



# HEARTSOUT

THE ANNUAL FUNDRAISING GALA IN SUPPORT OF  
THE YOUTH SINGERS OF CALGARY AND THEIR HOME,  
THE ATCO PERFORMING ARTS CENTRE

**SPONSORSHIP  
OPPORTUNITIES**



MARCH 11 2023      HYATT REGENCY CALGARY  
HONOURARY CHAIR JEREMY CLARK

# HEARTSOUT

## TAKE CENTRE STAGE AS AN EVENT SPONSOR

**\$15,000**

**MARQUEE SPONSOR**

ONLY ONE AVAILABLE

**\$10,000**

**SPOTLIGHT SPONSOR**

**\$5,000**

**LIMELIGHT SPONSOR**

2023 Honourary Chair Jeremy Clark

### PAST HONOURARY CHAIRS

- 2022 Brigitte (Tremblay) Moore & Claudette Tremblay
- 2021 Catherine Barclay & Eugene Beaulieu
- 2020 Mike & Linda Shaikh
- 2019 Bill & Diane Chomik
- 2018 Katherine Emberly & Reed Ferber
- 2017 Marg Southern
- 2016 Their Honours Lois & Doug Mitchell





# YOUTH SINGERS OF CALGARY

Youth Singers of Calgary (YSC) enables youth to find themselves and their voice through integrated music, dance, and theatre arts education.

Through activities for young people (ages 3.5 and up) YSC sparks a life-long interest in the performing arts and fosters creative growth in a structured and supportive environment.

In addition to its core instructional and performing divisions, Youth Singers has expanded to offer STAR, a unique program for youth and young adults with cognitive delays; the HUB, an intergenerational informal alumni choir; and a daytime choir for students in alternative and homeschool settings.

YSC is steered by the principle that a musical education is for all, not an elite few, and providing opportunities for music appreciation and performance leads to a life-long positive impact.

Sing. Dance. Act. Those are the tools we use. But everyday we are creating community leaders and fostering teamwork, leadership, self-esteem and confidence.

## YSC VALUES

We are committed to:

- Artistic integrity
- Excellence
- Community building
- Inclusion
- Leadership & development
- Self-expression
- Providing opportunities for life-long learning

## YOUTH SINGERS BY THE NUMBERS

**10,000+**

PERFORMERS THROUGH  
THE DOORS SINCE 1985

**500+**

REGISTERED PERFORMERS  
EACH YEAR

**100+**

PERFORMANCES EVERY  
YEAR

**35,000+**

VOLUNTEER HOURS EACH  
YEAR

**\$750,000+**

ANNUAL PROFESSIONAL FEES FOR  
DIRECTORS, CHOREOGRAPHERS,  
MUSICIANS, AND SOUND/LIGHT  
TECHNICIANS

**20+**

COUNTRIES YOUTH  
SINGERS HAS TOURED

**35**

SPECIAL NEEDS YOUTH IN  
OUR STAR (SPECIAL  
TALENTS IN ARTS AND  
RECREATION) PROGRAM

**35-55**

YOUTH ENROLLED EACH  
YEAR SUPPORTED BY OUR  
YYC (YES YOU CAN!)  
BURSARY FUND







## ATCO PERFORMING ARTS CENTRE

The ATCO Performing Arts Centre (APAC), home of the Youth Singers of Calgary, is a vibrant community arts space that is used by many arts groups on a regular and single use basis. APAC provides much needed affordable rehearsal, performance, presentation and meeting space for local Calgary community groups and visitors alike.

For the hundreds of kids, teens, and adults who use APAC each week, this building in Calgary's southeast has become a safe space and a second home.

It is a place where people can learn, grow and express themselves through song and performance.

## APAC & COMMUNITY

Some of APAC's past & current renters include:

- Revv52
- Fresh Blend
- Rhythm of the Rockies
- illFX Entertainment
- Vykrutas Ukrainian Dance Society



## HOME IS WHERE OUR SONG IS!

The ATCO Performing Arts Centre is an 18,000 sq. ft. warehouse that was renovated and purpose-built as a rehearsal and performance venue to meet the needs of YSC and to offer affordable space to community art groups in Calgary.

The initial \$1.8 million investment included four studios, a recording studio, music library, costume and set building workshops, office space and much more.



# MORE ON HEARTS OUT

MARCH 11, 2023  
HYATT REGENCY, CALGARY

THE 13TH ANNUAL FUNDRAISER IN SUPPORT OF THE YOUTH SINGERS OF CALGARY AND THEIR HOME THE ATCO PERFORMING ARTS CENTRE

HEARTS OUT comes from the phrase to "sing your heart out". It speaks to the bravery and courage the Youth Singers demonstrate every time they get up on stage.

HEARTS OUT encourages our audience to attend the event with an 'open heart' perspective, to look beneath the surface and, of course, enjoy a night out on the town.

