



VANCOUVER
BACH
FAMILY of CHOIRS

Vancouver Bach Family of Choirs

Sponsorship Package

2026-2027

OUR IMPACT

01

OUR HERITAGE

For 95 years, the Vancouver Bach Family of Choirs has been a cornerstone of Vancouver's cultural community, bringing generations together through exceptional choral music, education, and performance. Since 1930, the organization has helped shape the city's artistic landscape while inspiring a lifelong love of singing.

OUR REACH

The Vancouver Bach Family of Choirs reaches thousands of audience members each year and supports nearly 500 singers across nine choirs, from ages 4 to 85+. Through performance and education, the VBFC creates meaningful musical experiences that connect communities across generations.

OUR MISSION

To welcome and educate choral singers and audiences of all ages and from all backgrounds to join in the experience of excellent performance and to inspire a lifelong love and appreciation of new and traditional choral masterworks originating from around the world.



WHY PARTNER WITH US?

02

COMMUNITY ALIGNMENT

Support a long-standing organization dedicated to youth education, artistic excellence, and community connection through the transformative power of music.

BRAND VISIBILITY

Reach a diverse and engaged audience of arts patrons, community leaders, and local families through high-profile performances, events, and educational programs across Metro Vancouver.

CORPORATE SOCIAL RESPONSIBILITY

Make a direct impact by supporting bursaries for underserved youth or funding initiatives like the “Behind the Keys” fundraising event, helping ensure access to meaningful music education and performance opportunities.





THE LOST BIRDS **Nov 14, St Andrew's Wesley Church**

Music for choir, strings and harp, this concert explores the environment and preserving our world. Featuring Christopher Tin's *The Lost Birds*, with music by Iman Habibi, Sarah Quartel and Andrew Balfour.

CHRISTMAS WITH THE BACH CHOIR **Dec 6, Orpheum Theatre**

An annual seasonal favourite, featuring our whole family of choirs, with Touch of Brass quintet and Michael Dirk on the historic Wurlitzer organ.

HANDEL'S MESSIAH **Dec 12, Orpheum Theatre**

Featuring a dazzling quartet of Canadian soloists and full orchestra, Handel's celebrated oratorio will delight traditional fans as well as being accessible and exciting for new audiences.

ST MATTHEW PASSION **Mar 20, St Andrew's Wesley Church**

Celebrating the 300th anniversary of Bach's magnificent work, we present it in full with a stellar quartet of soloists and full orchestra.

LA PASSION DE SIMONE **May 8, The Playhouse**

Co-produced with Turning Point Ensemble, Saariaho's powerful meditation on Simone Weil, featuring soprano Robyn Driedger-Klassen and dancer Alexis Fletcher.

SUMMERSING **May 15, Chan Centre**

Our end of season joy-filled concert featuring all 9 choirs and special musical guests.

SPONSORSHIP TIERS

04



PLATINUM SEASON PRESENTER: \$10K+

The highest level of sponsorship, showcasing a love of choral engagement in the community. Offering Platinum recognition and benefits for the season.



GOLD CONCERT SPONSOR: \$5K+

Gold sponsors support a specific concert with recognition and benefits in print, online and in person.



SILVER BURSARY PATRON: \$2.5K+

Bursary Patrons at Silver level directly fund 5 student or adult singers for a season, with recognition and benefits throughout the season



BRONZE COMMUNITY PARTNER: \$1K+

Support the VBFC as a community partner with recognition in programs and online.

SPONSORSHIP TIERS

05



PLATINUM SEASON PRESENTER: \$10,000+

VISIBILITY

- “Season sponsor [Company Name] for all shows, logo on posters across Vancouver and on front page of all programs
- Name and logo displayed on front page of vancouverbachchoir.com website
- Logo displayed on large scale transit shelter ads across Vancouver
- Full page ad in all programs, verbal acknowledgement from the stage in pre-concert announcements and banner placement in lobby of concerts reaching over 6000 audience members
- Logo included on Children’s Choir t-shirts for end of season concerts

DIGITAL

- Tags and mentions throughout the season on social media channels (Instagram and Facebook) with over 5000 followers.
- Logo displayed in all e-mail newsletter communications and monthly ad placements in e-news (5150 contacts).
- Logo included in weekly emails to all choir families (approx 500)

TICKETS

- 4 season subscriptions and additional blocks of 10 pairs of tickets to all Orpheum performances
- Exclusive discount code to additional tickets for business supporters

EXCLUSIVE

- Exclusive access to orchestra rehearsals and dress rehearsals
- Reserved area at community concerts including Sarabande’s Masquerade and Spring concert at Heritage Hall
- Exclusive invitation to visit backstage and meet the artists
- Exclusive invitation to lunch with VBC Music Director, Leslie Dala.

