

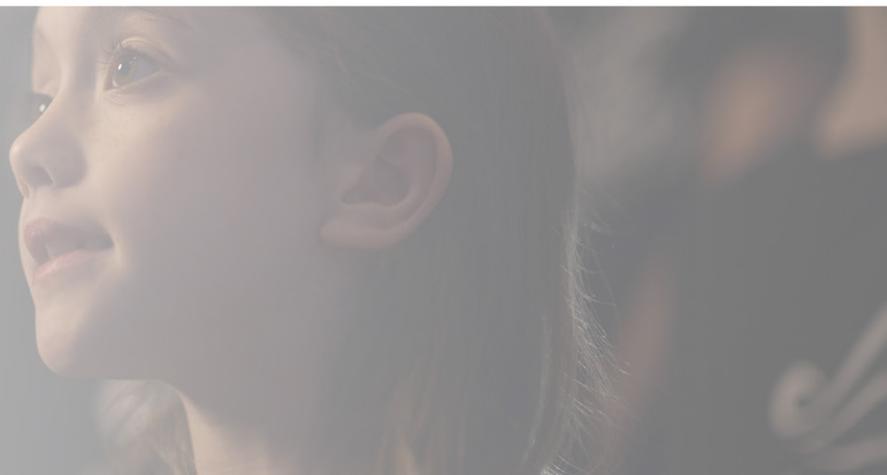


Lightkeepers

2025/2026 SEASON

2025-2026

**Sponsorship
Opportunities**





Igniting Young Voices, Building Global Citizens

Since its beginnings in 1992, when the Northern Cod moratorium shook our province, Shallaway Youth Choir has shown how the arts can rebuild hope and resilience.



Today, it is **one of Canada's leading youth arts organisations**, offering rigorous music education and leadership training to more than 380 young people every year.



Inclusive ensembles, such as Lauda for neurodiverse singers and Terra for newcomer youth, ensure that every child finds a place to grow. The choir's partnerships with Indigenous, provincial, and international artists deepen cultural understanding, while two hundred hours of annual outreach and performances that reach more than thirty-five thousand listeners prove that artistic excellence can drive real community progress.

By supporting Shallaway, your organisation becomes part of a proven engine for education, youth empowerment, and creative innovation. Your support will **amplify young voices, nurture the next generation of community leaders, and showcase your commitment to diversity and economic vitality** across Newfoundland and Labrador and beyond.

The choir's award-winning profile and upcoming national and international projects will place your brand in front of engaged audiences at home and abroad, creating meaningful visibility and lasting impact.

**Together we can invest in talent, inspire hope,
and shape a stronger, more inclusive future.**

Each year, Shallaway:

- Engages over **380 choristers** from kindergarten to university
- Reaches more than **10,000 live audience members**
- Connects with global communities through digital content and international touring

Digital Reach and Visibility

Shallaway also maintains a vibrant online presence across Facebook, Instagram, YouTube, and other platforms, with an **estimated annual reach of over 125,000 impressions**. From concert promotions and tour highlights to behind-the-scenes stories, our content reaches a diverse and engaged audience of families, educators, arts supporters, and alumni, locally and around the world. Strategic tagging and frequent content sharing ensure sponsors are consistently visible across all digital channels throughout the season.



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From the concert halls of St. John's to the commemorative grounds of France and Gallipoli, Shallaway proudly serves as a **global ambassador for Newfoundland and Labrador's artistic and cultural legacy.**

Season Highlights

- 380+ Youth Participants
- 10,000+ Annual Audience Reach
- Performances at the Arts & Culture Centre and the Anglican Cathedral
- Trail of the Caribou International Tour (France & Türkiye, June 2026)
- 2026 Holiday Album Recording Project
- Pop-Up Choir Pilot in Underserved Communities
- Over \$15,000 in Annual Bursaries Awarded



2025-2026

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Sponsorship Levels

Presenting Season Sponsor – \$15,000 *(One Available)*

- Exclusive naming rights for the 2025–26 Shallaway season
- Verbal recognition at all major concerts
- Full-page ad and feature story in all seasonal programs
- Premium logo placement across all promotional platforms
- Opportunity to present welcome remarks at a major concert
- 10 complimentary tickets to use across the season
- Recognition in earned media and press coverage
- Option to designate funds toward bursaries or tour support