## \$110,000

RAISED FOR YSC AND APAC  
AT THE 2022 EVENT

## 250

ATTENDEES AT THE  
SOLD OUT 2022 EVENT

## 50+

VOLUNTEERS THAT  
SUPPORT THE EVENT



RECIPIENT OF THE ILEA ESPRIT AWARD IN THE CATEGORY  
OF BEST EVENT FOR A NON PROFIT ORGANIZATION

Congratulations to [Boom Goes the Drum](#) for the 2017 nomination!



The semi-formal gala pairs live entertainment with delicious food, exciting auctions, and fun games while supporting youth in the performing arts.

## WHAT TO EXPECT

- Cocktails
- Plated dinner
- Dessert
- Auctions
- Games and prizes
- Live entertainment
- Dancing
- And MORE!

## TICKETS

- \$240 / PERSON
- \$1,800 / TABLE OF 8
- \$2,000 VIP TABLE OF 8
  - Priority seating & logo recognition

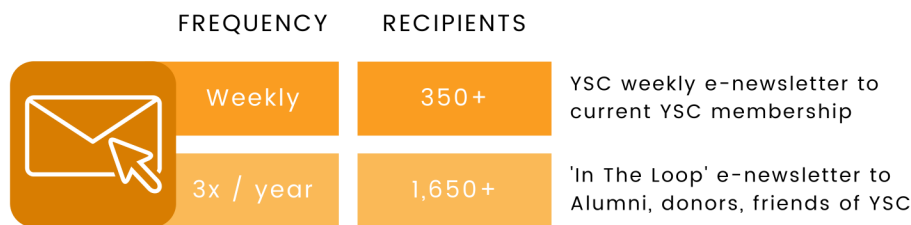
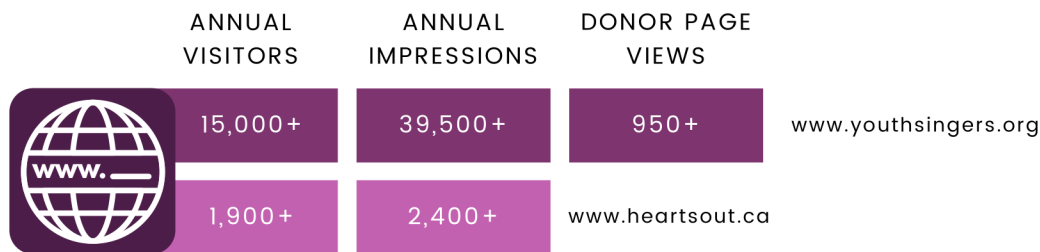
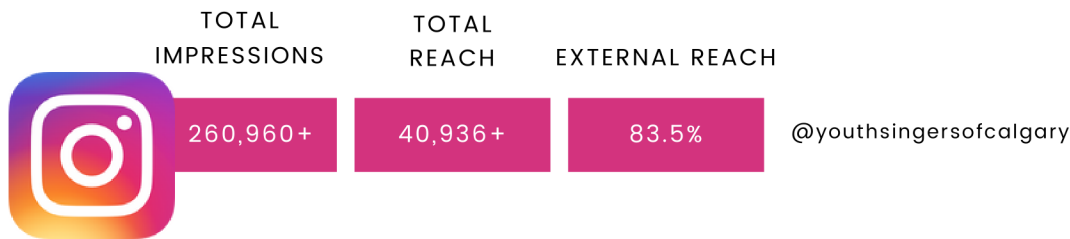
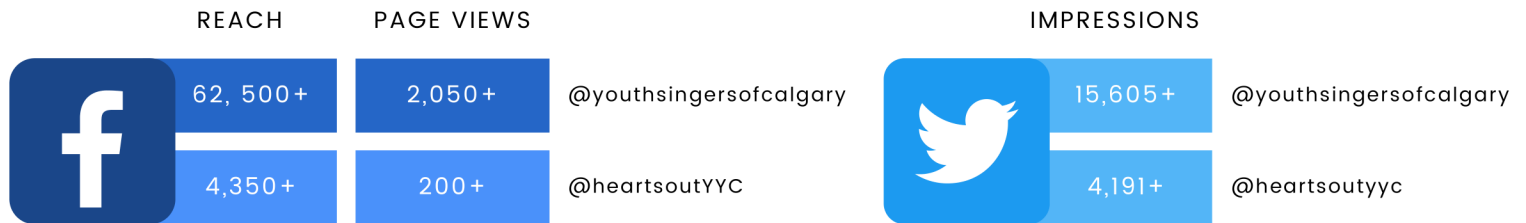
## EARLYBIRD TICKETS

- \$1,600 / TABLE OF 8
  - Ends Dec 31, 2022



# OUR REACH & INFLUENCE, YOUR BENEFIT

Insights are captured from the Youth Singers of Calgary and HEARTS OUT channels from the 2022 campaign.



