



Become part of something truly special.

The Nanaimo Concert Band has been performing live music and serving the community of Nanaimo continuously since 1872, making it one of the oldest community concert bands in the country. Nanaimo Concert Band is an important part of our community contributing to the health and vitality of the arts, culture, and heritage sectors.

Every year the Nanaimo Concert Band produces Spring and Fall concerts at Nanaimo's Port Theatre, a free fund-raising Christmas concert at Beban Park Community Centre in support of the Salvation Army food drive, a free outdoor summer concert at Maffeo Sutton Park and we have provided musical services for the City of Nanaimo's Remembrance Day service every year since Armistice Day at the end of WWI.

The average age of our audience is in the 55 plus category. Nanaimo Concert Band performances at the Port Theatre regularly have attendance numbers greater than 500, and we have on several occasions enjoyed sell-out crowds of well over 600. The 2025 Nanaimo Concert Band annual Christmas Charity performance helped raise over \$4,500 and 400 pounds of food for the Salvation Army. Our free summer performances typically draw a crowd of 400+ and have become the unofficial 'Start of Summer' event.

Nanaimo Concert Band's print promotions will distribute your logo from Nanoose to Ladysmith and include over 120 print

posters for each concert and 400 printed programs. The band's digital presence includes our website and social media pages, and, through the Port Theatre's marketing, will carry your message to their 16,000+ subscribers.

Nanaimo Concert Band is a registered Charity which allows us to offer tax receipts for all sponsorship amounts. Our current revenue sources come from membership dues and ticket sales at our Port Theatre concerts and through a City of Nanaimo Cultural Grant from the City of Nanaimo who have been a big supporter over many years in recognition of what we bring to the community.

Every member of the band donates their practice and performance time - and pay an annual fee - to play in the band. Even with ticket revenue and the City of Nanaimo support we need sponsorship revenue to cover our costs for rehearsal hall rental, insurance, conductor fees and new music.

Will you consider partnering with the Nanaimo Concert Band so that we may continue to be a vital, thriving part of this cultural scene?

Thank-you for your time and we hope that we may continue this conversation.

SPONSORSHIP OPPORTUNITIES TAILORED TO YOUR BUDGET

Spring and Fall Concerts at Port Theatre

The biggest events of our concert season, these high-profile concerts regularly draw 600+ paying patrons.

Your sponsorship level of \$2,500 for BOTH events, or \$1,500 for EITHER event will deliver this audience to you across our full marketing program including:

Concert Venue Visibility:

- Your logo displayed on stage before and after the concerts and during intermission

Hard Copy Print Promotion

- Your LOGO on print posters (distributed to public venues and storefronts from NanOOSE to Ladysmith)
- Full page ad (7"x 8.5") in 400 copies of the concert program distributed at the event

Online Promotion includes your logo and 'Presenting Sponsor' :

- on the Port Theatre 'Upcoming Events' page
- on Port Theatre e-blast which goes out to their database to over 16,000 active arts supporters
- featured on our website
- on our concert related social media posts
- in our newsletter sent to 165 subscribers

On-site Promotion

You will also have an opportunity to set up your own front of house display at the Port Theatre during the concerts. Signage / banner / single table booth will be available (subject to final approval of the Port Theatre).

As supporting sponsor of
the Christmas Charity Concert
(in support of the Salvation Army food drive)
OR
the Free Outdoor Summer Concert
at Maffeo Sutton Park

your \$1,000 donation will deliver:
120+ print posters, 400 printed programs,
links to your business website from the
Nanaimo Concert Band website, newsletter
and social media pages, and give you the
opportunity to display signage at the event.

BRASS ROOTS SUPPORTERS

Tailored to small businesses and individuals,
these \$250 or \$100 donations will give you:

PRINT PROMOTION

Business card size insert in concert program
for a \$250 contribution.

DIGITAL PROMOTION

A \$100 contribution puts your logo and a link
to your business on our website for one year.

CONSIDER BOTH OF THESE TOGETHER!

NANAIMO CONCERT BAND

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