

# CHRISTMASTIME

## *A Wondrous Gift*

SPONSORSHIP  
OPPORTUNITIES

Come ring in the holiday season with Vanguard University's critically-acclaimed vocal and instrumental ensembles on December 6th at 7pm. From the producers who brought you Christmas Fantasia, Vanguard Music proudly presents Christmastime.

Held in the impressive 1,200 seat sanctuary of St. Andrew's Presbyterian Church in Newport Beach, Christmastime will feature some of the most beloved Christmas carols and festive favorites, showcasing more than 200 performers from the University Concert Band, Concert Choir, Community Choir, String Orchestra, Jazz Combo, Jazz Band, and Vanguard Worship Collective, and members from local schools in the Newport-Mesa Unified School District.

Vanguard Music ensembles have long been noted for their inspiring and excellent presentation of sacred vocal and instrumental music, having performed at venues such as Carnegie Hall and Lincoln Center in New York to touring internationally to Germany, Korea, and the Philippines. The music faculty have advanced degrees from Juilliard, Yale, and the Manhattan School of Music, and bring excellence from the highest levels of performance. Most are working musicians who lend their talents to film soundtracks, television shows, jazz studio sessions, with performers such as Andrea Bocelli, Dave Koz, and Barry Manilow, and in live performances at the Hollywood Bowl and Walt Disney Concert Hall.

By sponsoring this event, your generous contribution will help us present the Orange County community with a unique and inspiring Christmas concert to kick-off the holiday season and will help Vanguard Music bring quality arts education to their students while impacting their surrounding community.

### SPONSOR MARKETING EXPOSURE

Seize the opportunity to position your brand with one of the premier private universities in southern California and a leader and innovator in Christian higher education since 1920. We'll provide a detailed event marketing plan that includes sponsor recognition at the highest level.

The plan consists of:

- Several announcements of the event with sponsor logos promoted to social media networks (10,000 + followers)
- Physical invitation mailed to distribution list and handed out to local community (5,000 +)
- External promotion on local media event calendars and bulletins of activities to attend
- Event promoted in print advertising
- External promotion on related websites

### PRESENTING SPONSOR - \$5,000

- Named as Presenting Sponsor in all printed advertisements and materials (e.g. Christmastime presented by...)
- Ten premium seats at the performance (\$400 value)
- Spotlight acknowledgment during the performance and logo on screen
- Inclusion in ad in OC Business Journal (late October and late November issues)
- Full-page ad in event program
- Inclusion of company logo in sponsor thank you section of event program
- Logo on screen during pre-show of Christmastime in addition to three Vanguard Music concerts a year
- Vanguard ensemble at company event

### SYMPHONY SPONSOR - \$2,500

- Named as Song at Concert Sponsor in all printed advertisements and materials (e.g. "Song Title" presented by...)
- Six premium seats at the performance (\$240 value)
- Sponsor recognition on screen during pre-show
- Inclusion in ad in OC Business Journal (late October and late November issues)
- Half-page ad in event program
- Inclusion of company logo in sponsor thank you section of event program
- Logo on screen during pre-show of Christmastime in addition to three Vanguard Music concerts a year

### ENCORE SPONSOR - \$1,500

- Named as Song at Concert Sponsor in all printed advertisements and materials (e.g. "Song Title" presented by...)
- 4 premium seats at the performance (\$160 value)
- Sponsor recognition on screen during pre-show
- Quarter page ad in event program
- Inclusion of company logo in sponsor thank you section of event program
- Logo on screen during pre-show of Christmastime in addition to 3 Vanguard Music concerts a year