## YSC MAINSTAGE SHOW PROGRAMS:

In addition to those in attendance at the shows, printed programs are given to all staff and performers. Programs are included in our marketing packages and sent to all major supporters.

- 1,200 printed for each Jubilee Mainstage production
- x2 per year

# 2023 SPONSORSHIP PACKAGES

## HOW WE MAKE YOU SHINE!

Sponsors at all levels help bring HEARTS OUT to life and make it a successful event every year.

Below are some of the main areas of sponsor recognition and appreciation.



Tickets to HEARTS OUT



Logo Recognition



Listing or logo in all HEARTS OUT promotional material



Tickets to Youth Singers Shows



Listing or logo in YSC promotional material

And More!





# SPONSOR RECOGNITION

SPONSORSHIP LEVELS	MARQUEE \$15,000 Only 1 Available	SPOTLIGHT \$10,000 Only 5 Available	LIMELIGHT \$5,000 Only 10 Available
<b>BENEFITS</b>			
Opportunity to speak from stage	♥		
Social media feature	♥		
Banner display in Jubilee lobby at Mainstage shows	♥		
Advertising opportunity in IN THE LOOP Alumni Newsletter	♥		
Logo on back cover in two YSC Mainstage show programs	♥		
Table Signage at HEARTS OUT	Logo	♥	
Banner Display at HEARTS OUT	♥	♥	
Advertising opportunity in YSC News	♥	♥	
Social media story	♥	♥	
VIP Tickets to HEARTS OUT	16	8	4
Logo on screen at HEARTS OUT	Solo High Frequency	Group	Group
Recognition on HEARTS OUT website	🔗	Logo	Name
VIP Tickets to 2 mainstage shows	8	4	2
Recognition on YSC website	🔗	Logo	Name
Logo on HEARTS OUT page of Show Program	♥	♥	♥
Invitation to Directors Reception	♥	♥	♥
Included in Parade of Sponsors	♥	♥	♥
Social Media Recognition	♥	♥	♥
Recognition in IN THE LOOP and YSC NEWS	♥	♥	♥

# SET THE SCENE WITH OTHER SPONSORSHIP OPPORTUNITIES

Be the director of your own sponsorship! If a full sponsorship is not feasible there are other creative ways to support HEARTS OUT and YSC. Put your name on a Candy Bar, or kick-start the party as our Cocktail Hour sponsor. Have another creative idea? We'd love to hear it!

Contact: [shirl@youthsingers.org](mailto:shirl@youthsingers.org)  
[beaulieu@ucalgary.ca](mailto:beaulieu@ucalgary.ca)

STARTING AT **\$1,500**

**GET CREATIVE!**

- Candy Bar Sponsor
- Cocktail Hour Sponsor
- Entertainment Sponsor
- Table Wine Sponsor
- Photography Sponsor
- Pitch us a new idea!



# AMPLIFY THE HEARTS OUT AUCTION



The HEARTS OUT Silent Auction is an important component of the event and brings in upwards of \$30,000 each year. With an in-person and online audience bidding, the auction has hundreds of buyers!

The auction is full of a variety of prizes, small and large. Experiences, lessons, outdoor adventures, hotel stays, golf passes, theatre shows and home decor have all proven to be popular items. Hundreds of donors show their support for Youth Singers, and we love highlighting them.

Contact [ycauction@youthsingers.org](mailto:ycauction@youthsingers.org) if you have anything you wish to contribute to the auction this year.



# STANDING OVATION FOR OUR 2022 SUPPORTERS

## MARQUEE SPONSOR

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## SPOTLIGHT SPONSOR

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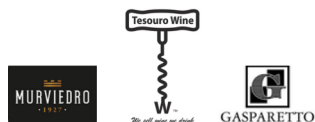
## LIMELIGHT SPONSORS

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## LIQUOR SPONSORS

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## CANDY BAR SPONSOR

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## MEDIA & PR SUPPORT

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PARKER PR

## SPECIAL THANKS

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Bamboo Ballroom  
David Holoboff  
Ken Lima-Coelho  
Kaela Joelle Photography  
The Muse Group

Ellen Parker  
Sable Canada  
Shaw Birdies for Kids  
Sugar Cube  
Sweet Bloom

Audrey Tesarski  
Brett Thiessen  
Jody Weyman

**Youth Singers of Calgary**  
ATCO Performing Arts Centre  
1371 Hastings Crescent SE  
Calgary, AB, Canada T2G 4C8  
Bus: 403 234 9549

Megan Emmett, CEO  
Tricia Penner, Artistic Director  
Eugene Beaulieu, HEARTS OUT & CCC Chair  
Shirley Penner, Founder & CDO  
Catherine Barclay, Chair of the Board of Directors