



Sponsorship Benefits with *"Sydney Siders Express"* Men's Barbershop Chorus...

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

Sydney Siders 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 donations¹ have helped the Hospital's dedicated professionals to give expert care to sick children². 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.

Sydney Siders 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 around 1000 people.

1 In excess of \$120,000 as of February 2011

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

SydneySiders Express

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 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 – **Thursday evening, 7:30pm at 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.



Application to Sponsor the SydneySiders Barbershop Chorus

PO Box 142 Hornsby NSW

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 SydneySidersExpress 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 for more information about our chorus.