



SAN FRANCISCO GAY MEN'S CHORUS
SEASON 40

UNSTOPPABLE

PARTNERSHIP OPPORTUNITIES

WELCOME

For nearly 40 years, the San Francisco Gay Men's Chorus has courageously served as the international standard-bearer for a powerful and accomplished mix of high-caliber performance, human rights, community activism, empowerment and inclusiveness, establishing it as an icon among LGBTQ organizations around the world.

BE IN GOOD COMPANY — JOIN US AS A CORPORATE PARTNER!

As a Corporate Partner, you support one of the most respected and recognized artistic institutions in the world. You'll engage with the community and enjoy a great place to entertain your clients. By partnering with the San Francisco Gay Men's Chorus, you are aligning your brand with one of the Bay Area's most prominent and beloved arts institutions and an LGBTQ community leader.

We attract a wide and diverse audience from the San Francisco Bay Area and around the globe—a mélange of ages, backgrounds, sexual identities, household incomes, and professions. We reach our audiences through a variety of sold-out performances, as well as our growing online and social media audience.

A partnership with the San Francisco Gay Men's Chorus will only strengthen your organization's visibility, as our audiences and supporters will see your brand as a supporter of human rights. We can also tailor a partnership package for you to ensure your company gets maximum benefit for the money you invest. Don't miss out on this fantastic opportunity — Join the San Francisco Gay Men's Chorus' **Season 40: Unstoppable!**



OUR BEGINNING

During the fall of 1978, a call went out to men in and around the Castro neighborhood of San Francisco who liked to sing, inviting them to a gathering with the purpose of possibly creating a chorus. The driving force was Jon Sims, the conductor of the SF Gay and Lesbian Freedom Band, which formed mere months beforehand.

October 30 was chosen as the date of the first “rehearsal” to be held at Everett Middle School. The word went out, flyers posted around the neighborhood. Around 100 men gathered at the first rehearsal, with palpable excitement at the chance to form a gay singing group.

At the group’s 4th rehearsal, on November 27, 1978, having spent the day with the tragic news of Supervisor Harvey Milk and Mayor George Moscone’s assassinations, the burgeoning group of singers showed up to rehearsal grief-stricken and in shock. Newly appointed conductor Dick Kramer passed out Mendelssohn’s “Thou, Lord our Refuge.”

The group traveled from rehearsal to the steps of City Hall for the candlelight vigil for Milk and Moscone, where they performed for the very first time. They were introduced by Senator Dianne Feinstein and Congresswoman Nancy Pelosi, and also performed with folk activist and singer-songwriter Holly Near.

Little did the men who gathered those 40 years ago know they were actually giving birth to a world-wide LGBTQ Choral phenomenon that now boasts hundreds of choruses around the globe.



WHO WE ARE

From humble, exuberant beginnings in 1978, the Chorus has provided music that has entertained, encouraged, healed, educated and pushed the envelope toward unity, fellowship and equality. The Chorus is credited for beginning the LGBT choral movement — now a worldwide phenomenon, numbering over 200 LGBT-identified choral groups across the globe.

SFGMC continues to be a major innovator in the Bay Area arts community, with 16 major concert performances and over 50 non-ticketed outreach events each year. The Chorus, under the artistic leadership of Dr. Timothy Seelig, now has over 300 singers in the large Chorus and four vocal ensembles.

**THE SAN FRANCISCO GAY MEN'S CHORUS CREATES
EXTRAORDINARY MUSICAL EXPERIENCES THAT INSPIRE
COMMUNITY, ACTIVISM, AND COMPASSION.**

OUR VISION

We envision a world inspired and unified by the music we create.

OUR VALUES

- We believe in the transformative power of music to heal, to enlighten and to foster unity.
- We embrace the life affirming changes we create within and beyond our chorus community.
- We evolve society's views toward LGBT people through our commitment to excellence.
- We honor all who came before us and whose sacrifices made it possible for us to raise our voices.



