



# Sponsorship Benefits with “SydneySiders Express” Men's Barbershop Chorus...

....a voice for optimism, care and joy  
in our community.

# *SydneySiders Express*

**SydneySiders Express Inc.** (SSE for short) is a Men's Barbershop Chorus of over 40 members who share the joy of singing wonderful four-part harmony songs in the barbershop style. We are a non-profit organisation that does good works while having fun and being a positive voice in the community.

We actively support the Oncology Unit at **The Children's Hospital at Westmead**. Our donations<sup>1</sup> have helped the Hospital's dedicated professionals to give expert care to sick children<sup>2</sup>. We regularly visit the wards and sing for the children especially at Christmas time. The staff seem to enjoy this as much as the kids do.

**SydneySiders Express** raises funds routinely by performing at corporate functions, retirement villages and clubs. A major fund-raising event, held every two years, is our **Biennial Concert** which features both vocal and instrumental acts. This Concert is **a sell-out event**. The extraordinary interest and enthusiasm for the Concert is in large part due to our selection of top-name professional performers that we have alongside the Chorus. We get an audience of over 1100 people.

Quartet singing is the ultimate barbershop experience and SSE boasts a highly talented group called "The Amazing Greys" who have recorded several CDs and are available for functions<sup>3</sup>.

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1 In excess of \$100,000 as of April 2009

2 The rate of surviving childhood leukemia is now over 80%

3 See Amazing Grey's website [www.amazing-greys.org.au](http://www.amazing-greys.org.au)

*SydneySiders Express* seeks your sponsorship

We ask you to make a donation to the SSE to help us promote our "mission". Your sponsorship will help our efforts by more than just the amount of the cash involved. Your donation will help us to thrive and to grow, and enable us to do more and bring in more funds.

**Our mission comprises two things:**

- ❖ To raise funds for the Oncology Unit of The Children's Hospital at Westmead, and
- ❖ To promote the SSE in particular and Barbershop Singing generally.

**Benefits for Sponsors**

Sponsors receive public acknowledgement which can be seen as a way of creating a positive image for the sponsor and promoting their business activities by advertising. We issue framed Certificates of Sponsorship, which can be put on public display.

Sponsors receive benefits as follows:

- being publicly thanked at the Biennial Concert
- being listed in the concert program.
- being warmly recognised on our website
- being warmly recognised at other major functions <sup>3</sup>
- promoted on radio and other media releases

As a way of building camaraderie among a sponsor's employees, SydneySiders Express invites men of all ages to come along to our rehearsal evenings – **Thursdays, 7:30pm at the Ryde Anglican Centre, corner of Church and Gowrie Streets Ryde.**

## Sponsorship packages

*SydneySiders Express* offers the following levels of sponsorship: Platinum, Gold, Silver, Partner and Supporter.

### **Platinum Sponsor – \$4,000 plus**

- Sponsor's logo on the *SydneySiders Express* website with a link back to the Sponsor's website.
- Sponsor's logo on *SydneySiders Express* promotional material.
- Sponsor provided logo on the SydneySiders Express uniform.
- Framed Certificate of Recognition and Appreciation.
- Banner – "Proudly sponsored by [Sponsor's name]", to be supplied by the Sponsor, which can be displayed at *SydneySiders Express* functions.
- Appropriate Sponsor supplied material, slides and movies that can be displayed at *SydneySiders Express* functions.
- Rights to advertise SydneySiders Express sponsorship on your Company's marketing and promotional material using SydneySiders Express logos and marks.
- Inclusion in the SydneySiders Express newsletter.
- 10 free tickets to the SydneySiders Express biennial concert.

### **Gold Sponsor – \$2,000**

- Sponsor's logo on the SydneySiders Express website.
- Inclusion on SydneySiders Express promotional material.
- Framed Certificate of Recognition and Appreciation.
- Appropriate Sponsor supplied material, slides and movies that can be displayed at SydneySiders Express functions.
- Rights to advertise SydneySiders Express sponsorship on your Company's marketing and promotional material using SydneySiders Express logos and marks.
- Inclusion in the SydneySiders Express newsletter.
- 6 free tickets to the SydneySiders Express biennial concert.

**Silver Sponsor – \$1,000**

- Listing as a sponsor on the SydneySiders Express website.
- Inclusion on SydneySiders Express promotional material.
- Framed Certificate of Recognition and Appreciation.
- 4 free tickets to the SydneySiders Express biennial concert.

**Partner Sponsor – \$500**

- Listing as a sponsor on the SydneySiders Express website.
- Listing as a sponsor on the SydneySiders Express biennial concert program.
- Framed Certificate of Recognition and Appreciation.
- 4 free tickets to the SydneySiders Express biennial concert.

**Supporter Sponsor – any amount of \$100 or above for those Sponsors who wish their sponsorship to remain private.**

- Certificate of Recognition and Appreciation.
- Amazing Greys CD.



**Application to Sponsor SydneySiders  
Express Inc. PO Box 142 Hornsby NSW 2077**

Name/Organisation \_\_\_\_\_

Contact Person \_\_\_\_\_  
(Please indicate title: Mr, Mrs, Ms, Miss, etc)

Address \_\_\_\_\_

\_\_\_\_\_

City/Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Amount of Sponsorship \$ \_\_\_\_\_

(Please make cheques payable to SydneySiders Express Inc)

Please select the answers to the questions below.

Is your Company logo available for use/inclusion on the SydneySiders Express website?

YES       NO

Would you like your sponsorship of SydneySiders Express Men's Barbershop Chorus to be kept private?

YES       NO

Would you like chorus promotional material to encourage your male staff to participate in this enjoyable pastime?

YES       NO

Please visit our website at [www.sydneyiders.org](http://www.sydneyiders.org) for more information about our chorus.