

# Advertise with the Back Bay Chorale.

Make our loyal audiences your loyal customers.

Align your business with a leading Boston arts organization.

The **Back Bay Chorale** can help you connect to educated, active, and influential individuals who come from throughout greater Boston to attend our events in Boston and Cambridge.

Reach our devoted audience of over 2,500.

Complimentary tickets as detailed on page 3.

Support music in the community.

*Why advertise with us?*

“It is my pleasure to be a returning advertiser for the Back Bay Chorale. I have always had a love and appreciation for music, so supporting the Chorale and their music is something I feel good about.”

- Jonathan C. Penta  
Senior Vice President of The Penta Wealth Management Group  
UBS Financial Services Inc., Wellesley, MA



# ADVERTISING OPTIONS

SEASON PACKAGES	2024-2025	TICKETS
<b>FULL PAGE</b> 4-1/2"W x 7-5/8"H	<b>\$260</b> /concert \$1300 total	2 tickets per program (8 tickets total)
<b>HALF PAGE</b> 4-1/2"W x 3-3/4"H	<b>\$142</b> /concert \$710 total	1 ticket per program (4 tickets total)
<b>QUARTER PAGE</b> 4-1/2"W x 1-7/8"H OR 2-1/8"W x 3-3/4"H	<b>\$79</b> /concert \$395 total	2 tickets for 1 program (2 tickets total)

Select your advertising package at <https://goo.gl/1zMf6N>

Print deadline for the 2024-2025 program booklet: **September 30, 2024**

Copy requirements: Black and white or grayscale, PDF format, bordered copy recommended.

“Even in a city especially blessed by a great number and variety of singing ensembles, the Choral has an enviable reputation among nonprofessional choruses for its high-quality performances, imaginative programming, commitment to the commissioning of new works, and its vision for the future.”

- Geoffrey Wieting, The Boston Musical Intelligencer

## CONTACT

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To secure your advertisement today.

## CRAFTING YOUR MESSAGE

We will help you make the most of your advertisement.

We'll work with you to ensure that your image shines in our program, whichever marketing package you select.

### Consider including:

Your business or organization's name

Your location

A description of what you do

The length of time you have been in business

Your web address

You are a proud supporter of the Back Bay Chorale

The Back Bay Chorale is pleased to offer complimentary design services. Simply send us the text you wish to include in your advertisement and your logo (optional), and we will be pleased to set it into the proper dimensions and format.

A sample program excerpt can be viewed at <https://goo.gl/f8ArgF>

**“One of Boston[’s] most respected choruses”**

– The Boston Musical Intelligencer

## 2024-2025 SEASON

The 2024–2025 Season will be led by Back Bay Chorale's new Music Director, Dr. Stephen Spinelli, and features four concerts.



# BACK BAY CHORALE

Back Bay Chorale is a 100-member auditioned chorus drawing singers from the greater Boston area. From its inception, the BBC has made a commitment to share music in the community with repertoire that ranges from Renaissance to contemporary. Musician, minister, and social activist Larry Hill founded the BBC in 1973 at Boston's Church of the Covenant to create a musical ministry that would bring meaning to both singers and their audience. In the years since Hill's death in 1989, the Chorale has continued to grow in stature and is now regarded as one of Boston's premier nonprofessional choruses.



We believe that music should not be limited to those who can visit the concert hall. Our Bridges program, launched in 2013, is an integral part of the Back Bay Chorale's mission to celebrate and share the unifying power of with our music community. In partnership with the Boston Public Library, our Bridges ESL Singing Group provides participants with an opportunity to make vocal music, improve their English language skills, and develop friendships with singers—within the ESL community as well as with singers from Back Bay Chorale.

“It seems a mis-characterization to call the Back Bay Chorale an amateur ensemble, yet to ignore this fact detracts from its considerable accomplishment. Regardless of its status, the high caliber of musicianship evident... speaks to the impressive ambition and devotion to music fostered by the institution.”

– Sudeep Agarwala, The Boston Musical Intelligencer