Supporting Sponsor – \$10,000 *(Two Available)*

- Naming rights for 1 major concert (Fall, Christmas, or Spring)
- Verbal and print recognition at a sponsored concert
- Half-page ad in all seasonal programs
- Logo placement on website and concert signage
- 6 complimentary concert tickets
- Option to include promotional materials at event welcome tables

Tour Sponsor – \$7,500

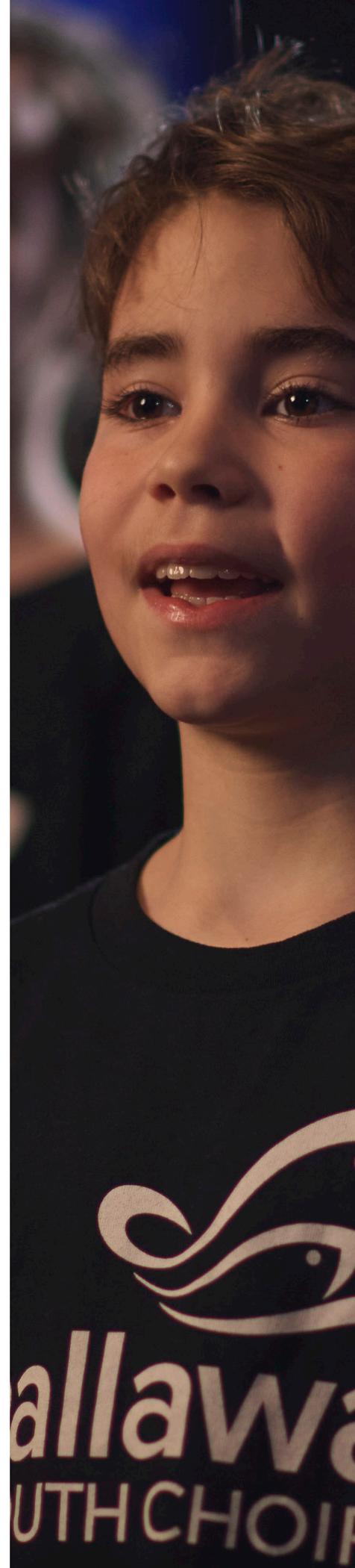
- Recognition as sponsor of the Trail of the Caribou international tour
- Logo featured on tour communications, signage, and donor displays
- Recognition on social media and tour-related content
- 4 complimentary tickets to the pre-tour send-off concert
- Logo included on official tour apparel and printed materials

Recording Project Sponsor – \$5,000

- Named sponsor of Shallaway's 2026 Christmas album
- Logo on CD packaging, streaming artwork, and promotional materials
- Verbal acknowledgment at the launch event
- Highlight feature on social media
- 2 complimentary CD copies and 4 concert tickets



2025–2026
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Ensemble Sponsor – \$5,000

- Half-page ad in all seasonal programs
- Logo placement on website and concert signage
- 6 complimentary concert tickets

Youth Accessibility and Bursary Sponsor – \$2,500

- Directly support Shallaway's Bursary Fund
- Name listed in all seasonal concert programs
- Option to receive a personalized update from a bursary recipient
- Full charitable tax receipt provided

*In 2024–2025, Shallaway awarded over \$15,000 in financial assistance.
Your support ensures no child is left behind.*

Apprentice Mentor Sponsor – \$1,500 (Five opportunities)

- Support a university-level choral apprentice gaining real-world mentorship experience
- Name/logo featured during Apprentice Spotlight segments at concerts
- Recognition in seasonal programs and select social media
- Opportunity to meet your sponsored apprentice
- Full tax receipt provided

Friends of Shallaway – \$500+

- Name listed in all concert programs
- Invitation to donor appreciation event
- Tax receipt provided

In-Kind Support Opportunities

We welcome donations of goods or services such as:

- Printing and graphic design
- AV/recording equipment or services
- Travel credits or gift cards
- Photography/videography
- Auction items for fundraising events
- All in-kind contributions will be recognized in seasonal concert programs.



Contact Us

To discuss sponsorship opportunities,
please contact:

Jennifer Neary

Executive Director, Shallaway Youth Choir

Email: jennifer@shallaway.ca

Phone: 709.746.1556