SEASON 40

In October 2017, we start by going on a soul-affirming, life-changing journey to five states in the South. The Lavender Pen Tour will visit areas that face major anti-LGBTQ+ legislation and intense discrimination. We go to spread our message of community, activism, and compassion in an effort to bring awareness and hope to our brothers, sisters and allies in these troubled times. We will be present a **Lavender Pen Tour Send-Off** concert at the beautiful Grace Cathedral, which will serve as the beginning of Season 40.

Our holiday show — **“Elfstravaganza”**— will absolutely knock your socks off with glorious singing and hilarious hijinks, taking you on a journey from the comfort of your seats all the way to the North Pole. We also return to the Castro Theatre for the 28th Annual “Home for the Holidays” show on Christmas Eve. Since we can’t take you with us on the road, we will bring the Lavender Pen Tour to you! Join us for a magnificent **Homecoming** concert with the Oakland Interfaith Gospel Choir, complete with storytelling, multimedia, and gorgeous music.

To cap it all off, we bring back Andrew Lipa — composer of the seminal work “I Am Harvey Milk” that we world premiered in 2013 — for a monumental new commission about the history of the LGBTQ movement, titled **Unbreakable**. Working with Lipa are Academy Award-winners Dustin Lance Black (*Milk*, *When We Rise*) and Bruce Cohen (*American Beauty*, *Silver Linings Playbook*).

LAVENDER PEN TOUR SEND-OFF // Grace Cathedral // September 30, 2017

ELFSTRAVAGANZA // Nourse Theater // December 8-9, 2017

HOME FOR THE HOLIDAYS // Castro Theatre // December 24, 2017

HOMECOMING // Davies Symphony Hall // March 29, 2017

UNBREAKABLE // Nourse Theater // June 22-23, 2018



CRESCENDO

SFGMC's signature gala — **Crescendo** — returns more remarkable than ever! Crescendo honors individuals and corporations who tirelessly champion and promote LGBTQ equality. Crescendo will be held on **Saturday, February 24, 2018** at the historic **Fairmont San Francisco**.

This year, we head to the historic Fairmont San Francisco for the first time — a place that has hosted the likes of Tony Bennett's first performance of "I Left My Heart in San Francisco," countless A-list celebrities, U.S. Presidents and international dignitaries. Last year's gala dazzled over 500 guests with celebrities, incredible musical guests, delicious food, cocktails, dancing, and must-have auction items while honoring corporate innovator Lexus, and Kathy Griffin with our inaugural Vanguard Award.

For Season 40, we look forward to bringing you another unforgettable evening — bigger, better, and more fabulous than you could even imagine. Come dressed to the nines, ready to party with SFGMC!



NATIONAL AIDS MEMORIAL

For almost 40 years, the San Francisco Gay Men's Chorus has been chronicling the journey of the LGBTQ+ community through song. Only three years into the life of the Chorus, AIDS burst onto the scene changing all of our lives forever. Since then, the Chorus has lost 300 singers to the ravages of HIV/AIDS and continues its tireless efforts in spreading awareness and fighting the disease and its stigma.

In 1988, another group of passionate San Francisco residents decided to create a lasting memorial to the men and women who were dying every day. Through their herculean efforts, combined with the determination of Congresswoman Nancy Pelosi, they broke ground in 1991 in an open space at Golden Gate Park. In 1996, it became the **National AIDS Memorial Grove (NAMG)**, the first permanent AIDS memorial in the United States.

In 2018, the San Francisco Gay Men's Chorus will dedicate a permanent memorial within the Grove in memory of those singers who no longer stand on stage but whose voices still resound in our hearts and lives.

GROVE



RHYTHM

In January 2018, the Chorus will inaugurate its new educational outreach program: **RHYTHM (Reaching Hearts of Youth Through Hope and Music)**.

RHYTHM will take members of the Chorus into middle and high schools across the Bay Area with presentations of music and stories empowering students. The program is being developed along with Young Audiences of Northern California.

The curriculum includes preparation in the classroom prior to and following the Chorus' appearance with themes of pride, individualism, anti-bullying, and advocacy.

We believe that the music has the power to bring people together and reach students that could never be reached in any other way.



