



Conceived in spring 2007, the Greater Toronto Philharmonic Orchestra’s purpose is to:

- *Serve the GTA communities with special concerts, collaborations and educational programs*
- *Combine the talents of student, community, pre-professional and professional musicians.*
- *Offer an annual series of innovatively programmed, high-quality, low-cost concerts.*

The past season was an exciting series of concerts for GTPO. Over 1,500 people attended our concerts in three different venues: Calvin Presbyterian Church, Columbus Centre and Mel Lastman Square.

**Advertise your business** in our concert programs! We would be more than happy to partner with any business by providing an advertisement in our printed programs and website. Our rates are:

	<i>Approx. size</i>	<i>1 Concert</i>	<i>2016/17 Season</i>	<i>+ online</i>
1/3 page	6 x 13 cm	\$100	\$400	\$500
1/2 page	9 x 13 cm	\$200	\$600	\$750
full page	18 x 13 cm	\$300	\$1,000	\$1,200

**Become a Sponsor!** In addition to advertising opportunities we have also two sponsorship categories for bigger companies and businesses who want to expose their brand throughout the year:

<b>\$1,500</b>	Concert Sponsor
<b>\$5,000</b>	Season Sponsor

A sponsorship to the Greater Toronto Philharmonic Orchestra (GTPO) offers you a range of opportunities that can be tailored to match your company’s marketing needs. **Benefits Overview – Season Sponsor \***

<b>EXPOSURE</b>	❖ <b>First-tier logo recognition on all external promotion materials</b>
PRINT MATERIAL	<ul style="list-style-type: none"> <li>❖ Full page advertisement in all printed concert programs</li> <li>❖ Color logo on concert posters distributed to locations around GTA</li> </ul>
MEDIA PROFILE	<ul style="list-style-type: none"> <li>❖ Recognition in all press releases to be distributed widely to print, radio, television and on-line media</li> <li>❖ Recognition in all newsletters distributed bi-monthly to over 1,000 contacts</li> </ul>
HIGH-TRAFFIC SIGNAGE	<ul style="list-style-type: none"> <li>❖ Logo placement prominently positioned in the concert venue</li> <li>❖ Year-long name recognition listed on GTPO season’s brochure</li> </ul>
IN PERSON & ON-LINE RECOGNITION	<ul style="list-style-type: none"> <li>❖ Logo placement on GTPO’s website for one year</li> <li>❖ Hotlink to organization’s website on GTPO’s for one year</li> <li>❖ Acknowledgement in opening remarks of each concert</li> </ul>
EMPLOYEE BENEFITS	<ul style="list-style-type: none"> <li>❖ 4 complimentary tickets to each concert</li> <li>❖ discounted group tickets for employees</li> </ul>

\* **Concert sponsor:** All of above for a period of approximately 2 months.

For more information about sponsoring and advertising opportunities, please contact the Executive Director at [q.kallushi@gtpo.ca](mailto:q.kallushi@gtpo.ca) or call 647 238 0015.