



Patron Program 101

OVERVIEW

What is a Patron? A Patron is one individual, one family or one business giving financial support to a person, organization, cause or activity. Families and businesses are given the opportunity to support the Choral Music Department at CGHS through the Choir Patron Program. The purpose of the Patron Program is to provide students with an exceptional experience in music education through the financial support of patrons and, through this program, the Patron is given the opportunity to support the Vision and Mission of the Center Grove Choir Parent Organization and Center Grove Choral Department.

In the past, the Patron Program has been viewed as a ticket subscription program, and while receiving tickets to performances is one benefit of being a patron, the focus of a patronage should be on the help and financial support that can be provided for an organization rather than on the benefits the patron will receive. The CGCPO has redesigned the Patron Program in order to align with professional arts organizations' patron programs and to return the focus to giving financial support to the organization. Now more than ever we need you to partner with us to support the CG Choral Department and its award-winning choirs.

Your patron involvement helps us fund the choirs, and additionally, each patron level provides a fundraising opportunity for students (you identify one student who will receive a credit to their choir account for a percentage of your patron package.) The Center Grove Choir Parent Organization is a non-profit 501c(3) organization and a portion of your patronage is tax-deductible. Your consideration of our program and generous support is deeply appreciated!

The following pages have instructions for becoming a CGCPO Choir Patron as well as information about each Patron Level. This information will also be shared at the Competitive Choir Parent Meeting on August 26. We encourage you to read through the document ahead of time, as changes have been made to the program this year.

Patrons receive reserved seats (all patrons) and marketing benefits (business patrons) based on the level chosen: Diamond, Platinum, Gold, or Silver.

1. Patrons must fill out an online Intent to Support form.
 - a. The online Intent to Support form will be available on **August 27 at 10am** on the choir website - www.centergrovechoirs.org
 - b. The Intent to Support form will be available through September 2 or until we reach 400 Patron Seats whichever comes first.
2. This year there will not be a Patron Seat Selection Night; instead, patrons will select seats online *before each show* due to our inability to predict the auditorium capacity allowed for any given show. Patrons will be given access to seat selection in the order of level only. Two weeks prior to a show, ticket sales will open for Patrons by level, starting with Diamond. From there, ticket sales will open to the next Patron level every two days. Six days prior to a show, ticket sales will open for General Admission. Below is an example of how this process will work:
 - a. Fall Fest Show Dates - September 22 and 23
 - i. Ticket Sales open to Diamond Patrons - September 8
 - ii. Ticket Sales open to Platinum Patrons - September 10
 - iii. Ticket Sales open to Gold Patrons - September 12
 - iv. Ticket Sales open to Silver Patrons - September 14
 - v. Ticket Sales open to General Admission - September 16
3. Please keep in mind the following:
 - a. All Patron seats **must** be used for the same performance night. They **may not** be split between multiple performances of shows.
 - b. We **will** be required to social distance and wear masks at all performances until further notice.
 - c. Due to social distancing, Gold and Silver Patron seats may be in the back or one of the outer sections.
 - d. We **will not** be adding additional shows.
 - e. At any given point in time, shows may be cancelled.
 - f. At any given point in time, shows may be live-stream only.
 - g. Your support through the Patron Program is a philanthropic gift. Tickets are a benefit of that philanthropic gift, and therefore, no refunds will be given for cancelled shows.

PATRON LEVELS

Patrons - A patronage at any level is 1 individual, 1 family, or 1 business who partners with the Center Grove Choirs to provide financial support and to promote the mission statement of the CGCPO.

