

WELLS
FARGO

PRESENTS

GMCLA³⁴

SEASON
SPONSORSHIP OPPORTUNITIES



it gets better

OUR VISION

Our vision is to sing for a future free from homophobia and all other discrimination.

OUR MISSION

Our mission is to create musical experiences that strengthen our role as a leader among LGBT and performing arts organizations; to enrich our member-artists; to support LGBT youth, to challenge homophobia and to expose new communities to our message of equality.

OUR HISTORY

In 1979 when the Gay Men's Chorus of Los Angeles held its first rehearsal in Plummer Park with 99 men, it was an act of bravery and political action. Just the existence of a group of openly gay men performing in public was a powerful statement.

Later new challenges struck our community and the Chorus, having lost half of its own members to the AIDS pandemic, sang in the name of sadness and anger, and also to give hope and comfort to a devastated community. GMCLA's response to the terrible rash of suicides by gay youth became one of the most powerful and widely seen videos of the It Gets Better campaign throughout the world. The Chorus has even formed its own compelling program, the Alive Music Project (AMP), to bring education, hope, and connection throughout LA schools. This coming year we will work with more students than ever.

We've sung for two sitting presidents, the inauguration of the current Speaker of the Assembly, and are now widely regarded as one of the best male vocal ensembles in the country. Our concerts are full of fun, emotion, and great joy and hope. But we have more to do. We need to fight for all groups seeking equality; we need to build emotional bridges between our community and others in Los Angeles. We've grown into a solid family of artists that love and care for each other and for Los Angeles. We will keep singing until no one faces bigotry and hatred. That is the best legacy any of us could leave.

Opening
HEARTS
and **MINDS**
through the power of music.



ALIVE MUSIC PROJECT

Every year over 85% of LGBT students in American schools are physically or verbally abused. For over thirty years GMCLA has used music to overcome prejudice. Now we're using song to teach acceptance and equality in schools.

AMP unites GMCLA singers with young audiences on their own turf in an effort to highlight the unique experiences shared by all humans—regardless of race, class, gender, age or sexual orientation. AMP has been proven to help engage students in the important work of comprehending and discussing the complexities surrounding human rights, civil rights, and the LGBT struggle for equality and actively promotes the reality that our struggle for equal rights is not only universal, but an issue that can affect any group of people who find themselves in the minority.

IT GETS BETTER TOUR

it gets better is a music and theater production, presented by GMCLA in partnership with Dan Savage's It Gets Better Project. The week long residency program is aimed at energizing community awareness and support around the issues of bullying and harassment with workshops, community interaction, a world cafe and finally, a performance of the original theater work. After nearly a year of pre-production, the project kicked off in October 2012 in Iowa and is set to tour in small towns in the US through 2014.

Iowa served to affirm the necessity and vitality of this important program. The cast met with students at two high schools and their GSAs, with future educators at the University of Iowa, held countless Q & As and met with parents and community leaders who want to ensure the safety of their youth. They spent time with an openly gay 11 year old boy who was being bullied in school; his mother was overcome with gratitude for showing her son what is possible for him and other youth when they grow up. They met a young person who passed a note to one of our cast members indicating she had been contemplating suicide – but isn't anymore. These are only a few of the many stories brought back from Iowa. Telling moments and proof that the journey GMCLA has embarked on with the It Gets Better Foundation and Speak Theater Arts is vital.

BRIDGE MUSIC PROJECT

A bridge is an interlude between two different parts of a song, connecting into one theme. Each year, members of the Chorus appear at more than twenty community events, supporting other organizations, marking memorials, and celebrating victories and moments of joy. We come from very different places, races, nations, religions and political beliefs. The Chorus is that bridge that continues to connect with other communities.

GMCLA GIVES BACK

Members of GMCLA volunteer and work to give back to the home we love, Los Angeles. Every holiday season, members sing carols in area hospitals to bring joy to those in pain. In 2011, we began serving Thanksgiving dinner to the underserved and visiting senior living centers.

OUTSIDE VOICES

Outside Voices is a new mixed chorus formed by GMCLA and LifeWorks, a mentoring program of the LA Gay and Lesbian Center. This chorus is for youth ages 16 to 24, who are lesbian, gay, bisexual, transgendered, or straight allies. It will provide not only a musical outlet for young people, but a place to come together and feel safe to express themselves. Outside Voices will premiere on stage with Gay Men's Chorus of Los Angeles during our spring concert, "Awakenings," in mid- March.



