

Minnesota Center Chorale—2023 Season

Celebrating 50 Years of Singing

Honoring the Legacy of Founder, Phil Welter

A Message from the Board

As we celebrate the 50th year of Minnesota Center Chorale (MCC), we know we can only share our music with the Central Minnesota community because of support from organizations, businesses, and individuals like you! We hope you will celebrate the season with us by joining us as a sponsor or advertiser and helping us continue our musical legacy. The opportunity for amateur adults to perform professional music in a community choir is rare. A choir still going strong after 50 years is a milestone to celebrate. We are dedicated to providing musical opportunities to Central Minnesota singers and audiences for decades to come. As a group, we are committed to an experience that is cost-free for members—so any talented singer can make music regardless of their ability to pay.

We can't do that without you! Please support us this season and beyond!

Minnesota Center Chorale (MCC) is a regional community chorus of 40-60 members drawn from throughout central Minnesota. We perform a mixture of classical and contemporary music in the local area and regularly partner with other local music organizations comprised of both youth and adults. All members are volunteers. The choir is a registered nonprofit organization.



For more information, visit our website at www.minnesotacenterchorale.org or contact Michelle Dettmann, Operations Coordinator, at mcc.coordinator@gmail.com or 320-428-0622.
Thank you for your support!

Meet the Minnesota Center Chorale!

The Minnesota Center Chorale is committed to providing both its membership and audience with a significant personal experience through the performance of great choral music.

The Minnesota Center Chorale (MCC) launched in 1973 at a full-house performance of the Christmas portion of Handel's *Messiah* at the Benedicta Arts Center, College of Saint Benedict. The first concert was a collaboration with the CSB-SJU Symphony Orchestra. MCC founder Philip Welter was a music professor at the College of Saint Benedict. For five decades since then, MCC has been entertaining audiences and providing opportunities for community members to sing. MCC has staged hundreds of concerts under the baton of founder Phil Welter followed by J. Michele Edwards, Jody Martinson, Lukas Perry, and our current artistic director and conductor Nicole Lambrecht.

Minnesota Center Chorale has partnered with local and national groups such as Monroe Crossing, Ring of Kerry, the St. Cloud String Quartet, the St. Cloud Municipal Band, the Saint John's Boys' Choir, the Youth Chorale of Central Minnesota, and the CSB-SJU Orchestra. Performances range from masterworks such as Mozart's *Requiem* and Bruckner's *Te Deum* to concerts with themes such as *A Civil War Portrait*, *Postcards from Minnesota* (including jingles from Minnesota companies and sports teams), *Old Turtle* featuring Doug Wood, *Home*, and *I Hear America Singing*, a patriotic celebration. A favorite annual tradition is the Christmas Cabaret featuring a dinner, concert, and dessert reception at the Saint John's University Great Hall. MCC has toured internationally—most recently to Ireland and Norway with a planned tour in Scotland for 2024.

Meet our Artistic Director and Conductor!

Nicole Lambrecht has been the Artistic Director and Conductor of Minnesota Center Chorale since 2019. She is also Assistant Professor of Music at Bethel University where she directs the SSAA choir, Lucia Chorum, and teaches private voice and music education methods classes. She is also the Director of Bella Fiore with Sing Out Loud in Rochester, MN. Prior to this, she taught high school choir for eight years and also worked as a therapeutic musician for Knute Nelson Hospice. Nicole is currently pursuing her Doctorate of Music Education from Liberty University's School of Music. She holds a Master of Music with a Conducting Specialization from Colorado State University and a Bachelor of Fine Arts in K-12 Choral Music Education from University of Wisconsin-Milwaukee. Nicole serves as the Collegiate Level Vice President on the Minnesota Music Educators Association (MMEA) board and has presented choirs at MMEA Midwinter Clinic and at several festivals in MN and ND. She has also been a clinician at the American Choral Directors Association state conference and served as section leader for MN All-State Choirs. She lives in Alexandria with her husband and two stepdaughters.



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2023 Advertising & Sponsorship

Our advertisers and sponsors reach audiences across Central Minnesota through color print advertisements in our annual program book, verbal mentions at our concerts, and social media.

MCC is a registered nonprofit 501(c)3 organization.

