

Program Advertising and Sponsorship Opportunities



TRUE CONCORD'S 20TH
ANNIVERSARY SEASON

Program Advertising

Advertising Benefits & Reach

Be seen by more than 9,000 concert-going patrons over the “high season” in Southern Arizona, October through March.

Demographics: Active in the community, educated, affluent and passionate about music.

Align your business with a venerable and growing performing arts organization that has built a reputation for excellence in southern Arizona and nationwide.

Season Advertiser Benefits

Flexibility - Ability to change ads in each program or keep the same ad throughout.

Online Elements - Digital programs remain online and your logo will be displayed on True Concord’s Website for the duration of the concert season.

Enjoyment - Receive a pair of tickets for a True Concord concert.

Contact & Ad Submission

Joshua Keeling, Operations Manager
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Ad Placement in Program	Cost for Season	Cost for 3 Concert Program
Full Page - Outside Back Cover	Sold	Sold
Full Page - Inside Back Cover	\$1500	\$750
Full Page Interior	\$1300	\$650
Half Page Interior (Horizontal Only)	\$900	\$450
Quarter Page Interior (Horizontal or Vertical)	\$550	\$275
Single Performance Flyer Inserts	\$100 Each Performance	N/A

Ad Size	Ad Specs
Full Page - Outside Back Cover & Inside Front/Back Cover (Bleed)	5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8"
Full Page Interior (Bleed)	5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8"
Full Page Interior (Non-Bleed)	5.5" x 8.5" Live 5" x 8"
Half Page Horizontal (Bleed)	5.625" x 4.375" (Includes .125" Bleed) Trim: 5.5" x 4.25" Live: 5" x 4"
Half Page Horizontal (Non-Bleed)	5.5" x 4.25" Live 5" x 4"
Quarter Page Horizontal (Non-Bleed)	2.5" x 4"
Quarter Page Vertical (Non-Bleed)	4" x 2.5"
Single Performance Flyer Inserts Content must be pre-approved by True Concord.	5.75" x 8.75" Deliver printed flyers at least 2 days prior to performance

Files: Full color ads should be created in CMYK. Black and White ads in Grayscale - both at 300 dpi. Please submit ads as TIFF, JPG, PNG OR PDF.

Deadlines: 2022 Concert booklet: August 31. 2023 Concert booklet: November 31.

Corporate Sponsorship Opportunities



PRESENTING SPONSORS

Cost: \$5,000

Timeframe: October 2023 - March, 2024

Value: \$6,050

Benefits:

- First position logo exposure in True Concord's promotional insert in the Arizona Daily Star, distributed to 30,000 households in selected zip codes.
- Full page, full-color ad placement on inside front, inside back, or outside back cover on all concert program books for the entire season.
- Logo placement on season brochure.
- Two premium season tickets (six programs).
- Logo & link placed on True Concord website for entire year.
- Logo in all email blasts to 3,500 patrons.
- Mentions in onstage announcements at all 20 concerts.



PROGRAM SPONSORS

Cost: \$2,500

Timeframe: October 2023 - March, 2024

Value: \$3,125

Benefits:

- Second position logo exposure in True Concord's promotional insert in the Arizona Daily Star distributed to 30,000 households in selected zip codes.
- Guaranteed placement on one full-color, full-page ad placed in all concert program books for the entire season.
- Logo placement on season brochure.
- Two general seating season tickets (six programs).
- Logo & link placed on True Concord's website for the season.
- Logo in 3 concert email blasts to 2,500 patrons.
- On-stage mentions at each performance of the program you are sponsoring.
- Opportunity to host a lobby table at each performance of the show you are sponsoring.



VENUE SPONSORS

Cost: \$1,500

Timeframe: October 2023 - March, 2024

Value: \$2,100 TO \$2,400 depending on number of shows at venue

Benefits:

- One-half page, full-color ad in each concert program book for the entire season.
- Logo & link displayed on True Concord website for the season.
- Mentions in on-stage announcements at the venue you are sponsoring (\$50-\$200 value).
- Opportunity to host a lobby table at the venue you are sponsoring (\$50-\$200 value).
- Opportunity to place coupons and inserts in the program at the venue at which you are partnering with True Concord.



