



SAN FRANCISCO
GAY MEN'S CHORUS

DR. TIMOTHY SEELIG, ARTISTIC DIRECTOR



THE LAVENDER PEN TOUR

OCTOBER 7 - 15, 2017

THE LAVENDER PEN TOUR

OCTOBER 2017

The San Francisco Gay Men's Chorus will take its message and music **on the road** to inspire community, activism, and compassion.



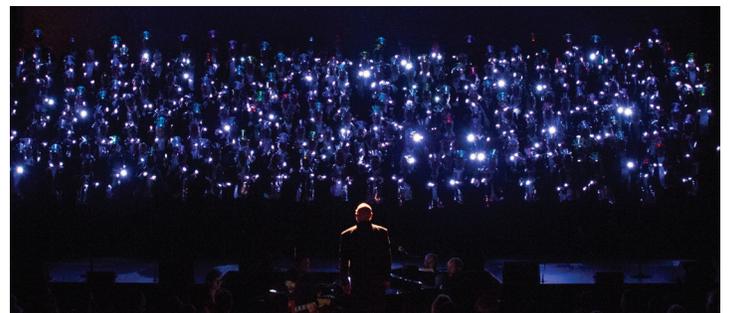
The San Francisco Gay Men's Chorus will kick off its 40th Season by embarking on a **tour of southern states** — states that have major discriminatory laws aimed at the LGBTQ+ community.

For the tour, SFGMC will be joined by the **Oakland Interfaith Gospel Choir (OIGC)**. OIGC embodies a community of diverse races, cultures and faiths, inspiring joy and unity among all people through black gospel and spiritual music.

It is our hope that the music will encourage LGBTQ+ people

and our allies to come together, provoke conversations and action around civil liberties for all, while raising funds for local LGBTQ+ organizations. We are not looking to argue, to preach or anger, but rather raise awareness, spread tolerance and bring harmony through song.

Additionally, the Chorus will partner with the **Human Rights Campaign's Project One America** in Mississippi and Alabama, and **GLAAD**, with more partners to be announced in the coming months.



The San Francisco Gay Men's Chorus creates extraordinary musical experiences that inspire community, activism, and compassion.

THE TOUR



ALABAMA
NORTH CAROLINA
TENNESSEE

6 STATES. 7 DAYS.

GEORGIA
SOUTH CAROLINA
MISSISSIPPI

OUR AIM

We will join with local non-profits and LGBTQ+ groups to help raise much-needed funds so they can continue doing their vital work to dismantle these biased and discriminatory laws. It is the Chorus' intention to have the tour fully underwritten so that all monies raised stay in the respective communities.

CURRENT ITINERARY

- October 8 // Jackson, MS - Thalia Mara Hall
- October 10 // Birmingham, AL - Aly Stephens PAC
- October 11 // Knoxville, TN - Knoxville Civic Auditorium
- October 13 // Greenville, SC - First Baptist Church
- October 14 // Charlotte, NC - Ovens Auditorium

These five anchor concerts will be presented in collaboration with local GALA Choruses and LGBTQ+ non-profit organizations, and the Chorus will be joined by special guest artists, to be announced soon. Additionally, the Chorus will visit schools, churches, meeting houses, senior centers, and government buildings in between these anchor concerts to spread the message of the Lavender Pen Tour.

These Southern states have sought to legalize **bigotry** and **intolerance** with anti-LGBTQ+ legislation that include:

- Transgender people may not use bathrooms that match their gender identity
- Businesses and individuals may deny services to same-sex couples due to religious beliefs
- Mental health professionals may refuse to treat LGBTQ+ individuals, and doctors can refuse to get involved with gender-reassignment procedures



OUR AUDIENCES

MORE THAN
54%

of patrons come from households with incomes of \$100,000 or more.

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

WHY LAVENDER?

Harvey Milk, the first openly gay candidate elected to major office in the United States, has often been referred to as the patron saint of San Francisco Gay Men's Chorus.

The Chorus' first public performance was at the candlelight vigil held on the night of Milk's assassination. The Chorus joined together on the steps of City Hall to sing and mourn Harvey's passing. It was as if the baton of activism had been passed on.

In 1977, a year before his death, Harvey Milk sponsored a landmark gay civil rights bill. Mayor George Moscone signed that bill into law with a **lavender pen** given to him by Harvey. The Lavender Pen remains a symbol of the fight for equality for all and the reason for the tour's name.



