



*Creates musical experiences to
inspire change, build community
and celebrate difference*

ABOUT

The Boston Gay Men's Chorus is one of New England's largest and most successful community-based choruses. Founded in 1982, the 200-voice ensemble is celebrated for its outstanding musicianship, creative programming, and groundbreaking community outreach. Under the dynamic leadership of Music Director Reuben M. Reynolds, III, the BGMC sings a wide spectrum of classical and popular music and creates social change by providing a positive, affirming image of the LGBTQ community. The chorus is heard live by more than 10,000 people each season and thousands more through recording, television, and internet broadcasts. CBS-WBZ named the Boston Gay Men's Chorus one of the "top 5" choruses in the city of Boston. BGMC are Cultural Ambassadors – being the first LGBT chorus to perform in Poland in 2005, the Middle East in 2015 and in South Africa in June 2018.

IMPACT

The BGMC changes hearts and minds each time it takes the stage – whether it's Jordan Hall, the Boston Common, a high school or a house of worship. The Boston Gay Men's Chorus has been on the forefront of the LGBT movement since its inception. The Chorus changes hearts and minds in ways that legislative victories alone can't.

Leadership presence in the gay community in Boston since 1982.

Hand delivered CDs with the Chorus singing *Marry Us* to every legislator the morning of the final vote that made gay marriage legal in Massachusetts.

First gay chorus to perform in Poland, turning the picketing and protests into headlines that read "Music Triumphs over Injustice"

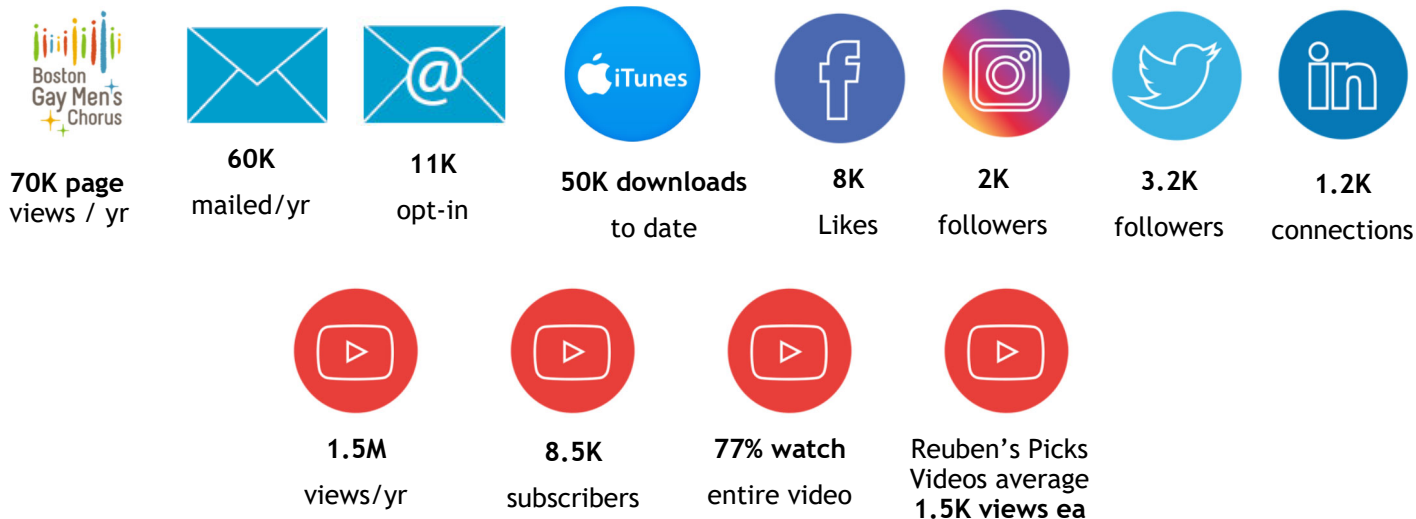
Innovative outreach program that supports LGBT youth and other beneficiaries. Nearly \$750,000 raised to date.

ACCOMPLISHMENTS

- 11 Recordings (2 awards)
- 30+ original commissions
- Top Performing Arts Organization, Boston Business Journal (2018, 2019, 2020)
- WBZ named BGMC one of the "top 5" choruses in Boston
- Performed at U.S. Conference of Mayors (2018)
- Massachusetts Nonprofit Network's (MNN) Excellence Award in Communications (2016)
- Performed at inaugural gala for Gov. Charlie Baker (R)
- July 4th Esplanade concert, telecast on A&E network (5.7 million viewers)
- MA Teachers Association "Creative Leadership in Human Rights" award (2008)

ADVERTISING

We connect businesses to an educated and affluent audience.



Advertising Gold Sponsor

\$5,000

Sponsor a BGMC Celebrity Spotlight Video. We are highlighting some the great talent that has graced the stage with us. Our Music Director Reuben M. Reynolds III & Executive Producer Bill Casey share stories and show off some never before seen content of their solo acts when they performed with BGMC.

3 to choose from:

- October 8 | Scheduled Alex Newell
- October 15 | Scheduled Nick Adams
- October 22 | Scheduled Laura Benanti

Advertising Silver Sponsor

\$2,500

Sponsor a Reuben's Pick's Video. Our Music Director Reuben M. Reynolds III celebrates a variety of events throughout the year with his favorite songs and why they're meaningful to him. Seen by thousands, the videos are approximately 15-minutes each and our metrics show they are watched in their entirety.