OUR ENSEMBLES

The San Francisco Gay Men's Chorus is the first openly-identifying LGBT choral group in the world. Additionally, the Chorus is the largest LGBT choral group, with over 300 singers in the main Chorus and four vocal ensembles. These vocal ensembles are smaller groups of singers, ranging from 12-18 members per group, and have different styles of music that they perform.

THE LOLLIPOP GUILD

The Lollipop Guild was founded as a barbershop quartet in 1979 and is recognized as the world's first openly gay vocal ensemble. Since then, The Lollipop Guild has grown to an ensemble that features light-hearted and upbeat styles of singing, with rich harmonies and dazzling choreography.

VOCAL MINORITY

Vocal Minority was founded in 2003 during the Chorus' landmark 25th anniversary season reviving an ensemble Vocal Minority that had began in 1980. Vocal Minority guarantees to sing its way into everyone's hearts. Their repertoire ranges from the sublime to the ridiculous, with luscious choral sound as its backbone.

SWAG

Formed in 2013, SWAG brings a unique soulful beat to their performances. Focusing on gospel, R&B and pop genres, SWAG was formed to focus on outreach to underserved and minority communities, especially youth. Performances have included San Francisco's Martin Luther King commemorations.

HOMOPHONICS

SFGMC's newest vocal ensemble, HomoPhonics, began as a result of the recent a cappella craze. Focusing on musical cohesion without instruments, the group uses arrangements that feature tight, dynamic harmonies and vibrant, upbeat rhythms.



OUR NEW ALBUM

For nearly 40 years, the San Francisco Gay Men's Chorus has courageously served as the international standard-bearer for a powerful and accomplished mix of high-caliber performance, human rights, community activism, empowerment and inclusiveness, establishing it as an icon among LGBT organizations.

Our thirtieth release looks at the Chorus as we enter our 40th Season. Titled "40," the album features the absolute best of the San Francisco Gay Men's Chorus.

These fourteen tracks showcase the Chorus' rich, glorious singing, with highlights such as "Light" from *Next to Normal*, "Amazing Grace," "Irish Blessing," "Love Can Build a Bridge," "Dedication" and beautiful medleys like "I Love You/What a Wonderful World," and "Truly Brave," featuring Cyndi Lauper's "True Colors" and Sara Bareilles' "Brave." "40" also includes a stunning new arrangement of Holly Near's "Singing for Our Lives," which the Chorus sang at its very first public performance in 1978.

Produced, mixed and edited by Grammy Award-winner Leslie Ann Jones and recorded at Skywalker Sound, "40" showcases the absolute best of the San Francisco Gay Men's Chorus.



OUR AUDIENCE

As a Corporate Partner, you support one of the most respected and recognized artistic institutions in the world. You'll engage with the community and enjoy a great place to entertain your clients.

We attract a wide and diverse audience from the San Francisco Bay Area and around the globe—a mélange of ages, backgrounds, sexual identities, household incomes, and professions. We reach our audiences through a variety of sold-out performances, as well as our growing online and social media audience.

A partnership with the San Francisco Gay Men's Chorus will only strengthen your organization's visibility, as our audiences and supporters will see your brand as a supporter of human rights.

25,000

attend SFGMC's season concerts

53

is the average age of SFGMC patrons

52%

of patrons are male

51%

identify as LGBTQ+

100,000+

attend SFGMC's outreach events

85%

hold bachelor's degrees (or higher)

48%

of patrons are female

49%

identify as heterosexual

MORE THAN 54% of patrons come from households with incomes of \$100,000+.



OUR PARTNERS



ADDITIONAL SUPPORT

BAREFOOT WINE + BUBBLY
BAY TIMES
BLOOMBERG PHILANTHROPIES
JOSEPH BONDI
DIAGEO, N.A.
PETER DRAKE + JARED MORENO
FOLSOM STREET EVENTS
THE WOLFGANG E. GIESECKE AND
WILLIAM E. VASTARDIS FAMILY FUND
GRANTS FOR THE ARTS

BOB HERMANN + DAN JORAANSTAD
THE WILLIAM + FLORA HEWLETT
FOUNDATION
AMBASSADOR JAMES C. HORMEL +
MICHAEL NGUYEN
BARRY JAY
THE BERNARD OSHER FOUNDATION
SAN FRANCISCO ARTS COMMISSION
WILLIAMS-SONOMA, INC.



