

THE HONG KONG
BACH CHOIR
香港巴赫合唱團



The Hong Kong Bach Choir is the largest and leading classical chorus in Hong Kong. Founded in 1970, it boasts a multi-national membership of more than 80 singers. Since 1992, the Choir has been under the leadership of its Music Director Dr Jerome Hoberman, who has expanded the Choir's repertoire backwards to the 15th century and forward to the present day. In 1995, Hoberman founded The Hong Kong Bach Orchestra as a fully-professional partner of the Choir. The Orchestra comprises leading players from the Hong Kong Philharmonic Orchestra and the Hong Kong Sinfonietta, as well as prominent freelance musicians.

Facts and Figures

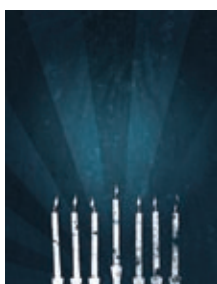
- 2 major concerts each year at the Hong Kong Cultural Centre or Hong Kong City Hall
- Expected audience around 800 to 1,000
- 40 years of history with the 2009-2010 concert season
- Two-time partnership with Le French May festival in the past four years has put it firmly on the map as one of Hong Kong's elite musical performance groups
- TVB Pearl Spring 2009 TV special covering the choir's dress rehearsal and concerts, including interviews with directors and performers
- Partnerships and relations with both local and international singers and musicians
- Previous surveys show that more than two-thirds of the audience rated the Choir's performance as 'excellent' and 'outstanding'
- Supported by Hong Kong's Arts Development Council and Leisure & Cultural Services Department
- Registered as a charitable organization

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Concert Seasons 2009-2011

Our seasons from 2009-2011 feature the following concert programmes:



From Jewish Life

6 December 2009

Hong Kong Academy for Performing Arts Concert Hall

This programme featured a stylistically diverse collection of ceremonial music derived from the Jewish tradition by composers ranging from Franz Schubert to 20th century American composers, such as Leonard Bernstein. The famous Israeli cantor Shmuel Arnon performed at this special concert, which sold out.

Bach B-minor Mass

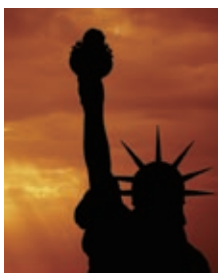
30 May 2010

Hong Kong Cultural Centre Concert Hall

Widely regarded as one of the supreme achievements of classical music, the B-Minor Mass is also seen as summation of Bach's deep lifelong involvement with choral settings and theology. This major concert for Hong Kong will be a fitting tribute to one of the world's greatest composers by the choir and orchestra that bear his name. This large-scale event will also serve as the Choir's 40th anniversary Gala Concert.



American Masters



8 December 2010

Hong Kong City Hall Concert Hall

This innovative programme includes works by Samuel Barber and William Schuman, two of North America's most acclaimed composers of the 20th century. On the shared centenary of their births, this will be a concert that places them in an American context with other acclaimed works that reflect on their achievements.

Beethoven Symphony 9

May 2011

Hong Kong Cultural Centre Concert Hall

Beethoven's Ninth Symphony is among the most beloved works of music in the entire canon and one of civilization's greatest artistic achievements. Rarely performed in Hong Kong due to its ambitious scale and demands of quality, this will be a major landmark in Hong Kong's cultural calendar.



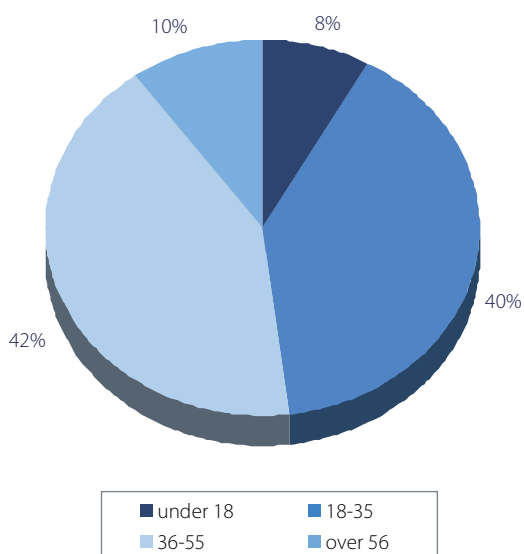
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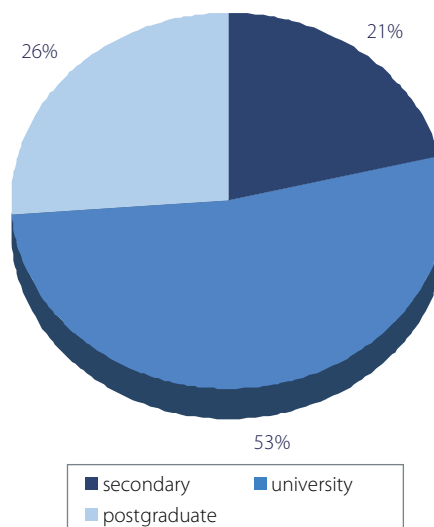
Audience Demographics and Marketing Plan

