

HORIZON

SPAIN TOUR 2024 | SPONSORSHIP OPPORTUNITIES





HELLO FROM HORIZON!

Horizon is a vibrant, high-caliber, award-winning community choir composed of 40+ talented singers aged 26 and over who are dedicated to quality choral singing. Under the skilled direction of artistic director Johanna Hildebrand and assistant director Katie Donnelly, Horizon has become a powerhouse on the Winnipeg choral scene known for their creativity, innovation, and energetic choral performances that engage a contemporary audience.

Created in the summer of 2013, Horizon began as an extension of Prairie Voices, allowing choristers who wanted to continue to sing beyond PV the opportunity to perform exciting and challenging choral music. Since its inception, Horizon has grown into a home for singers looking to hone their technique and performance. Horizon carries on Prairie Voices Inc.'s world-renowned tradition of bringing style, energy, and passion to the stage.

Horizon is a well-respected choir and has gained recognition as artistic leaders on the Winnipeg choral scene. A recipient of the Manitoba Choral Association Award for Artistic Excellence, Horizon has become a regular guest of the Winnipeg Symphony Orchestra and have performed works by Derek Charke and Meredith Monk in the Winnipeg New Music Festival, in addition to being invited to perform with big names like The Tenors and The Eagles.



Katie Donnelly

Assistant Artistic Director, Horizon

Johanna Hildebrand

Artistic Director, Horizon

ARTISTIC STAFF

Johanna Hildebrand, Horizon's Artistic Director, along with Katie Donnelly, Assistant Artistic Director, are exceptional leaders who bring unparalleled passion, expertise, and dedication to their roles. Their commitment to musical excellence and their unwavering belief in the transformative power of choral music are evident in every aspect of the Horizon's performances. With their extensive knowledge and experience, they have nurtured a culture of creativity, growth, and collaboration within the choir, inspiring members to reach new heights of musicality.

Their keen artistic vision, attention to detail, and innovative programming choices ensure that every concert is a captivating and unforgettable experience for both the choir and its audiences. Johanna and Katie's exceptional leadership and guidance have not only shaped the artistic direction of Horizon but have also positively impacted the lives of its members, fostering a supportive and inspiring environment that encourages personal and musical growth. Their unwavering commitment to excellence has made them invaluable pillars of the choir, and their passion for creating extraordinary music resonates in every performance.



OUR VISION

Our vision is rooted in the belief that music has the extraordinary ability to transcend boundaries and touch the depths of the human spirit. As a choir, we aim to be ambassadors of Canada, sharing our passion and talent not only within our local community but also on national and international stages. Through our performances, we aspire to showcase the exceptional talent that thrives within our country and to promote the arts and culture of Canada to a global audience.

Our vision extends beyond the boundaries of our rehearsals and performances. We are committed to fostering a nurturing and inclusive community where individuals of all backgrounds and abilities can find their voice and flourish as musicians. We strive to create an environment that encourages personal and artistic growth, where every member feels supported, valued, and inspired to reach their full potential.

Ultimately, our vision is to be a driving force in the contemporary Canadian choral landscape, recognized for our artistic excellence, cultural impact, and ability to move hearts through the power of our collective voices. By harmonizing together, we aspire to leave a lasting legacy, inspiring future generations of singers to embrace their musical heritage and contribute to the cultural fabric of Canada.

OUR STRATEGIC PLAN

VISION

We want to build a diverse, resilient community that broadens the perception of what choir can be and who choir is for.

KEY VALUES

Diversity, Accessibility, Reach, Expansion, Community, High-Caliber, Quality, Chorister Enjoyment, Financial Sustainability

PVI (PRAIRIE VOICES INCORPORATED) STRENGTHS

1. A strong and engaged community fostering lifelong growth and connection
2. Very high standards of quality and performance for an amateur ensemble
3. A joyful chorister experience that leads to increased commitment and powerful, resonant performances
4. A commitment to pushing boundaries and promoting diversity

STRATEGIES & GOALS

1. Strategy: Establish and maintain a robust and sustainable financial framework to foster long-term stability and enhance adaptability.
 - a. Goal: Develop a fundraising strategy that includes plans for establishing an endowment fund
 - b. Goal: Establish a 25th-anniversary board committee to plan event (endowment fund launch)
2. Strategy: Promote diversity and inclusion while building and strengthening our community
 - a. Goal: Establish a new ensemble (senior, lower-commitment)
 - b. Goal: Develop a school recruitment plan
 - c. Goal: Brainstorm emergency recruitment efforts for Bluestem
 - d. Goal: Establish a marketing committee
 - e. Goal: Develop an internal and external marketing/comms strategy
3. Strategy: Maintain our uniquely high standard of quality and performance
 - a. Goal: Establish guidelines for diversity and quality in artistic choices
 - b. Goal: Establish informational guidelines for recruitment outlining expectations and commitment levels
4. Strategy: Cultivate chorister enjoyment and satisfaction
 - a. Goal: Explore options for offering chorister childcare



WHY HELP HORIZON TRAVEL TO SPAIN?

