

Subject: Advertise with the Master Chorale of Flagstaff – Join Us for Our 48th Season!

Dear [Name],

I'm reaching out to invite you to partner with the **Master Chorale of Flagstaff** as a valued advertiser in our upcoming **2025–2026 Season Program**. As we celebrate our 48th season, we're thrilled to be under the inspiring new leadership of **Artistic Director Dr. Tom Peterson**, and we're planning an exciting year of innovative concerts, meaningful collaborations, and enriching musical experiences for our community.

By advertising with us, your business will reach a loyal, arts-minded audience both **in print and online**. Our **full-color digital programs** include **clickable ads** linking directly to your website, and we continue to distribute **printed programs** at each concert.

Ad Rates:

- 1/4 Page (5" x 2") – \$200
- 1/3 Page (5" x 2.67") – \$250
- 1/2 Page (5" x 4") – \$300
- Full Page (5" x 8") – \$600

👉 Ads appear all season long—plus, we offer **discounts** if you'd like to expand into a sponsorship package for increased visibility! Sponsorships start at \$850 and come with added recognition throughout the year.



All artwork and payment are due by September 7.

You can learn more or submit your ad via the [Advertising Section of our website](#) or go directly to the [online advertising form](#).

Here's a snapshot of our 2024–2025 season by the numbers:

🎵 1300+ audience members

🎵 82 community singers

🎵 5 public school choir collaborations

🎵 A world premiere commission

🎵 Joint performances with the Flagstaff Symphony and Shrine of the Ages Choir

🎵 Multiple guest conductors, Beer Choir events, and a Viola Award nomination

This is a fantastic opportunity to showcase your business while supporting a beloved nonprofit arts organization. I'd love to answer any questions or help find the best option for your goals.

Thank you for your time and consideration—I hope to connect with you soon!

Warm regards,

Your Name



Subject: Follow-Up: Advertise with Master Chorale of Flagstaff

Hi [Name],

I wanted to follow up on my earlier message about advertising in the **Master Chorale of Flagstaff's 2025–2026 Season Program**.

We're really excited about this upcoming season—our 48th!—with **new Artistic Director Dr. Tom Peterson** leading a year of dynamic concerts and community partnerships. Your ad would appear in both our printed and digital programs, reaching an engaged and arts-minded audience all season long.

Ad options start at just \$200, and sponsorship packages (starting at \$850) offer even more visibility. Plus, digital ads include **clickable links** to your website.



Just a reminder: **all artwork and payment are due by September 7.**

Let me know if you have any questions or would like me to resend the ad specs or submission form. I'd love to help feature your business in this exciting season!

Warm regards,

Your name



Phone Script – Advertising Ask

Hi, this is Jody McKay calling from the Master Chorale of Flagstaff. May I please speak with the person who handles advertising or community sponsorships for your business?

[If transferred or connected:]

Hi [Name], I'm calling on behalf of the Master Chorale of Flagstaff. We're a nonprofit, community choir that's been part of northern Arizona's arts scene for 48 seasons, and I wanted to see if you might be interested in advertising in our upcoming concert program.

Are you familiar with the Master Chorale?

[If yes: Great! / If no: No worries—we're a group of local singers who perform innovative concerts throughout the year and collaborate with schools, orchestras, and other arts organizations in the region.]

We're preparing for a really exciting season under the direction of our new Artistic Director, Dr. Tom Peterson, and we're inviting local businesses to advertise in our printed and digital programs. The digital version includes clickable ads that link directly to your website, and your ad runs all season long.

Rates start at \$200, and we also offer sponsorships for businesses looking for even more visibility and recognition.

Would you be interested in having me email over the details and pricing?

[If yes:]

Perfect—what's the best email to send that to? I'll follow up right away. Just a reminder, artwork and payment are due by September 7th.

[If no or unsure:]

That's totally fine—thanks so much for your time today. If anything changes or you'd like to explore future opportunities, I'd be happy to connect anytime. Have a great day!