SPONSORSHIP TIERS

06

GOLD CONCERT SPONSOR: \$5,000+

VISIBILITY

- "Presented by [Company Name]" for one major show, logo on posters across Vancouver and front page of concert program
- Name and logo displayed on vancouverbachchoir.com website
- Full page ad in relevant concert program (up to 2500 audience members)
- Banner placement in lobby and verbal acknowledgement of sponsor in pre-concert announcements for relevant concert

DIGITAL

- Tags and mentions in social media channels for all posts relating to relevant concert (Instagram and Facebook, over 5000 followers).
- Logo displayed in all e-mail newsletter communications related to relevant concert (5150 contacts).
- Ad placement in two e-mail newsletters (5150 contacts).

TICKETS

- 10 pairs of tickets to sponsored concert
- Exclusive discount code to additional tickets for business supporters to concerts throughout the season.



SPONSORSHIP TIERS

07

SILVER BURSARY PATRON: \$2,500+

VISIBILITY

- Name and/or logo displayed on vancouverbachchoir.com website and in 'supporters' section of concert programs (up to 6000 audience members)
- ½ page ad in program of selected concert (up to 2500 audience members).

DIGITAL

- Special mentions and tags in bursary features on social media channels (Instagram and Facebook, over 5000 followers).
- Ad placement in e-mail newsletter bursary feature (5150 contacts).

TICKETS

- 8 complimentary tickets to Christmas with the Bach Choir or SummerSing
- Exclusive discount code to additional tickets for business supporters throughout the season



SPONSORSHIP TIERS

08



BRONZE COMMUNITY PARTNER: \$1,000+

VISIBILITY

- Name and/or logo displayed on vancouverbachchoir.com website and in 'supporters' section of concert programs (up to 6000 audience members)
- ½ page ad in program of a selected concert (up to 2500 audience members).

DIGITAL

- Social media tags/mentions (Instagram and Facebook, over 5000 followers).

TICKETS

- 4 complimentary tickets to a selected concert.



BEHIND THE KEYS: FEB 12, 2027 at The Annex

Behind the Keys is an annual event curated and performed by VBFC Music Director, Leslie Dala with special musical guests. An intimate evening at the Annex in the heart of downtown Vancouver, Behind the Keys offer sponsors an opportunity to entertain clients and guests at a unique special event, whilst supporting the VBFC's fundraising goals.



WAYS TO SPONSOR

- Named event sponsor: \$5000+
- Purchase a table: from \$250
- Become a drink or food sponsor, with brand visibility and ticket benefits
- Bring us your ideas! We would love to discuss how your brand could be elevated as part of this unique event



ANNIVERSARY MICRO-SPONSOR

As we enter our 96th season, we are on the road to 100! In the years leading up to the centenary we are challenging our community to provide donations of \$100 to be part of this special group of donors. A unique category for small businesses or individual “Micro-Sponsors” to be listed in a special anniversary insert each season.

IN-KIND SUPPORT

Are you a restaurant near one of our venues who could partner on a discount for ticket holders? A transportation company who could provide airport transfers for visiting artists? Get in touch to see how we could provide your company with free marketing to our patrons in exchange for what you do best!

Scene 2: Moab, Outside Naomi's Husband's Home Chorus

The Moabites gather. The mourning women may be heard from inside.

CHORUS:

So small a house
Such anguish lies within.
Too small this home

To hold such suffering.
Three fresh widows
Hungry, childless
Destitute
Alone.



THE CALL TO ACTION

10

THE NEXT STEPS

We invite you to arrange a call, grab a coffee or come to a rehearsal to see the possibilities of your impact in action!



CONTACT INFO

Please contact Gillian Hunter-Gibbs, Executive Director at info@vancouverbachchoir.com for further information or queries. Visit our website: www.vancouverbachchoir.com to learn more about what we do.

