



SEPTEMBER 12, 2010

Dear Friend of the San Antonio Mastersingers,

As many as 5.3 million Americans have Alzheimer's Disease, an incurable, degenerative and terminal disorder. According to the Alzheimer's Association, in 2010, there were 340,000 cases in Texas alone – a 26% increase from 2000. There is no cure, but with the right treatment and care, the quality of life for people with Alzheimer's can be improved.

This November, as part of our community outreach program and Alzheimer's Awareness Month, the San Antonio Mastersingers will be presenting "Alzheimer's Stories," a concert to benefit Alzheimer's Disease research and treatment efforts. There will be two performances – the first, **Friday, November 19, 2010, will be at First Baptist Church, San Antonio, TX and the second, on Saturday, November 20, 2010, will be at First Presbyterian Church, Kerrville, TX. Both concerts start at 8 p.m.**

The San Antonio Mastersingers, a 130+ member volunteer chorus affiliated with the San Antonio Symphony, is a community-minded group. In addition to performing with the Symphony, we have sung with the San Antonio Opera and Andrea Bocelli and performed Mozart's Solemn Vespers as a stand-alone group in New York City's Carnegie Hall. We have also presented a number of concerts to assist with a variety of fundraising efforts, most notably our annual "Musical Shower of Roses" concert to raise funds for the restoration of The Basilica of the National Shrine of the Little Flower, one of our city's treasured landmarks. Our "Sing for the Cure" concert last year netted approximately \$11,000 for breast cancer research and education. Our goal is to exceed that amount this year for our "Alzheimer's Stories" event.

We anticipate that the costs incurred for producing the "Alzheimer's Stories" concert will total approximately \$22,000 for both performances, which includes choral scores, instrumental parts, hall rental, publicity/posters, programs, recording, moving crew/truck rental, orchestra, miscellaneous fees and stipends for the conductor.

Please consider making a tax-deductible donation to help support this worthy endeavor. All profits will be donated to Alzheimer's Disease research and treatment organizations in San Antonio and in Kerrville. The San Antonio Mastersingers is a 501(c)(3) non-profit organization.

In addition to purchasing tickets for this event, there are a number of ways you can help:

- Sponsorships – A variety of levels are available, with acknowledgement in the program
- Advertising – Purchase a full, half, or quarter page ad in the program
- Honoring a "Loved One of Note" – Purchase a "purple note" on our music staff display to memorialize or honor the life of a loved one who has battled Alzheimer's Disease.

A sponsorship form is enclosed. Thank you in advance for your support.

Sincerely,

Norma Villarreal, Board Chairman



ALZHEIMER'S STORIES

Friday, November 19, 2010 – First Baptist Church, San Antonio, TX
Saturday, November 20, 2010 – First Presbyterian Church, Kerrville, TX
8 PM

Please help the San Antonio Mastersingers present this unique concert through a tax-deductible sponsorship of the event or recognition of a loved one.

The San Antonio Mastersingers is a 501(c)(3) non-profit organization.

Sponsorship Opportunities

- Presenting Sponsor (\$5,000 or more)
- Platinum Level (\$1,000 or more)
- Gold Level (\$500 -- \$999)
- Purple Level (\$100 -- \$499)
- White Level (up to \$100)

All sponsors will be recognized by level in the event program and will receive a ribbon coinciding with their gift level to wear at the event. Anonymous gifts are also welcome and will be acknowledged as such in the program. In addition, Presenting Sponsors will receive four complimentary reserved tickets, and Platinum Sponsors will receive two complimentary reserved tickets. All sponsors may choose to make their gift in honor or memory of a loved one, with that individual's name listed in the program. All gifts of \$25 and above will also entitle donors to a "love note." (Donor form attached.)

Advertising Opportunities

Black and white advertising space is available in the Alzheimer's Stories commemorative program. Ads must be submitted to isaac.c.chavez@gmail.com in a .pdf or .jpg format no later than Friday, October 29, 2010. Ad sizes and corresponding donation amounts are as follows:

Business Card:	= \$150
Half page: 4.25 x 5.5	= \$250
Whole page: 5.5 x 8.5	= \$500

Love Note Display

Honor a loved one by purchasing a "purple note" in his or her honor or memory. The "notes" with their name will be placed on a musical staff display at the event. All sponsorships of \$25 or more will have the opportunity to designate a "note." Additional "notes" are \$25 per name.

The mission of the San Antonio Mastersingers is to provide our community with life-enriching experiences through the performance of choral repertoire that engages the audience, challenges the singers, raises funds for worthy charities and supports the development of inspirational and educational opportunities through outstanding musical performances.

SAN ANTONIO MASTERSINGERS, PO Box 690383, San Antonio, Texas 78269 www.samastersingers.org



ALZHEIMER'S STORIES

Friday, November 19, 2010 – First Baptist Church, San Antonio, TX
Saturday, November 20, 2010 – First Presbyterian Church, Kerrville, TX
8 PM

Yes! I want to help The San Antonio Mastersingers as they present "Alzheimer's Stories"
November 19 – 20, 2010

Name _____ Phone _____
E-Mail _____
Address _____ City/State/ZIP _____

Referred by (name of Mastersinger) _____

_____ Number of Tickets @ \$20 = \$ _____ FRI., NOV. 19
_____ Number of Tickets @ \$20 = \$ _____ SAT., NOV. 20

Sponsorship Level (circle):

Presenting Platinum Gold Purple White

Sponsorship Total: \$ _____

_____ of Advertisements (circle): Business Card Half Page Whole Page Advertising Total \$ _____

_____ of Love Notes @ \$25 = _____ Name: _____ In Honor/In Memory (circle)
Name: _____ In Honor/In Memory (circle)

Grand Total: \$ _____ Check Number: _____ (Cash or check only, please.)

Please remit with payment no later than Friday, October 29, 2010 to San Antonio Mastersingers, PO Box 690383, San Antonio, Texas 78269. As an alternative, donations may be made through our web site using the secure PayPal feature. <http://www.samastersingers.org>

Ads must be submitted electronically in camera-ready .jpg or .pdf format to isaac.c.chavez@gmail.com by Friday, October 29, 2010. Thank you for your support!

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