



多倫多中樂團

TORONTO CHINESE ORCHESTRA

'Butterfly Lovers' Concert

June 9, 2019

Markham Peoples Community Church

22 Esna Park Dr., Markham

Pre-concert Talk: 7:00pm

Concert: 7:30pm

www.TorontoChineseOrchestra.com

Toronto Chinese Orchestra

Established in 1993, the Toronto Chinese Orchestra (TCO) has grown from a gathering for Chinese music enthusiasts into an orchestra with a distinct artistic vision. As a Chinese orchestra in Canada, TCO fosters an identity distinct from but indebted to its roots in Asia. To do this, TCO engages a composer-in-residence, champions Canadian compositions, and has hosted competitions for piano concerto (2009), conducting (2015), and composition (2017). Additionally, TCO organizes exchanges with orchestras from Hong Kong and Taiwan, and has established a youth and community wing, and professional ensemble. The results of TCO's efforts are reflected in its demographic, which comprises youth, adults, and seniors trained in Canada as well as new immigrants. These musicians donate their time and expertise, working together to perform challenging works for large orchestra, a unique situation among Chinese orchestras in Ontario. TCO's mission is to create cultural bridges and integrate Canadian and Chinese experience through music.

Butterfly Lovers Concert

Date: June 9, 2019

Venue: Markham Peoples Community Church

Seats: 700

Concert Program:

- 1) Ontario premiere of the *Butterfly Lovers Erhu Concerto*, by Zhanhao He and Gang Chen, with soloist Teik Chuan Lim from Suzhou Chinese Orchestra
- 2) Toronto premiere of *Night Mooring by Maple Bridge Guzheng Concerto* by Jianmin Wang, featuring TCO's soloist, Lina Cao;
- 3) World premiere of *Princess Miao Shan* by our newly-appointed award winning Composer-in-Residence, Jon Lin Chua (Singapore)
- 4) A special finale that will bring together 2 cultures: Korean and Chinese. *Madame Su-Ro* is a multi-disciplinary work for three Korean drummers and Chinese orchestra with audio and visual components that is composed by Dr. Cecilia Heejeong Kim (Korea). We are excited to invite Dr. Chih-Sheng Chen (Taiwan), Artistic Director of the Little Giant Chinese Chamber Orchestra, to conduct.

Our Audience

Corporate Leaders

Community Leaders

Majority are young adults to seniors from the GTA of Chinese (mostly from Hong Kong, mainland, and Taiwan) heritage

Reach out to the Canadian Community

- use our concert event and venue to market your business
- increase the exposure of your product/business
- reach a diverse audience
- raise your image as a supporter of a unique and meaningful cultural event

Assets

There are many branding opportunities for your company. Some examples are listed below:

Asset	Details	Cost	Sponsorship Package A	Sponsorship Package B	Sponsorship Selection
Naming Rights			Naming Rights of Event \$10000	Naming Rights of Workshop and Pre-Concert Talk \$5000	
On-Site					
Booth Space in Lobby		\$500	included		
Marketing material distribution in VIP bag	@50 VIPs	\$250	included	included	
Program Book Advertising *	@ 750 copies				
Back Cover (Colour) in program	9.75" (H) x 7.5" (W)	\$1000		included	
Inside Front Cover (Colour) in program	9.75" (H) x 7.5" (W)	\$800			
Inside Back Cover (Colour) in program	9.75" (H) x 7.5" (W)	\$800			
Centre 2 pages	9.75" (H) x 7.5" (W)	\$1500	included		
Full Page advertisement in program (Black/White)	9.75" (H) x 7.5" (W)	\$500			

Asset	Details	Cost	Sponsorship Package A	Sponsorship Package B	Sponsorship Selection
Half Page advertisement in program (Black/White)	4.75" (H) x 7.5" (W)	\$350			
Quarter Page advertisement in program (Black/White)	4.75" (H) x 3.75" (W)	\$250			
Business Card Size advertisement in program (Black/White)	1.75" (H) x 3.75" (W)	\$100			
Webpage					
Website Link on Sponsor Page	March - December 31, 2019 @ \$100/month	\$1000	included	included	
Homepage Banner Ad	March - December 31, 2019 @ \$200/month	\$2000	included		
Social Media					
Sponsored post on Facebook	20 posts @ \$5/post	\$100	included	included	
Sponsored post on Instagram	20 posts @ \$5/post	\$100	included	included	
Benefits to Sponsor					
VIP tickets to the event	@ \$75/ticket	Included for Sponsors	included	included	
Signage					
Logo on video wall screen pre-concert and during intermission		\$500	included	included	
Logo on posters and flyers		\$500	included	included	
Display of company poster/banner in Lobby		\$500	included		

Asset	Details	Cost	Sponsorship Package A	Sponsorship Package B	Sponsorship Selection
Database Marketing					
Eblasts to subscribers with logo		\$100	included	included	
Employees					
Employee benefits: 10 free tickets	@ \$25/ticket	Included for Sponsors	included	included	
Public Relations					
Sponsor mention in press release		\$150	included	included	
Sponsor mention at press conference		\$150	included	included	
Programming					
Acknowledgement in welcome speech	Striking the gong on stage at the beginning of the concert	Included for sponsorship of \$5000 and above	included	included	
Verbal recognition from the podium		Included For sponsorship of \$2500 - \$4999			
Paid Media					
Logo listed in paid media ads		\$350	included	included	
Total Value		\$11750	\$17950	\$9100	
Total Cost			\$10000	\$5000	

*Artwork and logo to be supplied by sponsors. Organizer reserves the right to alter any materials.

For further information, please contact:
Susanna Lee at 416-918-8373 or sponsor@TorontoChineseOrchestra.com

Please complete the following Corporate Sponsor Information form:

Corporate Sponsor Information	
Contact Person's Name	
Company Name	
Address	
Phone Number	
Email	
Total Amount	
Deposit Amount	
Balance	
Signature	

Please make cheques payable to Toronto Chinese Orchestra
c/o 26 Wilfred Court, Richmond Hill, ON L4C 8R3

Please submit artwork/logo to:
sponsor@TorontoChineseOrchestra.com

Thank you for your support!



Patty Chan
President
Music Director
www.TorontoChineseOrchestra.com



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Sponsorship by Individuals

Levels	
Benefactor	\$1000 and above
Patron	\$500 - 999
Contributor	\$100 - 499
Friend	up to \$99

Sponsor name will be listed under their level in the program book and the TCO website.

Please complete the following **Individual Sponsor Information** form:

Individual Sponsor Information	
First Name	
Address	
Phone	
Email	
Amount	
Signature	

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Thank you for your support!

Patty Chan
President and Music Director
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