Around 80% of the Choir's audience members are highly educated and among the top spending sector of society. The audience comprise mostly of senior professionals and academics.

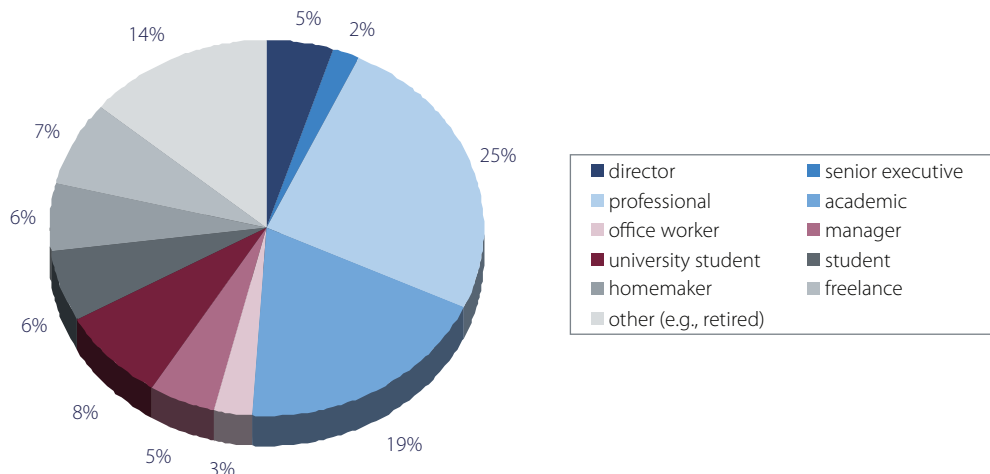
Age of Audience Members



Educational Level Attained



Occupation



Marketing Plan

- Flyers and posters distributed and posted at all URBTIX ticket outlets (e.g. Hong Kong Cultural Centre, Hong Kong City Hall, various town halls, Tom Lee Music stores), universities and colleges, social clubs, embassies, and chambers of commerce
- Press release to all major Chinese and English media
- Advertisements in Hong Kong Philharmonic Orchestra concert programme, South China Morning Post, HK Magazine, etc.
- Notices in events calendars in all major English and Chinese media
- Live interviews on RTHK Radio 4 and featured coverage in Radio 4 Magazine

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Concert sponsorships help make our concerts possible. Sponsors can choose to sponsor one concert as a Ruby or Sapphire Sponsor, or they can sponsor two upcoming concerts to become either a Diamond or Emerald Sponsor.

The following is the full list of sponsorship opportunities and their corresponding benefits.

Single Concert Sponsorship

Ruby Sponsor \$50,000

Sponsor one Bach Choir concert with HKD \$50,000

- Exclusive "Presented by" on all marketing materials, programme covers, and printed tickets
- 100 complimentary concert tickets with prime seat selection
- Title branding all concert press releases
- Concert night audience marketing opportunity
- One full page colour advertisement
- The Hong Kong Bach Choir's logo use rights
- House programme booklet acknowledgement
- Naming right on The Hong Kong Bach Choir website
- Invitations to all of the Choir's social events
- Subscription to The Hong Kong Bach Choir's newsletter

Sapphire Sponsor \$20,000

Sponsor one Bach Choir concert with HKD \$20,000

- One of five "Supporting Sponsors" on all marketing materials and programme covers
- 20 complimentary concert tickets with prime seat selection
- One full page black & white advertisement
- House programme booklet acknowledgement
- Naming right on The Hong Kong Bach Choir website
- Invitations to all of the Choir's social events
- Subscription to The Hong Kong Bach Choir's newsletter

Double Concert Sponsorship

Diamond Sponsor \$90,000

Sponsor two concerts as a Ruby Sponsor, gaining all the benefits of a Ruby Sponsor for two concerts.