DIAMOND Patron (\$5,000); 1 individual, 1 family, or 1 business

- 8 Reserved seats for 1 performance of the following shows: Fall Fest, Noel, Pre-Contest Show, Showcase of Champions, and Spring Spec
- Complimentary Table of 8 at Encore and Kris Kringle Mingle
- \$850 benefit to 1 student
- Business Owners: Custom 4'x6' Banner displayed at home shows (you provide design)
- Group Patron Banner Listing, displayed at home shows (you provide logo)
- Best of the Midwest Recognition (Full page ad)
- Website Link on Choral Website
- Listing in all choral programs (reach 1000+)

PLATINUM Patron (\$2,000); 1 individual, 1 family, or 1 business

- 6 Reserved seats for 1 performance of the following shows: Fall Fest, Noel, Pre-Contest Show, Showcase of Champions, and Spring Spec
- \$300 benefit to 1 student
- Business Owners: Custom 2'x3' Banner displayed at home shows (you provide design)
- Group Patron Banner Listing, displayed at all home shows (you provide logo)
- Best of the Midwest Recognition (½ page ad)
- Website Link on Choral Website
- Listing in all choral programs (reach 1000+)

GOLD Patron (\$1000); 1 individual, 1 family, or 1 business

- 4 Reserved seats for 1 performance of the following shows: Fall Fest, Noel, Pre-Contest Show, Showcase of Champions, and Spring Spec
- \$100 benefit to 1 student
- Group Patron Banner Listing, displayed at all home shows (you provide logo)
- Best of the Midwest Recognition (½ page ad)
- Choral Website Listing
- Listing in all choral programs (reach 1000+)

SILVER Patron (\$500); 1 individual, 1 family, or 1 business

- 2 Reserved seats for 1 performance of the following shows: Fall Fest, Noel, Pre-Contest Show, Showcase of Champions, and Spring Spec
- \$25 benefit to 1 student
- Group Patron Banner Listing, displayed at all home shows (you provide logo)
- Best of the Midwest Recognition (¼ page ad)
- Listing in all choral programs (reach 1000+)

Prior to August 27th

1. Review Patron 101 information in its entirety to familiarize yourself with the patron program.
2. Decide which level you would like: Diamond, Platinum, Gold, or Silver.
3. Determine your Patron name for all marketing benefits EXACTLY as you want it to appear.
4. Know what Benefits you are going to accept.
5. Have your print ready logo to upload (as high resolution as possible).

August 27th at 10:00 am

1. *On Thursday, August 27th at 10:00 am, the online Intent to Support form will become available at www.centergrovechoirs.org.*
 2. *Fill out an online Intent to Support form* - You will be required to fill out a.- e. below before you can submit your online Intent to Support form. Once you have submitted your Intent to Support form, you will be directed to a new page to fill out the Patron Benefit Selection Form and upload your logo. Please be prepared with the following information:
 - a. Name
 - b. Email
 - c. Mobile Phone Number
 - d. Patron Level desired
 - e. Recognition Name (*must be typed exactly as you want it for the entire year*)
 - f. Decision about benefits electing to take in order to fill out Patron Benefit Selection Form
 - g. Logo ready to upload (pdf print ready)
 3. Payment made payable to CGCPO must be received **no later than September 3**. Put in whitebox in choir room or mail to:

CGCPO
740 South State Road 135
Suite D 240
Greenwood, IN 46142
 4. While our seating capacity is limited to 25%, our Patron Program requests will be limited to 400 patron seats. This will ensure that our Patrons, who support us so generously, will be able to watch shows in person.
 - a. If over 400 patron seat requests are made, the following criteria will be considered:
 - i. Level of Patron
 - ii. Timestamp of Intent to Support form
- **The Patron Program excludes Best of the Midwest for all Patron Levels. Encore and Kris Kringle Mingle are off-site special events not included in the Patron packages with the exception of the Diamond level.**
 - **We will not be offering the All-Season Choir Pass this year.**
 - **The Patron Program is non-refundable. The CGCPO will need your patronage more than ever in the event that performances are cancelled.**
 - **The CGCPO will have an option to purchase tickets for live-streams of the shows when the auditorium has a limited seating capacity due to social distancing.**

*Questions and all communications regarding the Patron Program can be directed to
cgchoirpatron@gmail.com*