

Our 16th Season



2016-2017 Season Sponsorship Kit

MenAlive has thousands of fans in Southern California and is one of the fastest growing arts organizations in Orange County. The chorus has twice been invited to open sold-out shows at the Hollywood Bowl, and has been nominated for the best musical in Orange County by OC Weekly's *Best of OC 2016*. We'd love to connect you to our patrons.

Sixteen years of innovative, high-quality shows have given us a national reputation as a first-class arts organization that delivers exceptional musical entertainment.

Our all-new sixteenth anniversary season includes three wonderful shows:



Christmas Vacation in December, followed by **Swing Out!** in March/April, and **The Royals** in July. There are three performances of each show at the beautiful Irvine Barclay Theatre on the University of California, Irvine campus viewed by up to 2,100 patrons per show.

Additionally, your ad will be sent to more than 5,000 fans prior to each show as part of our eNewsletter communications.

GLBT audiences are passionate about the arts and appreciative of businesses and brands that support diversity in the arts. Advertising with MenAlive puts your message before a select and targeted demographic of appreciative men and women with high median incomes. Our Season Patrons are:

- 51% GLBT
- 49% Straight
- 52% Male
- 48% Female
- 89% reside in Orange County and Long Beach
- Median age is 54
- Median household income is \$88,000

You should know that 81% of Americans are likely to switch to a brand or retailer associated with a good cause*. Your support of MenAlive by advertising in our first-class programs, ensures the Chorus can continue to deliver high-quality and original performances, and fulfill our mission of *uniting men's voices in music to entertain, educate, bring healing, joy, community and to build bridges to the public at large.*

For more information about MenAlive, visit OCGMC.org



Thank you,
Dean McCleskey, Marketing Director

* Source: Cone, Inc.

MenAlive Program Ad Rates

Ads are full-color, include eNewsletter distribution to 5,000+ patrons per show, and 2,000+ printed programs per show.

<i>Need an ad designed? Graphic Design Services \$100 per ad</i>	ONE show Holiday, Spring or Summer <i>only</i>	ALL shows REGULAR PRICE Holiday, Spring and Summer	SAVE 20%	Season Series SPECIAL
	THREE Performances	NINE Performances	<i>Season Series SPECIAL</i>	NINE Performances <i>Holiday, Spring AND Summer</i>
Premium Placement				
Back cover: 5" x 8" (w x h)	\$500	\$1500 value	save \$300	\$1200
Inside back cover: 5" x 8" (w x h)	\$400	\$1200 value	save \$250	\$950
Inside front cover: 5" x 8" (w x h)	\$400	\$1200 value	save \$250	\$950
Standard Placement				
Full page: 5" x 8" (w x h)	\$300	\$900 value	save \$200	\$700
Half page: 5" x 3.875" (w x h)	\$200	\$600 value	save \$150	\$450
Third page: 5" x 2.5" (w x h)	\$150	\$450 value	save \$100	\$350

Placing an ad with MenAlive associates you with top-notch entertainment and supports our Mission of Equality. Payment and ad copy must be received by the dates below, otherwise placement and location in the program cannot be guaranteed. Placing your ad early gets you better placement.

Deadlines

Christmas Story.....	November 2, 2016
Swing Out!	February 28, 2017
The Royals.....	June 14, 2017

Ad and payment due

Performance dates

December 2-3, 2016
March 31-April 1, 2017
July 14-15, 2017

Acceptable formats: Hi-Res PDF, EPS with fonts converted to outlines (embedded) with minimum resolution of 300 DPI.

Send signed agreement, payment and final art to: Marketing@OCGMC.org

Questions? Email: Marketing@OCGMC.org

Terms and Conditions

Full payment is required when ad reservation is made subject to the above *Program Ad Rates*.

Advertiser represents that any photograph, art work, text or other copyrightable material it provides to MenAlive is either owned by Advertiser or Advertiser owns exclusive rights of copyright and/or Advertiser has obtained, in writing, the legal right or license to use any copyrightable work, which authorizes the duplication of such materials. Advertiser agrees to indemnify and hold MenAlive harmless for any damages, expenses, including attorney fees and court cost which directly or indirectly may arise from any claim against MenAlive for use of material supplied by Advertiser.

Advertiser assumes liability for all content of its content. MenAlive reserves the right to reject any submission for any reason.

Advertiser agrees to hold MenAlive harmless for failure, due to any cause, of the submission to appear as scheduled or as submitted. In that event, MenAlive may refund the fee for placing the ad, or run the ad in the next concert program, at MenAlive's sole discretion. In no event shall MenAlive be responsible for consequential damages or for any amount over what was paid for the ad placement.

Advertiser is responsible for any additional charges for layout or copy changes requested by the Advertiser after the ad has been submitted.

Modifications to this contract are not binding upon MenAlive unless MenAlive has specifically authorized such modification, in writing, and all parties have signed the modification. This contract shall be governed and construed, in accordance with the laws of the State of California in all respects. Advertiser hereby consents to the jurisdiction and venue, under the laws for the State of California, of the County of Orange, California.

This contract contains the entire Agreement, between the parties. No other agreements, representations or understandings, shall be binding upon any of the parties, unless spelled out, in writing, and signed by MenAlive and Advertiser. Program advertising for businesses may be tax deductible; consult your tax advisor.

Rates are subject to change without notice before this contract has been signed, payment made and final artwork of the advertisement has been received and approved by MenAlive.



Ad Reservation Form

Provide your contact information:

Company _____

Contact _____

Phone _____

eMail _____

Address _____

City _____

State _____ Zip _____

Select your ad size:

Includes full-color ad in 2,000+ glossy printed programs plus eNewsletter distribution to more than 5,000 patrons.

- Premium Full-page cover** color ad
 Back Inside-front Inside-back (Limited availability)
- Full-page** color ad
- Half-page** color ad
- Third-page** color ad

Select your ad package:

Save 20% with full-series package. You may provide a new ad for each show if you wish.

- Season Series SPECIAL (20% discount)**
All three shows. Nine performances.
- Partial Series** indicated below:
 - Christmas Story**
 - Swing Out!**
 - The Royals**

Agreement

I have reviewed and agreed to the *Program Ad Rates, Terms and Conditions and Ad Reservation Form*; further, if I've provided credit card information, I authorize my credit card to be charged.

Advertiser's Signature **X** _____ Date _____

MenAlive's Signature _____ Date _____

Questions? Contact Dean McCleskey at Marketing@OCGMC.org or 562-305-7278

MenAlive EIN# 571188824

Total investment:

For special Season Series discount and priority placement in all programs, simply enter the special series discounted price.

If you wish to advertise in just one or two shows, multiply your selected ad size and placement cost by the number of shows you are advertising in.

FULL Season Series SPECIAL \$ _____

One or two shows \$ _____ x _____ shows = \$ _____

If you would like us to design your ad, add \$100 \$ _____

Total \$ _____

Payment:

Payment is due upon ad placement. If paying by credit card, complete this form, sign, scan and email to marketing@ocgmc.org. Payment may also be via mail. Make check payable to MenAlive Advertising. Mailing address is at the bottom of this page.

Credit Card AmEx MC Visa Discover

Name on Card _____

Credit card number _____

Expiration date _____ CCV code _____

Billing address _____

City _____ State _____ Zip _____

Comments: _____

