



When Arts and Business Partner, *Everyone Profits.*

The **Oakland Interfaith Gospel Choir (OIGC)** was at the center of diversity and belonging long before the term *DEI* was on the tip of everyone's tongue. For nearly five decades, we have brought together people of all walks of life, **elevating perspectives and enhancing visibility** around Oakland, a city known as much for its rich musical history as for overcoming adversity.

OIGC is more than an award-winning performance ensemble; We're a cultural, arts, and education organization dedicated to living in harmony. Our membership reflects the Bay Area's uniquely broad demographics — a spectrum of perspectives, nationalities, and socioeconomic experiences. We embody what it means to truly be **diverse in a region famous for its diversity**; how to live a **culture of appreciation rather than appropriation**; how to **foster harmony in a society focused on discord**.

We are...
300+ SINGERS *Ages* **5-100** *Representing* **29+ FAITHS** *Across* **8 ENSEMBLES**

OIGC believes **culture, arts, and education** build thriving communities.

That belief extends from OIGC's singers, many of whom are part of Bay Area corporate life, to the businesses partners who recognize our **arts organization as an integral part of a resilient, healthy community**. Today, we're inviting you to join us.

Sponsors benefit from aligning with OIGC in several ways:

- Partner in preserving Oakland's vibrant civic life
- Promote community well-being
- Support education and outreach programs
- Enhance corporate citizenship
- Foster positive work culture, employee satisfaction

Sponsors are vital partners in advancing our mission, unlocking mutual benefits along the way

As a premier local institution, OIGC provides an ideal opportunity for community-minded businesses to engage in **promotional partnerships**. Corporate Sponsors **enjoy many rewards**, such as:

- Promotions and event visibility
- Free and discounted performance tickets
- Special hospitality opportunities
- Unique opportunities to engage with OIGC's audiences
- Unforgettable experiences for employees
- Unique corporate programming, e.g. team building



90k

Audience
in-person + virtual
attendees in 2022

29+

Public Performances
average annual
promotional opportunities

18k

Contacts
on social media
and our database



Civic Leadership | Brand Enhancement | Community Cultivation | Team Rewards

76% OF COMPANIES THAT INVEST IN CREATIVITY HAVE **HAPPIER EMPLOYEES.**
- Adobe State of Create, 2016

63% OF COMPANIES SEE BOARD SERVICE AT ARTS ORGANIZATIONS AS VALUABLE FOR **TALENT DEVELOPMENT.**
- Business Contributions to the Arts, 2018

73% OF PEOPLE AGREE THAT ARTS "HELP THEM **UNDERSTAND** OTHER **CULTURES** BETTER"
- American's Speak About Arts 2018



Feedback from previous company events:



"They aren't just songs; they are the history of black culture that does not discriminate but sees the soul behind the color of your skin."

"Your appearance personified many of the things I feel like I can't say out loud, and answered some of the questions I've wrestled with in recent years. I not only got a break in my day; I also got a better perspective about what inclusivity actually looks like."

"I'm still humming! I have gotten very positive feedback on the presentation and have also already gotten employees asking for a "Joyful Walk #2" someday! We appreciate all of the effort and thought you put into the agenda and look forward to staying in touch."

Corporate Annual Sponsorship Levels (\$1M+ Budget) <i>Visit www.oigc.org/sponsor to learn more about our Small Business Opportunities</i>	\$2,500 Bronze	\$5,000 Silver	\$7,500 Gold	\$10,000 Platinum	\$25,000 Underwriting Partner
Premium seating in our "High Praise" section for self-produced events.	•	•	•	•	•
Invitation to Sunset Sips Private Donor Reception	•	•	•	•	•
Invitation to Holiday Concert VIP After Party	•	•	•	•	•
Premier & Advanced access to performances + Complimentary tickets*	•	•	•	•	•
Website recognition on www.OIGC.org	•	•	•	•	•
Recognition as Institutional Sponsor in Promotional Materials (incl. digital and print)	•	•	•	•	•
Opportunity for Employees to engage in volunteer opportunities*	•	•	•	•	•
Ad Space in Event Programs*		•	•	•	•
Special Employee Ticket Discount Code for self-produced events		•	•	•	•
Marketing content distribution opportunity to 7k+ email and digital followers			•	•	•
Logo placement on Season T-Shirt			•	•	•
Special Artist Access: Tastings with Terrance or Lunch with La Nell events				•	•
Small Ensemble performance at company event				•	•
On-stage mic opportunity during Holiday Concert					•
OIGC @ the Office experience (Cultural Appreciation, Team Building, Leadership)					•

**number, dates, size based on Sponsorship level*

Other select opportunities for co-operative marketing, special access, and more. We welcome creative in-kind contributions!

**Platinum
Transparency
2023**

Candid.

Visit www.oigc.org/sponsor or call 510.797.6729 today to learn more.