



PROFESSIONAL
CORO CHAMBER
CANADA CHOIR



**Creative Sponsorship Opportunities
for the Canadian, prize-winning
professional chamber choir
with a global audience!**



PROFESSIONAL CORO CHAMBER CANADA CHOIR

OUR STORY

Pro Coro Canada (PCC) is a registered charitable organization located in Edmonton, Alberta, Canada. Its 24-voice professional choir performs classical repertoire in the Western-European style, much of which is commissioned new work written primarily by both established and emerging Canadian composers.

Pro Coro Canada was founded by Michel Gervais in 1981 and is one of the oldest professional choir organizations in Canada. Michel Gervais studied with the renowned Eric Ericson in Sweden in the late 1970s.

Over the last 40 years, each artistic director and guest conductor of Pro Coro Canada has brought new works and new techniques to the ensemble's history. Under the direction of the current conductor Michael Zaugg, Pro Coro Canada has commissioned and premiered over 50 works, mostly by Canadian composers.

The choir has won the Choral Canada Innovation Award for its program CHORAL ART at the Banff Centre for the Arts, and emerged as a creative and innovative industry leader during the global pandemic. Our most recent album "We Breathe in Stars" is a testament to the choir's resilience and creativity, and features 10 works by Canadian composers written during the global pandemic.

OUR MISSION

Pro Coro Canada is recognized as a leader of excellence in choral music. Our legacy to choral music includes our commitment to perform, promote and nurture choral art, as we enrich the lives of all who experience the beautiful music created by the choir.

Pro Coro Canada provides opportunities for current and aspiring artists to discover, nurture and realize their dreams.

Our singers represent the rich diversity we see in each of our communities across Canada. Pro Coro Canada works diligently to commission new works from underrepresented communities, and pursues an intentional strategy of working towards equality, inclusion and diversity.

OUR SEASON

Pro Coro Canada performs 8 - 12 concerts each season between September and June, and live streams most performances.

Since 2020, ProCoroTV has over 10,000 individual views for concerts, events, interviews, and educational content. Our live streams reach over 30 nations worldwide.

CONTACT US: development@procoro.ca 780-975-7230



PROFESSIONAL CORO CHAMBER CANADA CHOIR

SPONSORSHIP OPPORTUNITIES

SEASON Sponsor

Sponsor the choir and guest artists for ALL major season performances by the professional choir.

- **Exclusive Concert by the professional choir Pro Coro Canada for your company or business***
- Meet & Greet with the choir and your company/business at a post-concert reception
- Meet & Greet with guest artists
- Name and logo on ALL branding, including: banners, website, brochures, performance programs and weekly newsletter for the season
- Opportunity to provide opening remarks during multiple performances
- Full page advertisement in each Pro Coro performance program
- Opportunity to have representation and signage on site at all performances
- In-house creation of video ad to promote your company/business on ProCoroTV
- Name and logo listed on all social media channels and on ProCoroTV
- Up to 10 complimentary tickets to all concerts

\$150,000

CONCERT Sponsor

Sponsor one major performance by the professional choir, including guest artists and live recording.

- **Exclusive appearance by 8 singers of the professional choir Pro Coro Canada at your company/business event +**
- Name and logo on branding pertaining to the selected program including: advertising, website, brochures, performance program and any promotions for the program
- Opportunity to provide opening remarks during the selected performance
- Opportunity to have representation and signage on site at the selected performance
- Up to 10 complimentary tickets to the selected performance

\$35,000

CHOIR Sponsor

Sponsor the professional choir for one major performance.

- **Exclusive Meet & Greet with the choir and your company/business at a post-concert reception (provided)**
- Name and logo on all digital materials for a season including: website, brochures, digital programs, weekly newsletter and any digital promotions for the season
- Name and logo listed on all social media channels and on ProCoroTV
- Up to 10 complimentary tickets to the selected performance

\$25,000

DIGITAL Sponsor

Sponsor the digital production for the season, including live recording and broadcasting

- **Creation of video ad to promote your company/business on ProCoroTV**
- Name and logo on branding including: advertising, website, brochures, newsletter and performance programs
- Opportunity to provide opening remarks during a selected performance
- Opportunity to have representation and signage on site at a selected performance
- Up to 10 complimentary tickets to a selected performance

\$15,000

* at Pro Coro Canada's regular performance venue, for a performance duration of 75 minutes of unaccompanied choral music selected in collaboration with the artistic director.