ACCENT SPONSORS

Cost: \$1,500

Timeframe: October 2023 - March, 2024

Benefits:

- One quarter page, full-color ad in concert program book for 20 performances.
- Logo & link placed on True Concord website for the entire season.
- Opportunity to place coupons and inserts in four concert program books.



RESTAURANT PARTNERS

Cost: \$250

Timeframe: October 2023 - March, 2024

Value: \$300 to \$750 depending on number of shows at a venue

Benefits:

- Line on Restaurant Partner page in program book for 20 concerts (name, address and logo/image).
- Opportunity to place inserts/coupons in programs for shows in your neighborhood (closest venue).
- On-stage mentions for concerts in your neighborhood (closest venue).

About True Concord

GRAMMY-nominated True Concord Voices & Orchestra has emerged as Tucson's most illustrious cultural export. Under the direction of Founding Music Director Eric Holtan, True Concord engages in-demand professional singers and instrumentalists from across the country, performing repertoire that spans the celebrated masterworks of centuries past to world premieres by America's finest contemporary composers.

Known for adventurous collaborations, True Concord creates ambitious and unique partnerships with many outstanding performance ensembles and arts organizations in culturally rich southern Arizona.

Our 20th Anniversary season features the music of Bach, Bernstein, Brahms, Raven Chacon, Stephen Foster, Hagen + Takach, Mozart, Poulenc amongst others. Plus Premieres, Superstar Soprano Nicole Cabell, a New Holiday Special, the fresh new Close-Up Vocal Recital Series for 23-24 after a completely sold out 22-23 Series! And at our audience's request, All Seats Reserved & New Concert Start Times!



2023-2024 SEASON - LOVE20			
Songs of America October 13-15, 2023	Friday, October 13, 3PM Lutheran Church of the Risen Savior GREEN VALLEY	Saturday, October 14, 7PM Grace St. Paul's Episcopal Church TUCSON	Sunday, October 15, 7PM Grace St. Paul's Episcopal Church TUCSON
<i>This Is How You Love</i> November 17-19, 2023	Friday, November 17, 3PM Valley Presbyterian Church GREEN VALLEY	Saturday, October 18, 7PM St. Andrew's Presbyterian Church TUCSON	Sunday, November 19, 7PM St. Andrew's Presbyterian Church TUCSON
Lessons & Carols by Candlelight December 7-10, 2023	Thursday, December 7, 7PM St. Philip's in the Hills Episcopal TUCSON	Friday, December 8, 3PM St. Francis in the Valley GREEN VALLEY	Saturday, December 9, 7PM St. Philip's in the Hills Episcopal TUCSON
	Sunday, December 10, 3PM Grace St. Paul's Episcopal Church TUCSON		Sunday, December 10, 7PM St. Alban's Episcopal Church TUCSON
Mozart & Hagen January 26-28, 2024	Friday, January 26, 3PM Valley Presbyterian Church GREEN VALLEY	Saturday, January 27, 7PM Catalina Foothills H.S. Music Hall TUCSON	Sunday, January 28, 3PM Catalina Foothills H.S. Music Hall TUCSON
Bach <i>St. John Passion</i> February 23-25, 2024	Friday, February 23, 3PM Valley Presbyterian Church GREEN VALLEY	Saturday, February 25, 7PM Catalina Foothills H.S. Music Hall TUCSON	Sunday, February 25, 3PM Catalina Foothills H.S. Music Hall TUCSON
Gloria & Bernstein April 5-7, 2024	Friday, April 5, 3PM Valley Presbyterian Church GREEN VALLEY	Saturday, April 6, 7PM Catalina Foothills H.S. Music Hall TUCSON	Sunday, April 7, 3PM Catalina Foothills H.S. Music Hall TUCSON
Close-Up Vocal Recitals Spring 2024	Nation Vocal Duo Tuesday, January 30 The Century Room, Hotel Congress	Erika Burkhart Tuesday, February 27 The Century Room, Hotel Congress	Nicole Cabell Tuesday, April 9 Holsclaw Hall, UA School of Music