Advertisement Sizes and Rates

Program Book

- Full Page (7.5" wide x 10" high): **\$300**
- ½ Page (7.5" wide x 5" high): **\$150**
- ¼ Page (3.5" wide x 4.5" high): **\$100**
- Business Card (3.5" high x 2" wide): **\$50**

Social Media (Facebook & Instagram)

- Dedicated advertisement before each concert: **\$50**

*Advertisers will be listed in the general thank you posts on Facebook & Instagram after each concert.



Season Sponsorship Levels

\$1,000 Diamond Sponsorship: Includes recognition in our program book, 4 tickets to any concert including the Christmas Cabaret, verbal mentions at all season concerts, two dedicated social media posts/advertisements, and listing in our social media thank you posts.

\$500 Platinum Sponsorship: Includes recognition in our program book, 4 tickets to any concert excluding the Christmas Cabaret, verbal mentions at all season concerts, one dedicated social media post/advertisement, and listing in our social media thank you posts.

\$250 Gold Sponsorship: Includes recognition in our program book, 3 tickets to any concert excluding the Christmas Cabaret, verbal mention at any two season concerts of your choice, and listing in our social media thank you posts.

\$100 Silver Sponsorship: Includes recognition in our program book, 2 tickets to any concert excluding the Christmas Cabaret, verbal mention at a season concert of your choice, and listing in our social media thank you posts.

All sponsors enjoy \$2 off additional tickets to our March concert!

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Our 2023 Season—Celebrating 50 Years of Singing

- **Masterworks from our 50 years: Schubert’s Mass in G, Copland, Bernstein & More**
 - Sunday, March 19, 3pm at Bethlehem Lutheran, St. Cloud
 - Featuring a program of favorite choral masterworks performed over Minnesota Center Chorale’s 50-year history
 - Joined by the St. Cloud String Quartet and local soloists
- **Minnesota Made: Celebrating 50 Years**
 - Sunday, May 21, 3pm at the Paramount Theatre, St. Cloud
 - Celebrating Minnesota Center Chorale’s 50th Anniversary
 - Honoring founder Phil Welter (b. 1937 - d. 2022)
 - Featuring a program entirely by Minnesota composers—including a piece commissioned by Minnesota Center Chorale
 - Joined by special guests and returning alumni

50th Anniversary Opportunities for Advertisers and Sponsors

Celebrate our 50th year by sponsoring or advertising with us!

Show your support for legacy and the arts here in Central Minnesota.

Show the community you care by helping us continue our legacy for the next 50 years!

- Our glossy, full-color program book is distributed to everyone who attends an MCC concert. This year’s book will include tributes and memories from our 50 years.
- Sponsors are recognized by a board member from the stage at each concert.
- We thank our advertisers and sponsors on our social media several times throughout the season. See the sponsorship levels for information about dedicated posts and ads.
- For the 50th season, we expect our audiences to be larger and to include a larger variety of patrons including community members, past participants, those who knew Phil Welter, and those who support our singers and the arts.
- We will promote this season’s concerts widely including specific invitations and discounts for youth singers and alumni of the choir.
- We will be presenting tributes to MCC and Phil Welter at the May concert.
- **Connect your brand to Minnesota Center Chorale’s inspirational legacy!**

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Thank you for your support!

Who Will You Reach?

Our Singers

- 42 singers in 2023
- 16 Central Minnesota ZIP Codes represented
- 85.5% completed 4-year or Graduate degree
- 82.6% employed full time or retired
- 64.6% Female, 31.3% Male, 4.2% Prefer not to Answer/Non-binary
- Ages: 18-25—6.3%, 25-40—14.6%, 40-55—20.8%, 55 and older—56.3%.



Our Audience

We average about 200 patrons per concert. Audiences tend to be about 45% adults, 45% seniors and 10% students and children.

Attendance for our last complete season (FY 2018-2019) was 700 over four concerts. Our Christmas Cabaret has a limited number of tickets and generally sells out at 150.

Social Media

Facebook: 550 followers. Instagram: 80 followers

Your Customers

Sponsors may request up to 10 copies of our program book to share or display at your business.

MCC Members' Connection to Sponsors & Advertisers

- 89.6% support businesses who sponsor/advertise with MCC and other arts organizations.
- 85.4% have a higher opinion of businesses who sponsor/advertise with MCC and other arts organizations.
- 81.3% choose products and services from businesses who sponsor/advertise with MCC and other arts organizations whenever possible.
- 97.9% believe that sponsorship of MCC and other arts organizations is necessary to their survival.

