

# Rockingham Choral Society



As the Rockingham Choral Society embarks on its 67<sup>th</sup> season, we would like to ask for your help.

It's generous supporters like you who are the key to our success and make it possible for RCS to continue its long tradition of performing great choral works and enhancing the cultural life of not only its members, but so many of our audience members throughout the southern NH and the seacoast area.

We are reaching out to you today to ask for your support by making a tax-deductible contribution to our annual fund-raising campaign.

Although **seen by thousands** of audience members through the years, less than 30% of our funds come from tickets sales and other fund-raising programs such as our summer pizza party or annual silent auction. Most of our operating budget is dependent on the generous support of either private individuals or businesses in the form of general donations or program advertising.

The enclosed form and offers a variety of ways to support RCS whether through an **advertisement** in our concert programs, or a **personal message of support** to a member via our individual member sponsorship.

Again, please consider supporting RCS by either visiting our website and donating online at [www.rockinghamchoralsociety.org](http://www.rockinghamchoralsociety.org) or mailing in the form below or speaking with a member and they will be happy to answer any questions you might have.

Please remember, none of our programs would be possible without the generous support of our friends and sponsors. We are truly grateful for your support and look forward to seeing you at our next concert.

Sincerely;

Charlie Smith

President, Rockingham Choral Society



## Why advertise with The Rockingham Choral Society?

- **Your ad will be seen by thousands of people who might need and can purchase your service or products!**
  - Advertising with RCS not only gets seen by all those who attend our 4 to 6 concerts each season but also by all those who visited our web site, our Facebook page (and all their friends), and all our direct email recipients.
  - Concert demographic studies have shown the typical attendee at a concert of this type is 44 to 75, college educated, and higher income. This is just the type of person who you try to reach every day. And there are more of them every day as evidenced by our growing audience.
- **Reach an Audience who is in your area.**
  - Our audience according to last year's survey draws from as far north as the lake's region, south to Boston, west to Manchester, and east to the NH seacoast with past performances in Portsmouth, Exeter, Dover, Durham, Hampstead, Plaistow, Rye, Hampton Falls and more.
- **Reach an Audience who will actually read your ad.**
  - Audiences arrive typically 30 minutes before a concert begins which means they have plenty of time to read all the ads in our program book. The larger your ad, the easier it is to read!
- **Cultural and economic growth is enhanced and supported by the arts.**
  - As a non-profit organization, we are always looking for ways to work together with businesses and other organizations in our community. Our program ads offer a wonderful opportunity to do just that and demonstrate to the community your commitment to the arts.

## Where will the ad appear?

- **All advertisers get the following;**
  - Your ad regardless of size will be placed in our program for all concerts during the season.
  - Your business will be listed on our website with other advertisers with an active link back to your business.
- Businesses who advertise at the full-page level will receive the above plus two ticket vouchers to the concert of their choice this season.