



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

About

The Boston Gay Men's Chorus changes hearts and minds every time it takes the stage. Founded in 1982, the 300-voice ensemble is celebrated for its outstanding musicianship, creative programming, and groundbreaking community outreach.

We perform a wide spectrum of classical and popular music to more than 12,000 dedicated audience members each season, and thousands more online.

The BGMC creates social change by providing a positive, affirming image of the LGBTQ community - locally and worldwide. Our innovative outreach program has raised nearly \$950,000 for local LGBT youth organizations and the BGMC has toured in Eastern Europe, the Middle East, and South Africa.

We are cultural ambassadors for Massachusetts and the City of Boston, and we look forward to partnering with your organization so we may continue to inspire change, build community, and celebrate difference.



Presence

ORGANIC PRESENCE



MEDIA PARTNERSHIPS



OPPORTUNITIES FOR PAID VISIBILITY



DIGITAL PRESENCE

50K
CRM

50k unique constituents in CRM system with trade list access to over 100k art goers in Boston.

41K
WEB TRAFFIC

41k unique users with 51k engaged sessions in 2022.



9.1K followers, 11k avg. post reach



13.3K followers, 50k avg. views per month



3K followers, 1.5k avg. post



365 constituents in CRM



4.2K constituents in CRM



4.6K constituents in CRM

PAST CORPORATE SUPPORTERS



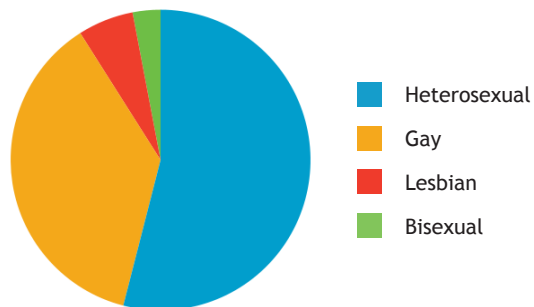
Contact

Sarah Shoffner, Executive Director
sarah@bgmc.org | 617.300.0305

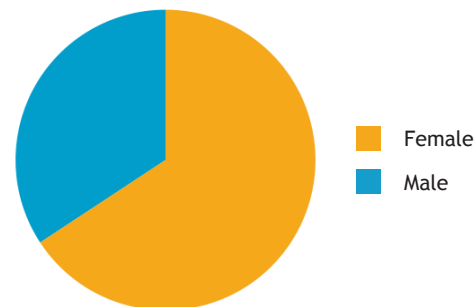
Our Patrons

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

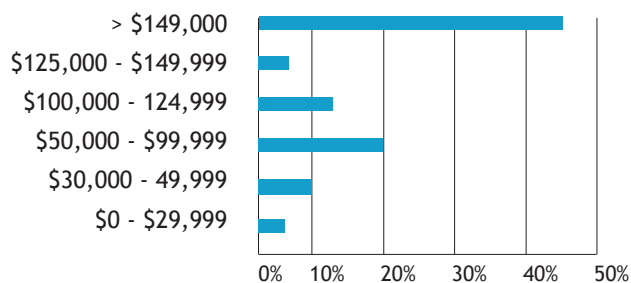
SEXUAL ORIENTATION



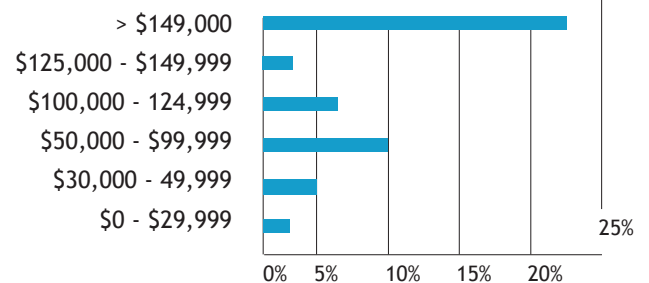
GENDER



INCOME



AGE



Opportunities

	\$10K	\$25K	\$50K	\$100K
Brand Visibility	Patron	Partner	Presenting	Champion
BGMC Program Advertisement Season-Long	Option	Option	Option	Option
Social Media Campaign	X	X	X	X
Internal Newsletter to BGMC's 300+ Membership	X	X	X	X
Dedicated Newsletter announcement to 20K subscribers	Option	Option	Option	Option
Recognition on BGMC.ORG	X	X	X	X
Utilize BGMC Branding	X	X	X	X
Name and Logo on print and digital collateral	X	X	X	X
Show Sponsorship			X	
Season Long Sponsorship				X
Event Sponsor	X	X		
Tour Sponsorships			Option	Option
Brand Visibility				
BGMC Program Advertisement Season-Long	2	2	4	4
Social Media Campaign	4	8	10	24
Internal Newsletter to BGMC's 300+ Membership	4	10	10	10
Dedicated Newsletter announcement to 20K subscribers	4	8	16	24
Recognition on BGMC.ORG	X	X	X	X
Utilize BGMC Branding	X	X	X	X