"YOU'VE GOTTA GIVE 'EM HOPE!" - HARVEY MILK

SFGMC TODAY

For nearly 40 years, SFGMC 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.

Founded in 1978, SFGMC was the first organization of its kind and is credited with starting the LGBTQ+ choral movement, galvanizing and changing the course of LGBTQ+ history.

The Chorus now has over 250 singers and four outreach vocal ensembles. The award-winning Chorus has been heard by millions worldwide and is one of the crown jewels of San Francisco arts organizations, performing to over 25,000 patrons annually in the Bay Area, and reaching over 100,000 audience members in outreach and non-ticketed events.



The Chorus has a phenomenal record of commissioning works from major composers spanning the entire gamut of styles and genres, from Stephen Schwartz to John Corigliano. Its commission of "Testimony" by Stephen Schwartz, which is based on texts from the "It Gets Better" Project and advocates anti-bullying in schools, has been seen by over 150,000 people on YouTube and has now been performed all around the world in dozens of languages.

OAKLAND INTERFAITH GOSPEL CHOIR



For the Lavender Pen Tour, SFGMC will be joined by the **Oakland Interfaith Gospel Choir (OIGC)**.

OIGC embodies a community of diverse races, cultures and faiths, and brings together 55 singers to inspire joy and unity among all people through black gospel and spiritual music. Since 1991, the award-winning Choir's exquisite harmonies and stirring repertoire have led to performances with a wide variety of esteemed groups, and on Grammy-winning albums by Linda Ronstadt, MC Hammer, and many others.

THE LAVENDER PEN TOUR

PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNERSHIP - \$50,000

- **Category exclusivity**
- Verbal recognition from stage before each Tour concert
- One (1) full-page color ad in Tour program
- Listing on virtual donor wall for one year
- Facebook, Twitter, and Instagram mentions (20,000+ followers)
- Rights to use approved tour photos in corporate communications
- Twenty (20) complimentary tickets to concerts in each Tour city

Company logo placement in the following areas:

- Logo placement in select print ads per Tour City
- Logo placement on select signage at each Tour venue
- Web page with Hyperlink
- Press Releases related to the Tour
- SFGMC website
- Tour Program
- Post Event Tour Video



PREMIER PARTNERSHIP - \$25,000

- Verbal recognition from stage before each Tour concert
- One (1) full-page color ad in Tour program
- Listing on virtual donor wall for one year
- Facebook, Twitter, and Instagram mentions (20,000+ followers)
- Rights to use approved tour photos in corporate communications
- Twenty (20) complimentary tickets to concerts in each Tour city

Company logo placement in the following areas:

- Logo placement in select print ads per Tour City
- Logo placement on select signage at each Tour venue
- Web page with Hyperlink
- Press Releases related to the Tour
- SFGMC website
- Tour Program
- Post Event Tour Video

MAJOR PARTNERSHIP - \$10,000

- Half-page color ad in tour program
- Listing on virtual donor wall for one year
- Facebook, Twitter, and Instagram mentions (20,000+ followers)
- Rights to use approved tour photos in corporate communications
- Ten (10) complimentary tickets to concerts in each Tour city

Company logo placement in the following areas:

- Logo placement on select signage at each Tour venue
- Web page with Hyperlink
- Press Releases related to the Tour
- SFGMC website
- Tour Program
- Post Event Tour Video

SUPPORTING PARTNERSHIP - \$5,000

- Half-page color ad in the Tour program book
- Facebook, Twitter, and Instagram mentions (20,000+ followers)
- Rights to use approved tour photos in corporate communications
- Six (6) complimentary tickets to concerts in each Tour city

Company wordmark placement in the following areas:

- Wordmark displayed on select signage at each Tour venue
- Web page with Hyperlink
- SFGMC website
- Tour Program
- Post Event Tour Video

CORPORATE PARTNERSHIPS

A partnership with the Lavender Pen Tour will only strengthen your organization's visibility as our audiences and supporters will see your brand as a supporter of human rights. We believe all people should be treated fairly and equally by the laws of their state.

This tour will be a milestone and a major financial undertaking for the San Francisco Gay Men's Chorus. We welcome your support!

CURRENT PARTNERS



AMBASSADOR JAMES C. HORMEL + MICHAEL NGUYEN

For more information, please contact:

Demetri Rizos, Director of Development

demetri.rizos@sfgmc.org

(415) 865-3650 ext. 302