Additional benefits include:

- Two additional full page colour advertisements, one per concert
- House programme booklet acknowledgement

Emerald Sponsor \$35,000

Sponsor two concerts as a Sapphire Sponsor, gaining all the benefits of a Sapphire Sponsor for two concerts.

Additional benefits include:

- Two additional full page black & white advertisements, one per concert
- The Hong Kong Bach Choir's logo use rights
- House programme booklet acknowledgement

Charity Sponsor Programme

- Aims to share music with the school children and underprivileged residents in Hong Kong
- Past beneficiaries include Hong Kong Society for the Blind, St. Mary's Home for the Aged, the Hong Kong Student Aid Society, the Hong Kong Children's Choir, International Christian Quality Music Secondary and Primary School, etc.
- Sponsor's investment goes directly to purchase tickets for beneficiaries
- Sponsor's benefit equivalent to above categories depending on sponsorship amount
- Sponsor can ear-mark its contribution for the charity programme and thus be designated 'Charity Sponsor' for the appropriate tier

In-kind Sponsorship

Please note that all in-kind sponsorships, where goods or services are donated rather than money, will be recognized with benefits corresponding to their value as calculated by the Choir.

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House Programme Advertising

- By purchasing advertisements, you or your organization can enjoy marketing and publicity while also supporting a local Hong Kong arts organization.
- Previous advertisers with the Choir include:
 - *HSBC Private Bank*
 - *Cathay Pacific Holidays*
 - *Dynamic Star International Limited*
 - *Ritz-Carlton Hotel*
 - *British Consulate-General Hong Kong*
 - *Berlitz*
 - *Lufthansa German Airlines*
 - *Naxos International*
 - *Escada*
 - *Richburg Motors*

Advertisement Location	Price
Back Cover (Colour)	HK\$8,000
Inside Front Cover (Colour)	HK\$7,000
Inside Back Cover (Colour)	HK\$6,000
Inside Full Page (Colour)	HK\$4,000
Inside Full Page (B/W)	HK\$3,000
Inside Half Page (B/W)	HK\$1,600

An order for two colour advertisements in one purchase will receive a 10% discount.

Advertisement Specifications

Full page

- 190.5mm (w) x 292.1mm (h)
7.5 inches (w) x 11.5 inches (h) – Trim
- 200.5mm (w) x 302.1mm (h)
7.75 inches (w) x 11.75 inches (h) – Bleed

Half page

- 180.5mm (w) x 135mm (h)
7.25 inches (w) x 5.3 inches (h) – Non-bleed

Material Submission

- High resolution JPEG files (300dpi min. at actual size)
- Rates assume that film/artwork provided as stated in mechanical specifications.

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Sponsorship & Advertising Form

Concert Sponsorship	Description	Rate	✓
	Diamond Sponsor (Two concerts)	\$90,000	
	Emerald Sponsor (Two concerts)	\$35,000	
	Ruby Sponsor (One concert)	\$50,000	
	Sapphire Sponsor (One concert)	\$20,000	
	Charity Programme Sponsor (please fill in amount)	\$ _____	

House Programme Advertising	Advertisement Location	Rate	✓
	Back Cover (Colour)	\$8,000	
	Inside Front Cover (Colour)	\$7,000	
	Inside Back Cover (Colour)	\$6,000	
	Inside Full Page (Colour)	\$4,000	
	Inside Full Page (B/W)	\$3,000	
Inside Half Page (B/W)	\$1,600		

Concert Sponsorship and/or Advertisement is for the following programme(s):

- Bach B-Minor Mass, 30 May 2010
- American Masters, 8 December 2010
- Beethoven Symphony 9, May 2011

Contact Name : _____

Company Name : _____

Acknowledged as : _____ (Eng) _____ (Chi)

Contact Tel : _____ Contact Fax : _____

Email : _____

Address : _____

Please make cheques payable to 'The Hong Kong Bach Choir'.

Note that contributions of HK\$100 and above could be tax deductible.

Upon receiving your contribution, we will issue a receipt to your Contact Name and Address as above.

Please submit this form with cheque to:

The Hong Kong Bach Choir
GPO Box 2334,
Central
Hong Kong

Enquiries:

Catherine Ho, Sponsorship Manager
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+852 6925 8479