

Programme Advertising

The Sheffield Philharmonic Chorus is a large mixed voice chorus based in Sheffield. The Chorus sings with leading conductors and orchestras and fulfils a challenging and exciting programme under the vibrant and inspiring leadership of its Music Director, Darius Battiwalla.

The Chorus is a registered charity and currently receives no statutory or corporate funding. Contrary to some popularly held beliefs, SPC is very rarely paid for its performances, either at the City Hall or outside Sheffield. Singing members pay an annual subscription fee to cover the general running costs of the organisation. Additional revenue is required to allow the Chorus to promote and perform top-quality concerts whilst keeping subscription fees within reach of all talented voluntary singers, so that membership is based on musical/singing ability alone and not on members' financial situation. Only thus can the Chorus's musical standard be maintained at the highest possible level.

In collaboration with internationally-renowned orchestras such as the Hallé, Manchester Camerata and BBC Philharmonic, it performs high quality, professional standard concerts in Sheffield and further afield.

Listed on the following page are various opportunities for advertising in the programmes; please note that these relate to our self-funded concerts, not those organised as part of the Sheffield International Concert Season. At smaller venues the programmes are usually given away free, so a large proportion of the audience take and read them. The capacities of our most-used venues are listed below. Sponsorship and/or bespoke packages may also be made available to suit your requirements. Please contact Amy Howe by email at Sales@SheffieldPhil.org if you wish to advertise in one of our programmes, or for a discussion about how else we may best meet your advertising requirements.

We may also be able to arrange for your advertisement to be placed in a programme for one of our Sheffield International Concert Season concerts at the City Hall; City Hall fees would apply.

We look forward to hearing from you.

Capacity of Sheffield City Hall = over 2,000

Capacity of Victoria Hall, Sheffield = 300

Capacity of St Mark's Church, Broomhill = 300

**making
music**

SUPPORTING &
CHAMPIONING
VOLUNTARY MUSIC

Email – Sales@SheffieldPhil.org

Web - www.sheffieldphil.org



Opportunity offered	Cost	Features & Benefits	Requirements from advertiser
Advert: 1/4 page (black & white, portrait 62mm x 95mm)	£20 £40 City Hall*	<ul style="list-style-type: none"> Targeted advertising via a design of your choice 	Logo, art work & advert text to be provided digitally to SPC by a pre-agreed deadline
Advert: 1/2 page (black & white, landscape 92mm x 128mm)	£30 £60 City Hall*	<ul style="list-style-type: none"> Targeted advertising via a design of your choice Increased space for your messaging or visibility of your company presence 	Logo, art work & advert text to be provided digitally to SPC by a pre-agreed deadline
Advert: Full page (black & white, portrait 190mm x 128mm)	£50 £100 City Hall*	<ul style="list-style-type: none"> Targeted advertising via a design of your choice Prominent full-page positioning for increased space for your messaging and visibility of your company presence 	Logo, art work & advert text to be provided digitally to SPC by a pre-agreed deadline
Programme sponsorship	£100 £200 City Hall*	<ul style="list-style-type: none"> Text to be placed on the front of the programme reading - "Programme produced in association with [Company Name]". Company logo placed on the front of the programme in colour Included in the cost, a ½ page advert inside in black and white Advertising potential increased considerably due to positioning on the front of the programme 	<p>Logo, art work & advert text to be provided digitally to SPC by a pre-agreed deadline.</p> <p>NB Front positioning and size of text and logo to be the decision of SPC.</p>

*self-funded concerts only, not Sheffield International Concert Season concerts, for which City Hall rates apply

All adverts to be supplied as full artwork file, CMYK colour profile, jpeg or pdf, minimum 300psi.