Since 1967, the Wisconsin Singers has helped to raise millions of dollars for schools, community organizations and UW Alumni chapters throughout the state and nation. Founded by Mr. Arlie Mucks, the troupe has excelled for over 40 years as one of the best collegiate entertainment companies in America! As the “Official Ambassadors of Goodwill” of the University of Wisconsin-Madison, the Wisconsin Singers are representatives of the Wisconsin Experience: students pursuing their passion and purpose outside the classroom.

The Wisconsin Singers is looking forward to working with you to help raise music awareness, education in your community, and most importantly funds for your organization. I know that you will find sponsoring a Singers show an extremely worthwhile and enjoyable experience.
Partnership with a Purpose

The Wisconsin Singers puts on an incredible, family oriented stage show each and every year. Audiences of all ages are thoroughly absorbed in the big band sound, masterful arrangements, Broadway choreography, and positivity that radiates from the performers. Sponsoring a professional show of this caliber in your community is invaluable, but it is only the beginning of what the Singers provide.

On a regular basis, the Singers work with area school music groups, from show choir and vocal jazz groups to bands of all sizes. We provide clinics and workshops free of charge the day of our performances as a way to give back to the communities to which we travel and promote music education at every level. These groups often open the evening performance for the Singers, providing their own style of entertainment to begin a great evening.

Most importantly, the Singers understand and appreciate the need for effective and exciting fundraising opportunities. On stage, we give it our all to create an evening to remember. Off stage, we work to help you reach your financial goals by drawing on our decades of promotional and sponsorship experience to provide a plan for your group that details how to sponsor a profitable event.

Our efforts begin and end with our sponsors in mind. Every performance is a measure of the on and off-stage work ethic that dictates our success. Our goal is nothing less than talking with a happy sponsor after the show to set a calendar date for the following year!
Sponsorship of a Singers show is not a complicated process. The Singers are *self-contained* and perform in a variety of venues from theaters to the outdoors.

The basic requirements for a Singers performance are as follows:

- Performance space of ideally 36’ X 30’.
- Dressing and warm up rooms on site.
- A hot meal for the performers the day of the show.

We travel with our own sound equipment, props, costumes and everything else needed to put on a great performance. The Singers do not travel with lighting, as we normally use the theater lighting that is provided, but the show is designed to be successfully executed in any venue where stage lighting may not be available.

*Following the performance*, you will receive an invoice that contains both our performance fee and a direct pass through of our transportation costs (normally from Badger Bus) for the event the day of the show.

That’s it! No hidden costs. No extra charges. Any donations and proceeds from the show (after any marketing, facility, and additional costs you may choose to incur) go directly to your organization. Even in smaller theaters of only 600 seats, this amount can be as much as $2,000 - $5,000 or more, right to your bottom line!
All of our sponsors will receive our “How to Sponsor Kit,” which walks your group, step by step, through how to successfully sponsor a Wisconsin Singers performance. This pack includes timelines, sample letters, a full media plan, as well as tips and advice from some of our most successful sponsors over the last 40 years. We are truly motivated to see you succeed and will provide you the tools required to do so.

We also will be available to advise your team during the sponsorship process. A Wisconsin Singers representative will be available to answer any questions that you might have and to assist you in setting up your show specific plan.

We are here to help!
Over the past 42 years, the Wisconsin Singers’ program has proved to be rewarding for many schools, organizations and alumni chapters. The following short stories will give you a first-hand account that shows just how rewarding a Wisconsin Singers event can be.

“When I first conceived the idea of bringing the “Wisconsin Singers” to Niagara, I had serious concerns. Niagara has gone through a very tough winter due to the closing of the New Page paper mill (the only major employer in the community)... Against advice from others and my personal concerns, I decided to move the project forward because I felt...we needed an energy boost that I was certain the Singers could provide.

The most rewarding part of the project was not just the $2,000 we raised for high school scholarships, but the phone calls I received over the next few days thanking me for bringing the show to Niagara. It is certainly obvious that your project means more to the audience than entertainment. Our audience is still talking about how wonderful it is to see young people doing something positive for a community that has not had many positive things to think about for a long time.”

– Tim Phillips, Former President of the Niagara Area Historical Society

“The partnership [between the Wisconsin Singers and the UW Alumni Association Racine Chapter] has been extremely helpful to us. Racine, like many cities, has been hit hard by the economy, and simply writing a check as a scholarship donation is getting harder for many people and for many local businesses. By offering Racine residents a very good entertainment value and by offering local business sponsors an additional way to get their names out into the community, we end up indirectly growing our scholarship fund. We can gain from those people who may never think of UW-Madison as a place for their charitable giving. It’s a win-win situation all the way around. I strongly hope that the partnership will continue.”

– Pamela J. Weisenberger, President of the WAA Racine Chapter
The key to a successful Wisconsin Singers show is dedicated helping hands and plenty of preparation. Once you form a team of motivated and passionate individuals, we will provide you the tools that you need to host a profitable event. Candy bar and pizza sales come and go. Now is your chance to make a difference, provide a great educational experience for your students, and raise substantial dollars, all while bringing a fantastic performance to your community.

*Call now to reserve a date!*

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**Educate. Entertain. Inspire.**