

A L B A N Y
PROMUSICA
PRESENTS

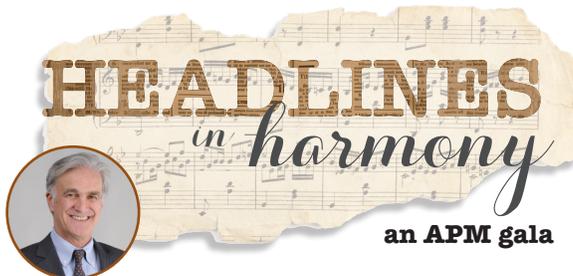
A UNIQUE SPONSORSHIP OPPORTUNITY

Albany Pro Musica's **spring fundraiser, *Headlines in Harmony: An APM Gala*** brings APM's most committed supporters together for an unforgettable evening of delicious food and drinks, wonderful conversation, and joyous music. In celebration of our 45th anniversary season, this signature event showcases Albany Pro Musica's outstanding artistry and diverse programming through an exclusive performance by the Cantantes Pro Musica, APM's chamber ensemble.

In a special tribute to the profound connection between music and storytelling, the ***Headlines in Harmony Gala*** honors **Rex Smith**, esteemed journalist and former editor of the *Times Union*, with the **Dr. Karen R. Hitchcock Award for Championing the Choral Arts**.

Consider the benefits of sponsoring Albany Pro Musica's signature event

- **Captivating an Affluent Audience:** Albany Pro Musica attracts a discerning audience of music enthusiasts, culture aficionados, and influential community members. Our signature galas are widely anticipated social events in the Capital Region, featuring elegant themes and honoring influential leaders through the Dr. Karen R. Hitchcock Award for Championing the Choral Arts.
- **Amplify Your Reach through Digital Media:** Albany Pro Musica boasts a robust and active online presence of more than 25,000 fans across various social media platforms and approximately 11,600 active subscribers to our email newsletters. Our dedicated followers actively engage with our content, providing an excellent opportunity for your brand to be showcased to a broader audience. As a gala sponsor, your logo and message will be prominently featured in our event materials and digital campaigns, expanding your reach and generating valuable brand exposure.
- **Extensive Advertising Reach:** Albany Pro Musica's gala is extensively promoted through direct mail and online platforms. As a sponsor, your brand will benefit from our well-crafted marketing campaigns, enhancing your visibility and maximizing the impact of your investment.
- **Association with a Respected Cultural Institution:** Aligning your brand with Albany Pro Musica communicates your commitment to the arts and underscores your dedication to supporting the local community. Our organization has a rich history of artistic excellence and educational impact, and has been recognized as a pillar of cultural enrichment in the Capital Region and the surrounding areas for forty-five years.



Saturday, May 30, 2026 | 5:00 - 10:00 PM
Revolution Hall, Troy

Presenting the 2026 Dr. Karen R. Hitchcock Award to
Rex Smith

retired editor of the *Times Union*
and APM's past board president

Gala Sponsorship levels range from \$500 to \$5,000 with an array of ticketing and marketing benefits at each level, such as:

- Eblasts to **11,600 subscribers**
- Social posts with more than **100K impressions**
- Print and electronic invitations to nearly **4,000 patrons and donors**
- **Honorary Committee** recognition and premium event seating
- **Event signage and programs** viewed by APM's most engaged patrons and donors ... and more!

We would be delighted to provide detailed information, answer your questions, and discuss how we can tailor a sponsorship package that aligns with your brand's objectives.

CONTACT US TO LEARN MORE!

Emily Sturman, Executive Director:
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Katie Peterson, Development Manager:
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Albany Pro Musica's gala represents a terrific opportunity for your business to reach our audience of individuals who are passionate about the arts in the Capital Region.

Learn about the different marketing benefits associated with each Gala Sponsorship level:

	EMERALD \$5,000	SAPPHIRE \$2,500	RUBY \$1,250	PEARL \$500
Gala Tickets	Seating for 4 Guests	Seating for 2 Guests	Seating for 2 Guests	—
Honorary Committee Listing at top "Editor in Chief" level	4 Names	2 Names	2 Names	—
Gala Program Book	Company Logo Full Page Advertisement	Company Logo 1/2 Page Advertisement	Company Logo 1/2 Page Advertisement	Company Logo 1/4 Page Advertisement
Gala Signage	Company Logo	Company Name Printed	Company Name Printed	—
Gala Invitation Sent to nearly 4,000+ recipients in the greater Capital Region and beyond	Company Logo	Company Name Printed	Company Name Printed	Company Name Printed
Web and Social Media Integration 3,200+ Facebook and Instagram Followers APM Website	APM Website (logo) Social Posts & Notifications	APM Website (logo) Social Posts & Notifications	APM Website (logo) Social Posts & Notifications	APM Website (corporate name)
Email Communications 5+ Emails to 11,600 Recipients	Pre-Gala Communications Post-Gala Thank You	Pre-Gala Communications Post-Gala Thank You	Pre-Gala Communications Post-Gala Thank You	—
Acknowledgment from the Podium during Gala	4	4	—	—
Post-Gala Acknowledgement in Times Union (print)	Company Logo	Company Name Printed	Company Name Printed	Company Name Printed