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Manitoba Choral Association (MCA) is dedicated to supporting, strengthening, and promoting the choral arts in Manitoba through valuable programs and resources for the choral community. We invite companies to partner with us for our choral season. By doing so, you will have a direct impact on the choral community and all those who enjoy the benefits of group singing! The matrix below provides proposed benefits for your partnership with MCA and can always be negotiated according to your company's preferences.

<i>PARTNER &amp; SPONSOR BENEFITS</i>	<b>CHORAL CHAMPION</b>	<b>CHORAL PARTNER</b>	<b>CHORAL ADVOCATE</b>	<b>CHORAL SUPPORTER</b>	<b>CHORAL FRIEND</b>	<b>MEDIA / IN- KIND</b>
<b>VALUE</b>	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$500+	As Negotiated
<b>PRINT</b>						
Logo/named as partner/sponsor in print in selected promotional materials, event programs, and annual report						
Recognition in news articles, press releases, and media events as appropriate			Varies	Varies	Varies	Varies
Advertisement space in the event program	Inside Front Cover/Outside Back/Full Page	Inside Back Cover/Full Page	Half Page	Quarter Page	Named	Varies
<b>DIGITAL / SOCIAL MEDIA</b>						
Individual or Company name and link on MCA website						
Announcement as sponsor on MCA Facebook and Instagram platforms						Varies
Mentions in social media	6	3	2	1		Varies

<b>EVENTS / WORKSHOPS</b>						
Verbal recognition at events organized by MCA (awards luncheon, fundraisers, choral festivals)					Varies	Varies
Opportunity for booth at selected events				Varies	Varies	Varies
Provide company swag at events, fundraisers, and awards luncheons						
Opportunity to present MCA Awards of Distinction		Varies				
Opening remarks at selected special events	Varies	Varies				
Key sponsor at major educational event (workshop, symposium, conference)						
<b>COMMUNITY OUTREACH</b>						
Opportunity to create a unique outreach or activation initiative			Varies	Varies		
<b>CORPORATE VOLUNTEERISM</b>						
Opportunity for employee engagement in choral events and workshops			Varies	Varies	Varies	Varies
MCA provide expertise to form an employee choir						



## EVENTS FOR 2024-25

MCA is planning some exciting events next season that you won't want to miss!  
Gain visibility for your company and support the choral arts at the same time.  
Support one, two, three, or all of our upcoming events!

### **INSPIRE (September 2024)**

INSPIRE is a one-day professional development program designed for high school students to learn choral skills and explore topics such as: vocal technique, warm-ups, intro to conducting, IDEA, social justice, and other leadership topics. We hope to turn young students on to a future in the choral arts and/or education and inspire them to share their new skills with their choral peers.  
[Click here for more information](#)

### **GATHER (September 28, 2024)**

Our outdoor choral festival will return to the Lyric Theatre stage in Assiniboine Park this fall. This FREE day-long outdoor event will feature rotating choir performances and workshops throughout the day on the main stage, while attendees experience food vendors, an artisan/maker market, games, and creative spaces set up around the grounds to complete the celebratory atmosphere. Above all, GATHER is an opportunity for the choral community to come together to connect and to enjoy group singing!  
[Click here for more information](#)

### **Youth Choir Collaboration (October 20, 2024)**

MCA will partner with four Regional Youth Choirs (Westman Youth Choir, Eastman Youth Choir, Central MB Youth Choir, and Interlake Youth Choir) for a joint collaboration and concert in Portage la Prairie. The concert will feature each choir's own repertoire selections and a mass piece that all will sing together. Prior to the concert, the choirs will participate in a choral skills workshop together.  
[More details coming soon](#)

### **ChoralFest (November 18-28, 2024)**

ChoralFest is an annual two-week, non-competitive festival that provides choirs and conductors an opportunity to work with acclaimed adjudicators and expert clinicians from across the continent. The festival invites all levels and styles of choral singing, including vocal jazz. Approximately 130 choirs and 4,000 singers participate each year, and the festival sees approximately 1,500 additional audience members in attendance.  
[Click here for more information](#)

### **MB Sings (January 31 – February 2, 2024)**

Once a year, singers from all over the province and surrounding regions come together for an inspiring weekend of music and community building with accomplished and respected conductors from across the continent. The weekend focuses on intensive rehearsals, followed by a final concert where singers can share what they've learned to families and friends. Over 300 singers take part and over 600 audience members attend the finale concert annually.  
[Click here for more information](#)

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**[Contact us](#) for more information about  
sponsoring one or more of our events today!  
Package deals for multiple events available.**

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