar friend and rewarding activity for our members, some of whom have been with us for over 40 years!
- ✓ It costs on average £4,500 to hold each concert, including venue hire, professional soloists, accompaniment and performance licences.
- ✓ We distribute over 13,000 items of printed materials each year including programmes, posters, leaflets and concert guides. This represents a great opportunity for you to promote your brand across the county all year round.
- ✓ As much as 1/3rd of our ticket revenue is now generated from online ticket sales, proving we are rejuvenating and growing our audience base.



Sponsorship Packages

Your opportunity to contribute to the success of one of the foremost choral societies in the East Midlands.



Major Corporate Sponsor

£2,500

Suggested donation per year

min. £1,000

As a Major Corporate Sponsor, your logo will appear on all of our marketing materials including concert flyers and posters, our season guide, on the front of our concert programmes and on the footer of all pages of our website.

Additional sponsor benefits:

- ✓ Option of a full-page colour advertisement in each of our three concert programmes
- ✓ A prominent listing on the Sponsors page of our website, including your logo and a link to your website
- ✓ Exclusivity for your industry sector
- ✓ Four reserved seats at each of our three concerts (a £180 value)

How your generosity could help us:

- ✓ £1,000 would pay for 2 soloists and 2 orchestra members
- ✓ £1,500 would pay for 3 soloists or a small orchestra
- ✓ £2,000 would pay for 4 soloists and an organist
- ✓ £2,500 would pay for a full orchestra
- ✓ £5,000 would mean we could invest in new staging

Gold Sponsorship Package

£750

Suggested donation per year

min. £500

As a Gold Sponsor, you will receive the following benefits:

- ✓ A prominent mention in each of our concert programmes
- ✓ Option of a half-page black-and-white advertisement in each of our three concert programmes
- ✓ A prominent listing on the Sponsors page of our website, including your logo and a link to your website
- ✓ Two reserved seats at each of our three concerts (a £90 value)

How your generosity could help us:

- ✓ £500 would pay for printing of publicity materials and programmes for one of our concerts
- ✓ £650 would pay for piano or harpsichord hire for one of our concerts
- ✓ £750 would pay for a music making workshop
- ✓ £950 would mean we could circulate our publicity materials across Derbyshire all year round

Silver Sponsorship Package

£350

Suggested donation per year

min. £250

As a Silver Sponsor, you will receive the following benefits:

- ✓ A mention in each of our concert programmes
- ✓ Option of a half-page black-and-white advertisement in one of our concert programmes
- ✓ A listing on the Sponsors page of our website, including your logo and a link to your website
- ✓ Two reserved seats at a concert of your choice (a £30 value)

How your generosity could help us:

- ✓ £250 would pay for orchestral music score hire
- ✓ £350 would pay for membership and music hire costs for 3 choral scholars for a year
- ✓ £450 would mean we could run an online advertising campaign to attract new members at the beginning of each season