HOLIDAY SPECTACULAR

(December 2012)

This annual holiday extravaganza typically sells out all three shows at the Alex Theatre in Glendale and includes some of GMCLA's most beloved "signature" performances. Each year features a special guest and this year it's the rising stars of Creative Planet School of the Arts. Holiday Spectacular generally brings in 4,000 attendees over the course of the show weekend to kick off the season in grand style.



AWAKENINGS

(March 2013)

An offering of choral sounds that will awaken your senses, your mind, and your heart. This concert will mark the debut of Outside Voices, our newly formed youth chorus - a partnership of GMCLA and LifeWorks at the LA Gay & Lesbian Center. Also appearing: Vox Femina Los Angeles, the critically acclaimed women's chorus that got its start with GMCLA 16 years ago. Awakenings will be performed at the historic First Congregational Church of Los Angeles. Attendance: 1800.



NOT ENTIRELY WICKED

(June 2013)

An epic musical event featuring the music of legendary composer and lyricist Stephen Schwartz. This show will include songs from *Enchanted*, *The Prince of Egypt*, *The Hunchback of Notre Dame*, *Pocahontas*, plus Broadway hits from *Wicked*, *Godspell*, *Pippin*, *The Baker's Wife*, and more. Not ENTIRELY Wicked will take place at the historic Saban Theatre in Beverly Hills. Attendance: 4000 guests.



ANNUAL VOICE AWARDS

The Voice Awards are GMCLA's single largest fundraising event benefiting its multiple programs, including our anti-bullying program, the Alive Music Project and the *it gets better* tour. The event honors celebrities, community leaders and organizations/corporations who use their voice for social change and equality. It was attended by more than 500 entertainment and industry leaders and influencers last year and hailed by many as the best non-profit awards show of the season. (Separate sponsorship opportunities are available for this event).



Carolyn Hennessy



Former Miss USA
Shandi Finnessey

ANNUAL SOUNDTRACKS:SING-ALONG

Soundtracks are the music of our lives and this summer over 1500 guests attended Soundtracks: Sing-Along. Held on the great lawn of Hollywood Forever, we'll screen a musically inspired feature film under the stars combined with a short live performance. It's a community event that provides great exposure to most any brand.



Adam Lambert

8TH ANNUAL HALLOWEENIE

This not-to-be-missed ghoulish event is the hottest ticket on Halloween weekend and GMCLA is proud to be the beneficiary. Producers Jason and Fred have created a worldwide event that garners attendees and celebrities from all four corners. This year's event played host to almost 2000 costumed revelers on the set of HBO's True Blood. Sponsors included: DeLeon, HBO, Fatburger, Yellow Cab, SBE among others.



Marissa Jaret Winokur

SPONSORSHIPS

PROMINENT LOGO AND SPONSORSHIP RECOGNITION ON THEATER MARQUEE (WHERE APPLICABLE) FOR ALL GMCLA SUBSCRIPTION CONCERTS

NAMING RIGHTS AS TITLE SPONSOR IN ALL GMCLA PRESS RELEASES

RECOGNITION FROM STAGE AT ALL PERFORMANCES OF GMCLA SUBSCRIPTION CONCERTS

MENTIONS ON TWITTER 8X PER WEEK FOR 52 WEEKS (70,000+ FOLLOWERS) & FACEBOOK

FOUR (4) DEDICATED E-BLASTS TO GMCLA EMAIL LIST

FULL 2-PAGE AD IN PROGRAM JOURNAL FOR ALL SUBSCRIPTION CONCERTS AND VOICE AWARDS

COMPANY NAME / LOGO PLACEMENT IN THE FOLLOWING AREAS:

- HOME PAGE OF GMCLA WEB SITE, GMCLA.ORG
- GMCLA SUBSCRIPTION ONLINE PROMOTIONS
- CITYWIDE DIGITAL BILLBOARD PROMOTIONS
- ALL GMCLA SEASON PROMOTIONAL E-BLASTS (WITH WEB SITE LINKS / CLICK-THRU OPTIONS)
- ALL GMCLA PROMOTIONAL PRINT LITERATURE, INCLUDING POSTCARDS, POSTERS, FLYERS

OPPORTUNITY TO DISTRIBUTE MATERIALS OR PREMIUMS TO PATRONS AT ALL SUBSCRIPTION CONCERTS

PREMIER TABLE AT GMCLA VOICE AWARDS (10 TICKETS)

TEN (10) TICKETS TO GMCLA SUBSCRIPTION CONCERTS

TEN (10) VIP TICKETS TO "SOUNDTRACKS: SING-ALONG" & "HALLOWEENIE"

SOLD OUT

TITLE
SPONSOR
\$30,000

SOLD OUT FOR SEASON 34.
AVAILABLE FOR SEASON 35.