+ venue and production to be provided by the sponsor, for a maximum of 60 minutes of performance of unaccompanied choral music suited to the occasion (i.e. Holiday Music).



PROFESSIONAL CORO CHAMBER CANADA CHOIR

SPONSORSHIP OPPORTUNITIES

SINGER Sponsor

Sponsor one singer for ALL season performances.

- **Exclusive naming of the singer position by your company/business**
- Special written feature for your company or business newsletter/publication about the artist
- Name and logo on ALL branding, including: banners, website, brochures, performance programs and weekly newsletter for the season
- Opportunity to provide opening remarks during a performance
- Half page advertisement in each performance program
- Opportunity to have representation and signage on site at all performances
- Name and logo listed on all social media channels and on ProCoroTV
- 2 Complimentary tickets to each of the concerts

\$10,000

NEW WORK Sponsor - Established & Emerging

Sponsor the creation of one major new choral work*, to be premiered by the professional choir.

- **Exclusive Meet & Greet with the composer**
- **Exclusive naming right and dedication on the published new composition**
- Name and logo on branding pertaining to the composition including: advertising, website, brochures, performance program and any promotions for the program
- Opportunity to provide opening remarks during the selected performance
- Opportunity to have representation and signage on site at the selected performance
- 2 complimentary tickets to the selected performance

\$8,000 -
15,000

Emerging Artist Sponsor

Sponsor an element (see next page) of the EAR program of Pro Coro Canada.

- **Exclusive Meet & Greet with the Emerging Artists at the event**
- **Special written feature for your company or business newsletter/publication about the Emerging Artists**
- Name and logo on branding pertaining to the selected performance including: advertising, website, brochures, newsletter and performance program
- Opportunity to provide opening remarks during the selected performance
- Opportunity to have representation and signage on site at the selected performance
- 2 complimentary tickets to the performance

\$3,500 -
\$12,000

CREATE YOUR OWN CUSTOM SPONSORSHIP

TALK TO US to design your own creative experience with the professional chamber choir.

We are happy to collaborate with you on your unique vision. Your benefits could include:

- Exclusive Concert by the professional choir Pro Coro Canada
- Exclusive appearance by 8 singers of the professional choir Pro Coro Canada
- Meet & Greet with the choir at a post-concert reception
- Name and logo on selection or on all branding, including: banners, website, brochures, performance programs and weekly newsletter for the season
- Opportunity to provide opening remarks during performances
- Exclusive naming right and dedication on new compositions
- Advertisement in each Pro Coro performance programs
- Opportunity to have representation and signage on site at performances
- In-house creation of video ad on ProCoroTV
- Name and logo listed on social media channels and on ProCoroTV
- Complimentary tickets to concerts

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* An a cappella work for choir of ca. 10 - 12 minutes length, composer and text to be selected in collaboration with the artistic director.



1

#connect youth choir

provides opportunities to young adults who wish to become professional choral singers. This is an unpaid apprenticeship-style program that provides advanced training in vocal and choral technique, exploration of challenging choral repertoire, and the chance to sing with the professional ensemble

3

Composers

The program offers emerging composers opportunities to write compositions for the choir and to work with the Artistic Director to hone and refine their understanding of choral music. These artists have the opportunity to work directly with the full professional choir and have their new works performed in major concerts and presented on the livestream.

**GET INVOLVED AND
BECOME A SPONSOR
TODAY**

2

Conductors

The emerging artist is hosted by Pro Coro Canada for an 8-10 day period in Edmonton, Alberta and will work with the professional choir in preparation to conduct a selection in a subscription concert. The apprentice will also meet with choral leaders in Edmonton, observe a variety of other choral ensembles, and create professional connections

Our Emerging Artist Programs are free for participants; no tuition is required to participate!

Our EAR - Emerging Artist - Programs

CONTACT US: development@procoro.ca 780-975-7230



**PROFESSIONAL
CORO CHAMBER
CANADA CHOIR**

MICHAEL ZAUGG
ARTISTIC DIRECTOR AND
PRINCIPAL CONDUCTOR

**CONTACT US AND
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Jillian Nowell
Fund Development Specialist

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