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Our Community Involvement

Minnesota Center Chorale supports the community through volunteer service including...

- Come Thou Fount of Every Blessing—Thanksgiving concert supporting Catholic Charities Food Shelves
- Dinner with Santa for the elderly and those in assisted living facilities
- Caroling at the City of St. Cloud tree lighting
- Community Services Fair at our 2019 *Home* concert
- Regular concert partnerships with youth choral ensembles and other Central Minnesota arts organizations
- Cost free for participants. MCC covers the cost of music, staffing, etc. and requires no dues.

Thank you!!

Thank you for taking the time to review Minnesota Center Chorale's information and consider sponsoring or advertising with us. It would be a pleasure to have you join us for our 2023 season as we celebrate 50 years of singing and honor the legacy of Phil Welter!

To sponsor, advertise, or inquire...

- Contact Michelle Dettmann, Operations Coordinator
 - mcc.coordinator@gmail.com
 - 320-428-0622

Sponsorships or advertisement fees can be paid via check or credit card.

- Mail checks to Minnesota Center Chorale at PO Box 471, St. Cloud MN 56302
- Process credit cards through our website: www.minnesotacenterchorale.org



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Ad Purchase Agreement

- \$300 – Full Page (7.5" wide x 10" high)
- \$150 – ½ Page (7.5" wide x 5" high)
- \$100 – ¼ Page (3.5" wide x 4.5" high)
- \$50 – Business Card (3.5" high x 2" wide)
- \$25 – Social Media (1 dedicated post before each concert—Facebook & Instagram)

Please email your ad copy to mcc.coordinator@gmail.com. Subject line: MCC Advertising

Sponsorship Agreement

- \$1,000 – Diamond Sponsorship
- \$500 – Platinum Sponsorship
- \$250 – Gold Sponsorship
- \$100 – Silver Sponsorship

Please email your logo to mcc.coordinator@gmail.com. Subject line: MCC Sponsor

Agreement information may be submitted via email or mail.

Of course, all donations in any amount are appreciated and will be acknowledged in program inserts.

Name of Organization/Business/Individual: _____

Contact Name: _____ Phone: _____

Street Address: _____ E-Mail: _____

City: _____ State: _____ Zip: _____

Signature: _____ Title: _____

Amount Enclosed (check or money order payable to MCC): _____

Fees can also be paid via credit card on the choir's website: www.minnesotacenterchorale.org

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Local Impact of the Arts—Central Minnesota

TOTAL ATTENDEES **647,640**

AVERAGE AMOUNT ATTENDEES IN THIS REGION SPEND PER PERSON ABOVE THE COST OF THEIR TICKET

\$21.52

TOTAL ANNUAL IMPACT FROM

- NONPROFIT ARTS & CULTURE ORGANIZATIONS
- THEIR AUDIENCES
- ARTISTS & CREATIVE WORKERS

\$48,663,682

TOTAL GOVERNMENT REVENUE (TAXES & FEES) GENERATED BY THE ARTS SECTOR

\$5,700,622

Local Impact of the Arts—St. Cloud

TOTAL AUDIENCE: 327,947 PEOPLE ANNUALLY



Education range of attendees:
High school or less **14.2%**
2 or 4 year college degree **61.7%**
Masters or doctoral degree **24.1%**



Over 45% of attendees have an Annual Household Income of under \$60,000:
Less than \$60,000 **44.5%**
\$60,000-\$99,999 **36.7%**
\$100,000 or more **18.8%**

Non-local attendees to arts and cultural events in this region spend 14% more than local attendees.

LOCAL 74.2% of this region's audiences are local (attending event in same region where they live) who are spending an average of \$20.85 above the cost of their ticket.

NON-LOCAL 25.8% of this region's attendees are non-local (attending event in a region where they do not live) who are spending an average of \$23.82 per person. 66.7% of non-resident survey respondents reported that the primary reason for their trip was "specifically to attend this arts/cultural event," bringing dollars to the region that would not have otherwise been spent here.

These arts patrons could be your customers too!

Minnesotans continue to have a strong engagement with arts and culture:

74 PERCENT

of Minnesotans are attendees

**All information on this page comes from the most recent Creative MN research reports conducted by MN Citizens for the Arts—Central MN (2019) and St. Cloud (2016). Reports are available at artsmn.org.*

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