\$20,000

NAMING RIGHTS AS SPONSOR IN ALL GMCLA PRESS RELEASES

RECOGNITION FROM STAGE AT ALL PERFORMANCES OF GMCLA'S SUBSCRIPTION CONCERTS

MENTIONS ON TWITTER 6X PER WEEK FOR 52 WEEKS (70,000+ FOLLOWERS) & FACEBOOK

THREE (3) DEDICATED E-BLASTS TO GMCLA EMAIL LIST

FULL-PAGE AD IN PROGRAM JOURNAL FOR ALL SUBSCRIPTION CONCERTS AND VOICE AWARDS

COMPANY NAME / LOGO RECOGNITION IN THE FOLLOWING AREAS:

- HOME PAGE OF GMCLA WEB SITE, GMCLA.ORG
- GMCLA SUBSCRIPTION ONLINE PROMOTIONS
- CITYWIDE DIGITAL BILLBOARD PROMOTIONS
- ALL GMCLA SEASON PROMOTIONAL E-BLASTS (WITH WEB SITE LINKS / CLICK-THRU OPTIONS)
- ALL GMCLA PROMOTIONAL PRINT LITERATURE, INCLUDING POSTCARDS, POSTERS, FLYERS

OPPORTUNITY TO DISTRIBUTE MATERIALS OR PREMIUMS TO PATRONS AT ALL SUBSCRIPTION CONCERTS

PREMIER TABLE AT GMCLA VOICE AWARDS (10 TICKETS)

EIGHT (8) TICKETS TO GMCLA SUBSCRIPTION CONCERTS

EIGHT (8) VIP TICKETS TO "SOUNDTRACKS: SING-ALONG" & "HALLOWEENIE"

\$10,000

NAMING RIGHTS AS SPONSOR IN ALL GMCLA PRESS RELEASES

RECOGNITION FROM STAGE AT ALL PERFORMANCES OF GMCLA SUBSCRIPTION CONCERTS

MENTIONS ON TWITTER 4X PER WEEK FOR 52 WEEKS (70,000+ FOLLOWERS) & FACEBOOK

TWO (2) DEDICATED E-BLASTS TO GMCLA EMAIL LIST

FULL-PAGE AD IN PROGRAM JOURNAL FOR ALL SUBSCRIPTION CONCERTS AND VOICE AWARDS

COMPANY NAME / LOGO RECOGNITION IN THE FOLLOWING AREAS:

- HOME PAGE OF GMCLA WEB SITE, GMCLA.ORG
- GMCLA SUBSCRIPTION ONLINE PROMOTIONS
- ALL GMCLA PROMOTIONAL PRINT LITERATURE, INCLUDING POSTCARDS, POSTERS, FLYERS

OPPORTUNITY TO DISTRIBUTE MATERIALS OR PREMIUMS TO PATRONS AT ALL SUBSCRIPTION CONCERTS

SIX (6) TICKETS TO GMCLA VOICE AWARDS

SIX (6) TICKETS TO GMCLA SUBSCRIPTION SERIES

SIX (6) VIP TICKETS TO “SOUNDTRACKS: SING-ALONG” & “HALLOWEENIE”

\$5,000

NAMING RIGHTS AS SPONSOR IN ALL GMCLA PRESS RELEASES

MENTIONS ON TWITTER 2X PER WEEK FOR 52 WEEKS (70,000+ FOLLOWERS) & FACEBOOK

ONE (1) DEDICATED E-BLAST TO GMCLA EMAIL LIST

FULL-PAGE AD IN PROGRAM JOURNAL FOR VOICE AWARDS

COMPANY NAME / LOGO RECOGNITION IN THE FOLLOWING AREAS:

- HOME PAGE OF GMCLA WEB SITE, GMCLA.ORG
- GMCLA SUBSCRIPTION ONLINE PROMOTIONS
- ALL GMCLA PROMOTIONAL PRINT LITERATURE, INCLUDING POSTCARDS, POSTERS, FLYERS

OPPORTUNITY TO DISTRIBUTE MATERIALS OR PREMIUMS TO PATRONS AT ALL SUBSCRIPTION CONCERTS

FOUR (4) TICKETS TO GMCLA VOICE AWARDS

FOUR (4) TICKETS TO GMCLA SUBSCRIPTION SERIES

FOUR (4) VIP TICKETS TO “SOUNDTRACKS: SING-ALONG” & “HALLOWEENIE”

The Advocate



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