



THE
MESSIAH COMMUNITY
CHORUS
presents



GUIDELINES FOR YOUR ADVERTISING EFFORTS!

I am excited to announce that we have nearly 40 people signed up to sing this year's concert already! This is an amazing turn out and should prove to be a concert to remember for sure. It is our 50th performance! As in years past we are asking vocalists to help solicit donations and advertisers for the concert program. This year's efforts need to be approached just like last year due to our new shorter rehearsal window of 5 week. Because of this shorter rehearsal window, donation and advertising efforts need to begin before our first rehearsals so that we have time to put together the program before the concert. Instead of a "promotional packet" of materials you have received in the past, you are receiving this email with attached materials to print to approach existing and new supporters.

Attached you will find materials you can use to sign up advertisers/donors for the Messiah 2023 concert program. Included are:

- A letter for companies or donors who have advertised / donated with us in the past
- A letter for prospective advertisers / donors
- A copy of our advertising form, showing the four levels of contribution we offer.
- A digital copy of our 2022 program to be sent to renewing or potential advertisers so they can see the quality of the program advertising we do.
- A list of 2022 concert advertisers/donors and the chorus member who solicited each one. If you are listed as a solicitor for a particular Ad/Donor, please approach them for support again this year. **At the bottom of the list are several businesses that have supported us in the past, but need to be approached by a new solicitor....please contact me if you are able to help and reach out to any of them.**

It would be great if you could add new advertisers / donors to this list!

Thanks for your help in making this another successful campaign. If you have any questions, please find my email below.

Matt Pietro - The Messiah Community Chorus Planning Committee Chair
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