

## **Sponsorship For Guildford Philharmonic Choir's 1990 Summer Concert**

On 4th July 1990, the opening night of the Guildford Festival, the Guildford Philharmonic Choir will be performing a Summer Concert in the Church of the Holy Trinity, High Street, Guildford. Appropriately on America's Independence Day the programme, conducted by Neville Creed, will include Bernstein's Chichester Psalms and Tippett's Five Negro Spirituals. The remainder of the programme comprises Britten's Rejoice in the Lamb and music for harp and percussion. As a major expansion of its programme, the Choir is seeking additional sponsors to help fund the concert. A further £500 in total is sought.

### **The Benefits of Sponsorship**

Sponsors receive attribution in all the publicity material for the concert, and in the programme. Sponsors will be able to advertise by arrangement at the concert itself. Complementary tickets for the event will also be supplied, enabling sponsors to attend with key clients, customers or suppliers.

### **The Guildford Philharmonic Choir**

The Guildford Philharmonic Choir was formed to perform the major choral repertoire with a particular emphasis on twentieth century British music. It sings with the Guildford Philharmonic Orchestra, the professional orchestra for the South East of England. Recent concerts include a performance of Handel's Messiah on 10 March under Sir David Willcocks, and of Beethoven's Missa Solemnis in conjunction with the Freiburg Bach Choir, from Guildford's twin town in Germany, on 28 April under Sir Charles Groves.

Over the last 41 years, the choir has established a reputation for fine performances with leading national and international conductors. It was conducted for many years by Vernon Handley, a leading interpreter of 20th century British composers, and under his baton recorded Finzi's 'Intimations of Immortality' and Hadley's 'The trees so high'. Neville Creed became chorusmaster in 1987. He won the Ricordi Conducting Prize when he studied at the Guildhall School of Music and more recently in September 1988 won second prize in the First International Choral Conducting Competition held in Italy.

### **Our Funding**

From September to April, the Choir sings with the Guildford Philharmonic Orchestra in a season of concerts financially assisted by Guildford Borough Council. It is mainly funded during this period by members' subscriptions, with additional financial support from the Council. Other events are funded through sponsorship and ticket sales. The choir is now trying to enlarge its programme through sponsorship, extending its performances over the summer period. It has a committee of unpaid volunteers, and aims to ensure that all additional funds can be applied to musical activities.

### **Our Audience and Distribution**

Our audiences include a wide spectrum of the concert going public from an area within a twenty mile radius of Guildford. All share an appreciation of the Arts, specifically classical choral works. A typical concert attracts an audience of 500 - 1000. In addition handbills distributed through the mailing list and by hand extend this coverage typically to 2,000 to 3,000 thousand individuals. Posters further extend the exposure to everybody in the Guildford area. Our 1990 Summer Concert, promoted as part of the Guildford Festival, will be featured in the Festival's promotional literature.

Sponsorship is a means both to reach the target audience through posters, handbills, programmes and to entertain valued customers, clients and suppliers in a relaxed but prestigious environment.

**Guildford Philharmonic Choir recognises with thanks sponsorship for this event from Gordon Hakim, Accountants and the National Westminster Bank, both of High Street, Guildford and Smith Associates of the Guildford Business Park.**