



(est. 1971)

February, 2012

Dear Supporter of Music,

The Genesee Chorale would like to invite you to support us as we begin our 41st year of presenting fine choral music to the surrounding community. This year, we have special pricing; the Patron Book will be used for three semesters as we are in transition with our performing year from the calendar year to a fall to spring performing season.

Our Spring 2012 concerts are scheduled as follows:

Spectrum of Sound: A prism Concert                      Sunday, March 25, 2012 3:00 PM  
Northgate Free Methodist Church (North Campus), 8160 Bank Street Rd, Batavia, NY 14020

Schubert: Mass No. 6    Friday, May 11, 2012 7:00 PM  
St Mary's Catholic Church, 211 Eagle Street, Medina, NY 14103

We also have two concerts planned for this Fall and two in the Spring, 2013.

While we perform some contemporary music, our main objective is the performance of great choral literature.

One way that enables us to continue is thru the generosity of individuals and businesses like you. With your donation we would like to place your advertisement in our Patrons' Book that will be used throughout the year 2012 - 2013. We also will send you two complimentary tickets to be used at the concert of your choice during 2012 - 2013.

Prices are as follows:

|                  |               |          |
|------------------|---------------|----------|
| Quarter page ad: | 5 1/2 x 2 1/8 | \$35.00  |
| Half page ad:    | 5 1/2 x 4 1/4 | \$60.00  |
| Full page ad:    | 5 1/2 x 8 1/2 | \$100.00 |

If you don't wish to advertise you may want to become a Bronze, Silver or Gold Patron in which case only your name will be listed. These will be included at a cost of \$10.00, \$30.00 and \$50.00 respectively. Gold Patrons and Advertisers will receive the two free tickets to use at any Genesee Chorale sponsored concert.

Genesee Chorale is approved by the IRS as a 501 c(3) non-profit organization.

Please give your donation, payable by cash or check to the Genesee Chorale, with advertisement copy directly to me. I will go over the copy with you to make sure it is accurate. Please print or type any ad copy or indicate that the ad is the same as last year. You may also mail your advertisement copy and payment to Genesee Chorale, PO Box 17, East Pembroke, NY 14056.

We must have the ads no later than March 12, 2012 in order to assure their place in our 2012 - 2013 Patrons' Book. Thank you in advance for all you do to support our organization. See you at the concerts!

Sincerely,

For the Genesee Chorale

## Major Donors

**Benefactors, Friends & Supporters** are donors of larger amounts of money and receive additional recognition as follows:

**Benefactors** – (Contribute \$500 and up)

Receive listing in each concert program, a half page ad in the Patron Book and *4 season tickets* to all Genesee Chorale sponsored concerts.

**Friends** – (Contribute \$250 to \$499)

Receive listing in each concert program, a half page ad in the Patron Book and *2 season tickets* to all Genesee Chorale sponsored concerts.

**Supporters** – (Contribute \$100 to \$249)

Receive listing in each concert program, a half page ad in the Patron Book and *2 single concert tickets* to Genesee Chorale sponsored concerts.

BUSINESS \_\_\_\_\_

CONTACT \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_

| <u>AD SIZE/COST</u> |                 | <u>AD COPY OR ATTACH BUSINESS CARD</u><br>Check this box if copy is a repeat ad from 2011. |       |
|---------------------|-----------------|--|-------|
| ___ FULL PAGE       | \$100.00        | <input type="checkbox"/>   | _____ |
| ___ 1/2 PAGE        | \$60.00         |  | _____ |
| ___ 1/4 PAGE        | \$35.00         |  | _____ |
| <u>MAJOR DONORS</u> |                 |  | _____ |
| ___ BENEFACTOR      | (\$500 and up)  |  | _____ |
| ___ FRIEND          | (\$250 - \$499) |  | _____ |
| ___ SUPPORTER       | (\$101 - \$249) |  | _____ |
| <u>PATRONS</u>      |                 |  | _____ |
| ___ GOLD            | \$50.00         |  | _____ |
| ___ SILVER          | \$30.00         |  | _____ |
| ___ BRONZE          | \$10.00         |  | _____ |

USE PAPERCLIP TO ATTACH ANY AD COPY/LAYOUT INFORMATION OR WRITE ON BACK.

PLEASE MAKE CHECKS PAYABLE TO **THE GENESEE CHORALE**. NO ADS WILL BE ACCEPTED FOR PROCESSING WITHOUT FULL PAYMENT ATTACHED! **Deadline is March 12, 2012.** Either give the completed form and copy to a member of the Chorale or mail it to **The Genesee Chorale, PO Box 17, East Pembroke, NY 14056**

**PAYMENT RECORD**

AMOUNT: \_\_\_\_\_ CASH REC'D \_\_\_\_\_ OR CHECK NO. \_\_\_\_\_ DATE REC'D \_\_\_\_\_

SALESPERSON \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

**CUSTOMER RECEIPT**

RECEIVED OF \_\_\_\_\_ \$ \_\_\_\_\_ FOR  
ADVERTISING IN THE YEAR 2012 PATRON BOOK. ADVERTISER WILL RECEIVE  
TWO COMPLIMENTARY CONCERT TICKETS.

DATE \_\_\_\_\_ SALESPERSON \_\_\_\_\_

THE GENESEE CHORALE THANKS YOU FOR YOUR GENEROUS SUPPORT