



ADVERTISING/SPONSORSHIP

OEBGMC Audience & Exposure:

The Oakland-East Bay Gay Men's Chorus serves as a cornerstone organization for LGBT community life through our work with other choruses and community organizations throughout the Bay Area.

Our audiences mirror East Bay demographics quite closely with representation from every corner of the Bay Area market with 59% from Alameda County, 21% from Contra Costa County, 16% from San Francisco County, and 2% each from Marin and San Mateo Counties.

LGBT audience members have been our loyal and supportive core since the chorus' founding with allies from non-LGBT demographics attending our concerts as well. This loyalty transfers to our advertisers and sponsors.

Concert attendance ranges from 400-900 per each performance season with the heaviest attendance at our Holiday concerts. Many Holiday concerts have been standing room only.

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The Gay & Lesbian Market Segment Statistics:

Gays & Lesbians earn more, travel more and buy more brand name products than any other consumer group. They are the ultimate “double income – no kids” consumers. That’s why organizations like Clorox, Bayer HealthCare, Blue Shield, Peet’s, Starbucks, R. Kassman Piano, The Rose Garden Inn, Coca Cola, Wells Fargo, Kaiser Permanente, The City of Oakland, and the Horizon Foundation regularly sponsor and advertise with the Oakland-East Bay Gay Men’s Chorus.

Income & Financial: Mean Individual Income - \$42,340, Mean Household Income - \$62,130, American Express – 34%, Discover – 28%, MasterCard – 52%, Visa – 69%, IRA – 28%, 410K – 39%, Stocks – 23%, Mutual Funds – 24%

Dining: Visited a restaurant for lunch or dinner a mean average of 16.8 times in the last 30 days, spending a mean average of \$10.88 for lunch and \$15.52 for dinner.

Travel: In the last 12 months, 95.9% took a vacation/business trip in the U.S. and 62.6% took a vacation/business trip outside the U.S.

Automotive: Over 50% buy or lease a new car. New domestic cars – 26%. New import cars – 30%.

Technology: Personal computers used by 83% at home or work. Online services connected in 27% of households. Cable television installed in 70% of households.

Housing: Own – 42%. Rent – 52%. Considering moving in the next 12 months – 47%.

General: Percent with professional/managerial jobs – 47% (general population – 31%). Percent with college degree – 65% (general population – 31%). Percent with income over \$100,000 a year – 15% (general population – 4%).

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Sponsorship:

Sponsorship can facilitate in spreading the word about your organization and is tax deductible. This program extends your support and presence not only through our concert programs, but also through our website along with other advantages.

Diamond Sponsor (\$2500 and up):

- Receives listing in concert program donation section for one year.
- Receives listing of company logo on OEBGMC's website for one year.
- Receives eight complimentary tickets to the Summer Pops Gala.
- Receives full page ad in concert programs for one year (three concert runs).

Platinum Sponsor (up to \$2499):

- Receives listing in concert program donation section for one year.
- Receives listing of company logo on OEBGMC's website for one year.
- Receives four complimentary tickets to the Summer Pops Gala.
- Receives half page ad in concert programs for one year (three concert runs).

Gold Sponsor (up to \$1499):

- Receives listing in concert program donation section for one year.
- Receives listing of company logo on OEBGMC's website for one year.
- Receives four complimentary tickets to the Summer Pops Gala.

Silver Sponsor (up to \$999):

- Receives listing in concert program donation section for one year.
- Receives listing of company logo on OEBGMC's website for one year.

Friend Sponsor (up to \$500):

- Receives listing in concert program donation section for one year.



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ANNUAL SPONSORSHIP ORDER FORM

Business Name: _____

Business Address: _____

Contact Name: _____

Phone: _____

Email: _____

How to become a sponsor in 3 easy steps:

1) Select a sponsorship level: *(please circle your selection below)*

Sponsorship Level	Sponsor Donation
Diamond	\$2500 & up
Platinum	Up to \$2499
Gold	Up to \$1499
Silver	Up to \$999
Friend	Up to \$500

2) Annual Sponsorship Cycle:

Performance Playbill Season(s)	Year(s)	
Spring	20__	20__
Summer	20__	20__
Holiday	20__	20__

3) Submit your company ad, bio, and logo with payment:

Submit your ad as either camera-ready art or an electronic file. Electronic files are preferred. JPEG, EPS, or PDF file formats are acceptable. Electronic files for print must be High Resolution >300dpi (72dpi for web images). Color ad files may be reduced to grayscale, except for the back and inside covers. Please include company bio and logo with artwork. Deadline for inclusion is two weeks prior to each opening night concert. Electronic files may be emailed to: manager@oebgmc.org

Send all materials along with a sponsor check made payable to "OEBGMC" to the address listed below.