



Sponsorships Convenor's Report 2019-2020

The objective of the 2019-2020 sponsorship drive was to match the previous year's in scope, in which a new record had been set. Some 130 letters were mailed or handed out to past and potential sponsors. As before, the top three sponsorship categories (Benefactor, Patron & Partner) entitled donors to complimentary passes. There were no sponsors in the Benefactor category this year.

This year's campaign once again elicited a very favourable response from targeted donors, and an especially generous response from SVS's own members, helping this sponsorship drive not only match but even surpass last year's, with the total intake surpassing the \$6,000 mark.

Sponsors received individual thank you notes informing them, where applicable, of their complimentary pass allotment for the season. The use of these passes at the Christmas concert was closely monitored and coordinated with our door personnel.

As the Spring concert was cancelled due to the COVID-19 pandemic, sponsors who had remaining passes for 2019-2020 were unable to use them. The decision was made to honour these passes at our Christmas 2020 concert. In the event that this concert also does not take place because SVS is unable to start its fall season, the Board will need to decide how to handle the remaining passes. One thing is certain: next year's sponsorship drive, if and when it takes place, will be a different exercise altogether, with individual and businesses potentially having to curtail their charitable contributions. At this time it is impossible to predict what revenue SVS can expect to raise via this stream, at least in the short term.

A note that the "cost" of complimentary passes is well covered by sponsorship revenue, and the arrangement promotes audience growth by bringing in family members, friends or employees of sponsors who might not otherwise attend, encourages return business, and provides word-of-mouth advertising as well as recruitment opportunities.

Isabelle Delage
Sponsorships and Communications Convenor
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