PRESENTING PARTNER

- Prominent logo and sponsorship recognition on theater marque (where applicable) for all SFGMC subscription concerts
- Naming rights as title sponsor in all SFGMC press releases
- Recognition from stage at all performances of SFGMC subscription concerts
- Mentions on Twitter 8x per week for 52 weeks & Facebook
- Four (4) dedicated e-blasts to SFGMC email list
- Two-page ad spread in playbill for all SFGMC subscription concerts
- Distribute materials or premiums to patrons at all SFGMC subscription concerts
- Premier table at SFGMC Crescendo gala (10 tickets) - February 24, 2018
- Ten (10) tickets SFGMC subscription concerts (see previous page for dates)

COMPANY NAME/LOGO RECOGNITION IN THE FOLLOWING AREAS:

- Home page of SFGMC website: www.sfgmc.org
- SFGMC subscription online promotions
- All SFGMC promotional e-blasts (with web site links / click-through options)
- All SFGMC promotional print literature, including postcards, posters and flyers

\$50,000



PREMIER PARTNER

- Naming rights as sponsor in all SFGMC press releases
- Recognition from stage at all performances of SFGMC's subscription concerts
- Mentions on twitter 4x per week for 52 weeks & Facebook
- Three (3) dedicated e-blasts to SFGMC email list
- Full-page ad in playbill for all subscription concerts
- Distribute materials or premiums to patrons at all subscription concerts
- Premier table at SFGMC Crescendo gala (10 tickets) - February 24, 2018
- Eight (8) tickets to SFGMC subscription concerts

COMPANY NAME/LOGO RECOGNITION IN THE FOLLOWING AREAS:

- Home page of SFGMC website, www.sfgmc.org
- SFGMC subscription online promotions
- All SFGMC season promotional e-blasts (with web site links / click thru options)
- All SFGMC promotional print literature, including postcards, posters and flyers

\$25,000



GRAND PARTNER

- Recognition from stage at SFGMC subscription concerts
- Mentions on Twitter 3x per week for 52 weeks & Facebook
- Two (2) dedicated e-blasts to SFGMC email list
 - Listing Crescendo press release as a sponsor
 - Full-page ad in playbill for all subscription concerts
- Six (6) tickets to SFGMC Crescendo gala - February 24, 2018
- Six (6) tickets to SFGMC subscription concert series

COMPANY NAME/LOGO RECOGNITION IN THE FOLLOWING AREAS:

- Home page of SFGMC website, www.sfgmc.org
- SFGMC subscription online promotions all SFGMC season promotional e-blasts (with web site links / click through options)
- All SFGMC promotional print literature, including postcards, posters and flyers

\$15,000



SUPPORTING PARTNER

- Recognition from stage at all performances of SFGMC subscription concerts
- Mentions on Twitter 2x per week for 52 weeks & Facebook
- One (1) dedicated e-blast to SFGMC email list
- Listing in Crescendo gala press release as a sponsor
- Full-page ad in playbill for all subscription concerts
- Distribute materials or premiums to patrons at all subscription concerts
- Four (4) tickets to SFGMC Crescendo gala - *February 24, 2018*
- Four (4) tickets to SFGMC subscription concert series

COMPANY NAME/LOGO RECOGNITION IN THE FOLLOWING AREAS:

- Home page of SFGMC website, SFGMC.org
- SFGMC subscription online promotions
- All SFGMC promotional print literature, including postcards, posters and flyer