By supporting Horizon's Spain tour, you have an unparalleled opportunity to make a profound impact on both our choir and the wider choral community.

Here are some compelling reasons to become a tour sponsor:

1. PROMOTE MANITOBA ARTS AND CULTURE ON THE WORLD STAGE:

Our tour to Spain is a remarkable platform to showcase the extraordinary talent and diversity of Manitoba artists. As a sponsor, you contribute to expanding Manitoba's cultural footprint internationally, bolstering our province's reputation as a hub of artistic excellence.

2. FOSTER CROSS-CULTURAL EXCHANGE:

By bringing our music to Spain, we aim to bridge cultures, fostering mutual understanding and respect. Our performances will provide an immersive experience of Canadian culture, leaving an indelible mark on the hearts and minds of Spanish audiences.

3. CORPORATE SOCIAL RESPONSIBILITY:

Supporting Horizon Choir's tour to Spain demonstrates your organization's commitment to promoting arts and culture while fostering cross-cultural understanding. By investing in our choir, you will contribute to the development of Canada's cultural diplomacy and help build stronger global ties.

4. ENHANCED BRAND VISIBILITY:

Your support will be acknowledged prominently in our promotional materials, including posters, programs, social media campaigns, and press releases. This offers extensive exposure for your brand, enhancing visibility and brand recognition among our diverse audiences.

SPONSORSHIP LEVELS + BENEFITS

TITLE TOUR SPONSOR: \$10,000 OR MORE

- Logo placement on tour merchandise as Spain tour title sponsor
- Prominent logo placement on all marketing materials for 2024/25 concert season
- Exclusive sponsor recognition during concert speeches
- VIP seating at all 2024/25 season concerts
- Customized social media campaigns highlighting your brand
- Sponsor mention in media interviews and press releases

SILVER SPONSOR: \$2,500 - \$4,999

- Logo placement on all concert programs for 2024/25 concert season
- Complimentary tickets to all 2024/25 season concerts
- Social media shout-outs and online acknowledgment

GOLD SPONSOR: \$5,000 - \$9,999

- Logo placement on all marketing materials for 2024/25 concert season
- Acknowledgment in concert programs
- Complimentary tickets to all 2024/25 season concerts
- Exclusive sponsor recognition during concert speeches

BRONZE SPONSOR: \$1,000 - \$2,499

- Logo placement on all concert programs for 2024/25 concert season
- Acknowledgment in concert programs

Note: We are open to customizing sponsorship packages to better align with your organization's goals and interests.

HORIZON MEMBER TESTIMONIALS

FARIMEHR

SOPRANO, MEMBER OF HORIZON



As an Iranian-born musician, I cannot fully express how choir has changed my life from an early age. At Horizon, we don't think of what we do as a hobby. We have built a tight-knit community of music lovers, and serve as a refuge for young singers of all backgrounds. We truly sing with our hearts. Every rehearsal is powered by our passion for art and for each other. We love bringing world-class caliber choir music to life, and are proud to represent the Winnipeg art community in international choir festivals.



AMANDA

ALTO, MEMBER OF HORIZON



Horizon has become a place where I can express myself fully and authentically. Through the power of music, I have discovered new depths within myself, allowing me to connect with others on a profound level. The unity we feel as a group is simply unparalleled. Every rehearsal and performance is a celebration of our shared love for music, and the support and encouragement we give one another is invaluable.



BAM-BAM

ALTO, MEMBER OF HORIZON



I have long known that music and the arts can be transformative but singing with Horizon has illuminated my life like nothing else has before. The power of coming together weekly with like minded people fills me with joy that bleeds into the rest of my life. There's something magical about harmonizing and blending voices as we work on bringing a piece of music to life. To see our hard work reflected in the faces of people who listen and are moved is simply incredible



WAYNE

TENOR, MEMBER OF HORIZON



Singing with Horizon has provided me with countless opportunities to share the joy of music with others, including my fellow singers, audiences, and community members. Being able to make these meaningful connections to others through Horizon's music has been a life highlight for me; it grounds me and gives me focus in other aspects of my life, and allows me to learn and grow as a musician and as a person.





We sincerely believe that our tour to Spain will not only be a remarkable artistic endeavor but also a unique platform to showcase the cultural richness of Canada and promote the spirit of unity and harmony.

We kindly request a meeting with you to further discuss the sponsorship opportunities available. We are open to tailoring a sponsorship package that best aligns with your organization's objectives and resources. Your investment in Horizon will not only make a significant impact on our tour but also contribute to the cultural landscape of Manitoba and Canada on a global scale.

Thank you for considering this exceptional sponsorship opportunity. We eagerly await the chance to discuss our proposal further and explore how we can work together to make this tour a resounding success.

Should you have any questions or require further information, please do not hesitate to contact **Jenny Steinke-Magnus**, **Executive Director of Prairie Voices Inc.** at admin@prairievoices.ca. Thank you for your time and consideration!

HORIZON

prairievoices.ca