2 to choose from:

- Halloween | October 31
- New Year's | December 31

Advertising Bronze Sponsor

\$500

Sponsor Meet our Members Videos. On Mondays we introduce a BGMC member to the community, showing off the wide variety of folks who make up the Chorus. It's a short conversation where each member talks with our Membership Services team about who they are, what they do in the world and why the Chorus matters to them - including their favorite song. It's a great way to show off our diverse group, engage the community and make the Chorus personal!

5 available:

- September 14
- September 21
- September 28
- October 5
- October 19

OPPORTUNITIES

	Advertising Gold Sponsor	Advertising Silver Sponsor	Advertising Bronze Sponsor
	\$5000 <i>3 to choose from</i>	\$2500 <i>2 to choose from</i>	\$500 <i>5 available</i>
Company Logo / Image recognition on YouTube video	Brought to you by at beginning and end of video	Brought to you by at beginning and end of video	Brought to you by at beginning and end of video
Social Media Mention / Tag (platforms coordinated in advance)	on day of Video Release	on day of Video Release	on day of Video Release
Promoted in BGMC 300+ member internal list on week of Video Release			
Company name/logo placement on BGMC promotional e-blast			
Named in BGMC Video Press Release			
Company name/logo placement on BGMC promotional print literature (Must order by Sept. 15th)			

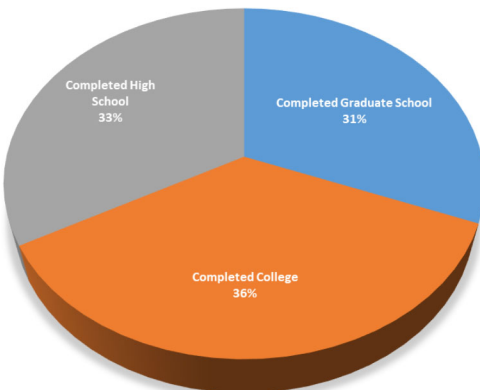
Please contact us for custom sponsorship packages. We want to meet your company's marketing and/or community relations objectives, and include robust visibility, exclusive access, and entertainment opportunities with one of the largest gay choruses in the country.

To learn more about Corporate Partnerships at BGMC contact Sarah Shoffner at sarah@bgmc.org or 617-542-7464 x 306 or visit bgmc.org/advertise for reservation forms

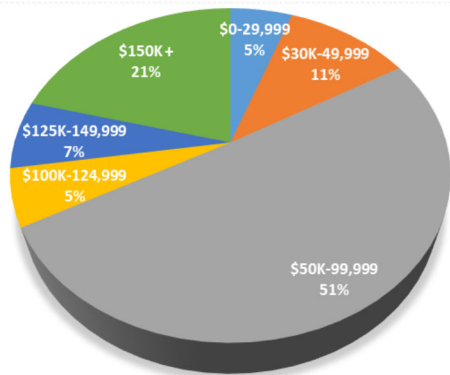
OUR CONSTITUENTS

The Boston Gay Men's Chorus serves a well-educated, gender-balanced and economically diverse population.

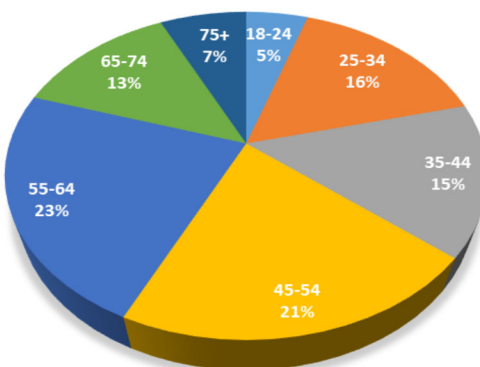
EDUCATION



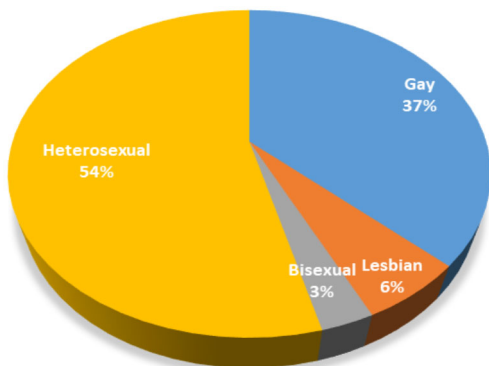
INCOME



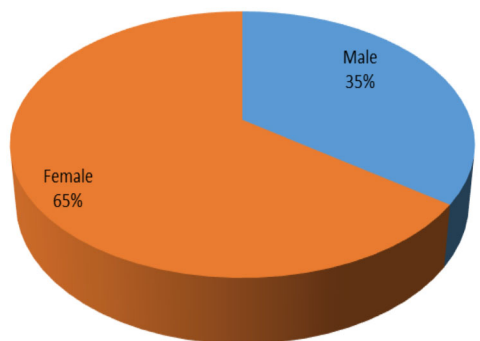
AGE



SEXUAL ORIENTATION



GENDER



(Information gathered from Axiom consumer data, based on ticket purchases 2009-2019.)