\$10,000

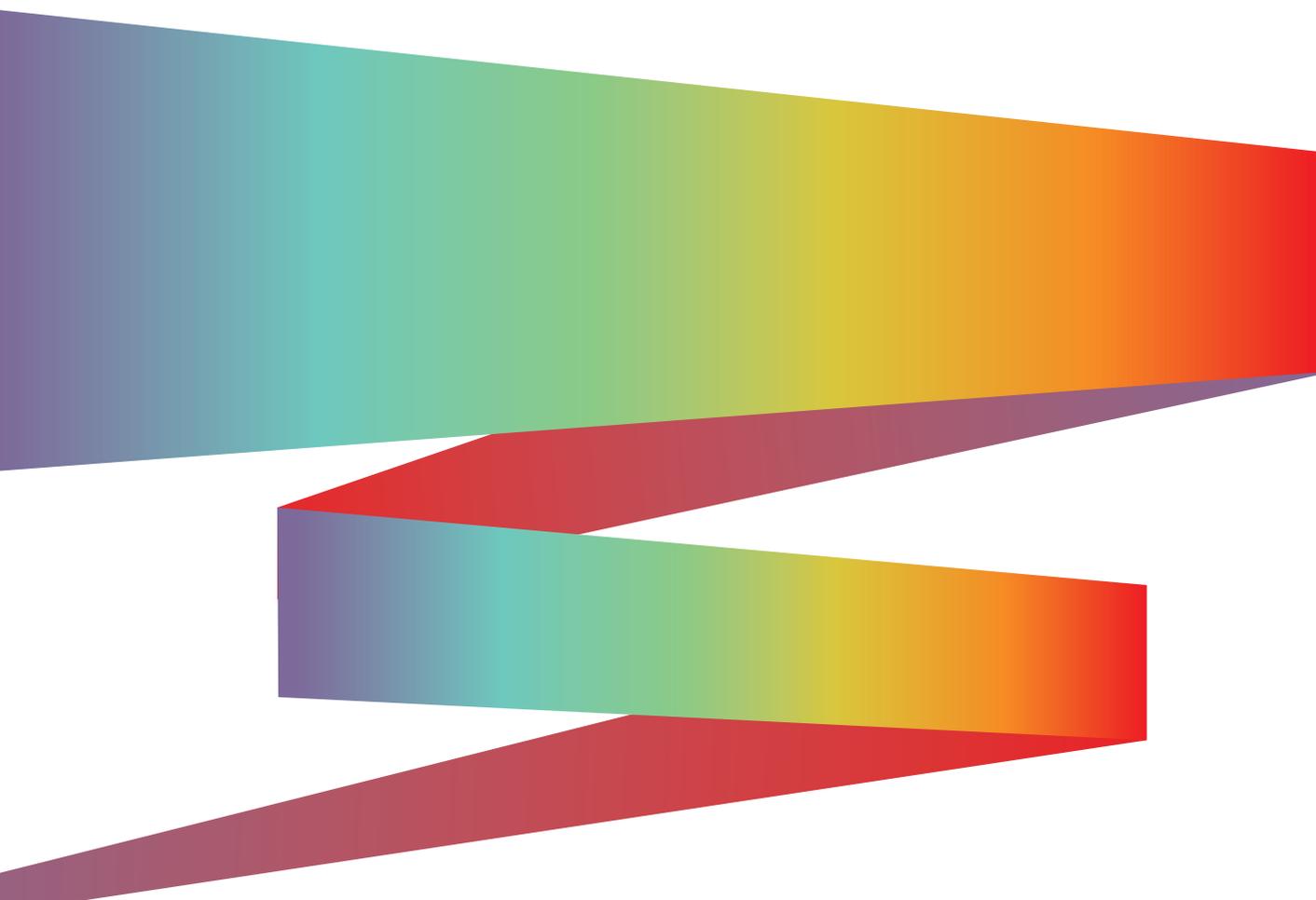
FRIEND PARTNER

- Mentions on Twitter 2x per week for 52 weeks & Facebook
- Listing in Crescendo gala press release as a sponsor
- Half-page ad in playbill at all subscription concerts
- Two (2) tickets to SFGMC Crescendo gala - *February 24, 2018*
- Two (2) tickets to SFGMC subscription concert series

COMPANY NAME/LOGO RECOGNITION IN THE FOLLOWING AREAS:

- Home page of SFGMC website SFGMC.org
- SFGMC subscription online promotions
- All SFGMC promotional print literature, including postcards, posters and flyers

\$5,000



FOR PARTNERSHIP OPPORTUNITIES

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