

# Annual Campaign Report – 11/17/13

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Let me begin by saying this report *will* change by the time of the board meeting, but I wanted you to have documentation prior to your meeting as a “work-in-progress.” I hope to have the up-to-date figures as of the 17<sup>th</sup> to you via paper copies with Kevin for your meeting.

**The current combined total of advertising income and paid sponsorships** (both one-time donations and pledged payment plans) **comes to \$5,145.00**. Last year’s pledged payment plans came to \$1,300, compared to \$2,020 this year to date. Last year’s one-time sponsorships totaled \$1,825 and this year so far we have just \$1,025. Last year’s total, however, is skewed because of the number of “\$25 for 25” donations we received, but we still have a *number* people I expect to hear from (and chorus member reps making inquiries). I’m also hopeful more members will step forward as financial sponsors.

## **Statistics to date (November 11, 2013):**

- Total committed revenue ads: \$2,100 – up from \$1,125 in last report
- Total funds received for revenue ads: \$1,425 – up from \$450 in last report
- Total number of revenue ads: 12 – up from 5 in last report
- Total number of exchange ads<sup>1</sup>: 4 – up from 3 in last report
- Total number of gratis ads<sup>2</sup>: 3 – same as last report
- Grand total of all ads: 17 – up from 11 in last report
- Total number of sponsors (individual or couple): 17 – up from 3 in last report
- Total funds received from sponsors: \$750 (of \$1,025 promised) - up from \$250 in last report
- Total funds pledged by sponsors (monthly payments): \$2,020 – up from \$500 in last report
- Total number of corporate sponsors confirmed: 2, both Major Donors – up from 1 in last report
- Total number of season tickets: 2 (Total of \$100) – same as last report

Spacemart Self-Storage Mechanicsburg has been added again as a Major Donor and I have confirmed our arrangement with them for the current (2013-14) fiscal year, i.e., a full-page ad and their logo on all print ads and the website, in return for waiving the fees for our storage area.

Attached is a list of the 2013-14 HGMC Season Sponsors to date. **Please make sure that I have listed name(s) under the correct sponsor category!**

Submitted respectfully by Terry Drew Karanen, November 11, 2013.

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<sup>1</sup> **Exchange (reciprocal) ads** – our ad goes in another organizations program and we run theirs, i.e. Theatre Harrisburg.

<sup>2</sup> **Gratis (benevolent) ads** – ads space we offer to non-profits who continue to support the Chorus as well as the great GLBTQ community, e.g. Silent Witness Peacekeepers.

# 2013-14 HGMC Season Sponsors

*As of Monday, November 11, 2013 at 2:00pm!*

## **Season Underwriter (\$5,000+)**

## **Concert Underwriter (\$2,500-\$4,999)**

## **Major Donor (\$1,000-\$2,499)**

Spacemart Self-Storage Mechanicsburg  
Unitarian Church of Harrisburg

## **Major Supporter (\$500-\$999)**

Steven Creps and Jefferson Rougeau  
Rev. Dr. Terry Drew Karanen  
Lucy Twitchell and Deb Glorius

## **Song Sponsor(\$250-\$499)**

Bar 704  
Angela Dicks and Kelly McEntee  
Redwater Designs

## **Best Friend (\$100-\$249)**

Christopher Dietz  
Peggy A. Grove  
Mary Ellen Martindale  
Marvin Mernick  
Jeffrey Mitchell and Michael Jeffrey  
Dr. Matt and Jennie Nicaastro  
Cynthia Swanson

## **Friend (\$50-\$99)**

Susan Fahey  
James W. and Mary J. Ford  
Ted Neal  
Barbara Nelson  
Rev. Lori Rivera and Darlene Hatch