



Share Your Song

with Cantores Celestes

Issue 11d - Fall 2012

CANTORES CELESTES
CELEBRATES OVER 20 YEARS OF MAKING MUSIC

Social Media and Cantores Celestes

On September 22, at our fall bootcamp, Cantores Celestes held a Social Media workshop to learn more about how we can best express our brand across various online social media sites.

Leanna Kurs and Mikaela Lefaive helped the group learn how to "Like" the Cantores Celestes Facebook page, share posts such as status updates and pictures, access the Cantores Celestes YouTube and Choirplace websites, create a Twitter account and post Twitter updates. We talked about various ways to help promote ourselves through our friends, family, networks and connections and improve the visibility of the choir across the Internet. We also spoke about some of the great opportunities that can, and have, come about through promoting the choir on social media, such as the chance to perform in New York and being approached by international composers to perform new works.

The choir also talked about how to promote our fundraising initiatives through our Facebook and Twitter accounts as well as reaching out to our sponsors online to thank them for their support.

Overall, new skills were learned, vibrant discussion occurred and Cantores Celestes is well on its way to having an even bigger presence online. We're excited about the possibilities that reaching out through social media can bring us!

If you haven't seen us on one of our various social media pages, please check us out! We have several videos up on our YouTube page and update our Twitter and Facebook pages often. Please share us with your friends and family!

Facebook: www.facebook.com/CantoresCelestes

Twitter: https://twitter.com/Cantores_Chair

Choirplace: <http://www.choirplace.com/choirs/432/cantores-celestes>

YouTube : <http://www.youtube.com/user/cantorescelestes>

Website: <http://www.cantorescelestes.com>

Follow Cantores Celestes on Facebook and Twitter!

cantorescelestes.com, facebook.com/CantoresCelestes, twitter.com/Cantores_Chair, twitter.com/Kelly_Galbraith

Cantores Celestes' Sponsors

We appreciate our sponsors and encourage our audience members to patronize them. Many of them support us concert after concert. The following businesses are on board for our concert Christmas concert on December 1st, 2012. We encourage you to go see them as they come very highly recommended. Please tell them that you saw their ad in the Cantores Celestes concert programme!

27 Patisserie, A Changing Nest, Baby Point Hardware, Beaulieu Vision, Bloor Meat Market, Bravo Hearing Centre, Carolyn Waszek Massage, Coco's Closet, De la Mer, Dr. Joseph Simardone, Dr. Poon Woo, Eat Your Words, Essence of Life, Experience Authentique, Humberside Montessori, Instyle Kitchen and Bathroom, James Catering, Kathryn Landon, Sutton Group Assurance Realty Inc., Lisa Wat (Dentist - Bloor West Dental), Lisa Chong, Max International, Mr. Onions, Osvath Roofing, Phila Optical, Physio Plus, Pivot Physiotherapists, Rico of Italy, Roselyn Brown (Emancipation CD), Say Tea, Strictly Bulk, Snappers Fish Market, Sound Communication, Strictly Bulk, Swansea Massage Clinic, Supplements Plus, The Sweet Potato, UPS Store, Dave DeLyzer and Windergarden.

Not only do our sponsors get recognized by concert patrons reading the programme and the many more people who read our newsletter, but now that Cantores Celestes has seriously embraced social media, our sponsors will be seen by anyone who visits our website, Facebook page and our Twitter sites.

How to Sponsor Cantores Celestes

The choir offers four levels of sponsorship: Applause, Ovation, Bravo and Encore. All four level sponsors receive a mention on our website, Facebook page and Twitter and appear in the newsletter, which goes out two to three times per year. They also receive a receipt for advertising expenses.

For \$125, an **Applause** sponsor receives two tickets to the concert and an ad, the size of a business card appears in the programme (black & white: 9 cm x 5.2 cm approximately, vertical or horizontal).

For \$200, an **Ovation** sponsor also receives two tickets to the concert and an ad, appears in the programme (1/4 page black & white: 11 cm x 6 cm approximately, vertical or horizontal).

For \$500, a **Bravo** sponsor receives four tickets to the concert and an ad, appears in the programme (1/2 page colour: 11 cm wide x 8 cm high approximately). This level sponsor also receives a copy of our latest CD and the option to insert their company flyer in the programme.

At our top level of sponsorship, for \$1,000, an **Encore** sponsor also receives four tickets to the concert and an ad, appears in the programme (1 full page colour: 11 cm wide x 19 cm high approximately). In addition to a copy of our latest CD and the option to insert their company flyer in the programme, an Encore sponsor is entitled to exclusivity in their business category.

If you know anyone who would be interested in sponsoring the choir please contact Alison Hope at alison@hopecommunications.ca and 647-993-2313. Remember that in addition to the audience members who take home a programme, these business will also be mentioned in the newsletter, on our Twitter page and Facebook, and on our website.