

## PARTNERSHIP FILE

LET YOUR  
HEART  
BE HEARD



VARIOUS  
VOICES  
BRUSSELS  
2026!



24-28  
JUNE  
2026!



**5 DAYS  
OF SINGING, GOOD TIMES,  
AND CELEBRATION**

**120 LGBTQI+ CHOIRS**

**4000 CHORISTERS**

[info@various-voices.be](mailto:info@various-voices.be)  
[www.various-voices.be](http://www.various-voices.be)





## INTRODUCTION

Various Voices is the **European festival of LGBTQI+ choirs**, held every four years in a different European city.

The **Brussels pop choir Sing Out Brussels!** is organising the next edition from 24 to 28 June 2026.

The event thus brings together for 5 days up to **120 choirs of different sizes and musical styles in iconic locations in Brussels Capital**.

Each choir receives the opportunity for one to three performances.

The queer community is proudly making its voice heard and campaigning for more openness towards LGBTQI+ people.

The unquestionable quantitative and qualitative economic impact will help to raise the profile of local talent as well as the region's HORECA and tourism sectors.



[various-voices.be](https://various-voices.be)



## PROGRAM

### DAY

#### FREE

#### Street Concerts

Wednesday 14:00-18:00  
Saturday 19:00-21:00  
Sunday 14:00-17:00

#### ACCREDITATION

#### Indoor Concerts

Thursday  
Friday 14:00-19:00  
Saturday

### NIGHT

#### ACCREDITATION

#### Shows with guest artists and choirs

#### Opening ceremony

Wednesday at 18:00 & 20:00  
Henri Leboeuf Room

#### The Treachery of Images

Thursday at 19:00 & 21:00  
Cirque Royal

#### Royalties

Friday at 20:30  
Mont des Arts

#### Let your heart be heard

Saturday at 21:30  
Mont des Arts

#### Closing ceremony

Sunday at noon  
Henri Leboeuf Room

Theme evening every day from 22:30 at



## OUR VALUES

### COMMITMENT

**From the capital of the EU, Various Voices Brussels 2026 will change mindsets and raise awareness** through the occupation of public space thanks to our associative and cultural partners.

### CREATIVITY

Emily Allison will be the musical director of the **festival anthem "Let your heart be heard"** which will bring together festival-goers, Belgian choirs and the city's inhabitants in a giant choir. In collaboration with Bozar and its project "Let's zing ensemble".

Simon Paco, our artistic director, will involve the choirs in the creative process of **original shows** that will **promote Belgian queer culture** and our **European identity**.

### INCLUSIVITY

Everyone must feel good during the festival: accessibility of the venues, training of our teams in LGBTQI+ friendly reception, communication in several languages, **support and patronage program for inclusive pricing**.



# Various Voices

## HISTORY

1985: The **first edition** of the festival took place in Cologne (DE), bringing together 4 choirs from 4 countries.

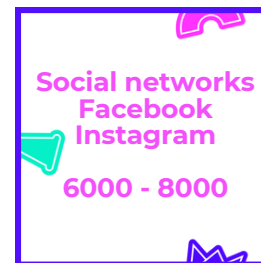
2023: The **last edition** of the festival took place in Bologna (IT) with 110 choirs and 3500 singers from 19 countries.

Each organizing city passes on its experience to the next in order to develop the festival coherently.

Each edition is supported and supervised by the **European federation of LGBTQI+ choirs, LEGATO**.

Social media accounts are transferred to the next organizing team. Various Voices has grown while maintaining its identity.

## AUDIENCE



IT IS A FESTIVAL THAT BRINGS PEOPLE TOGETHER, MOVES THEM AND PROMOTES STRONG VALUES.









## WHO ARE WE?

Founded in 2018, our **participatory choir** aims in particular to carry out **projects of international scope**, as an ambassador for Brussels.

The choir has dreamed of organizing Various Voices in Brussels since its beginnings. We have done everything to ensure that each project contributes in one way or another to our strengths today.

Our **progress** and ambitions are already **reliable guarantees of our VV26 project**: participation in the World Choir Games, hosting foreign choirs, two studio recordings, shows highlighting the history of the Brussels LGBTQI+ community (Dance with Pride) or LGBTQI+ phobias in schools (School's out).

**Activism, awareness-raising and mutual support are key words in Sing Out Brussels' objectives.**

Our members reflect the **international identity** of Brussels, with over 20 different nationalities and 15 languages spoken.

Sing Out Brussels! is **recognised by the public authorities** who support it financially. We hope to benefit from similar support for Various Voices Brussels 2026.

**visit.brussels** is our **partner for the outdoor program and sponsorship**. We also work with experienced professional technicians and artists to organize the festival.



**WE ARE AN AMBITIOUS  
INTERGENERATIONAL VOLUNTEER TEAM  
WITH MULTIPLE RESOURCES.**



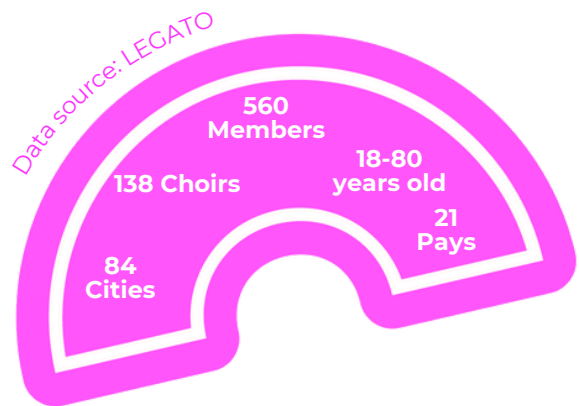
[Link to the video](#)



[Link to the video](#)



## PUBLIC PARTICIPANTS



The festival-goers are participating members from choirs affiliated with LEGATO or GALA (North American Federation), from **different socio-economic situations** with a passion for choral singing in common.

A choir is made up of between 4 and 100 people. Their repertoires are varied: world music, jazz, soul, pop, rock, classical, folk, musicals...

There are 4 vocal sections: Soprano, Alto, Tenor and Bass. Of the 138 choirs affiliated with Legato, 71 are SATB (Soprano, Alto, Tenor, Bass), 49 are TTB (Tenor 1, Tenor 2, Bass) and 24 are SSAA (Soprano 1, Soprano 2, Alto 1, Alto 2)

## PUBLIC SPECTATOR

Anyone attending the festival, whether for an indoor concert or a paid outdoor concert, or at one of our free events.

All people participating in the song "Let Your Heart Be Heard", the anthem of this edition.

Belgians, Brussels residents, tourists, BOZAR regulars, people from the LGBTQI+ community and more.

## COMMUNICATION PLAN

Since the handover with the previous edition in Bologna in June 2023, we have been communicating with all those wishing to be kept informed in French, English and Dutch.

From June 2023 to the opening of registrations for choristers in January 2025: 1 post per month.

From January 2025: 2 posts per month.

Newslette Web site	One per month Articles by theme Tell the story of the festival and the project Present the places Present the city Present the team Relay the news of Sing Out / Legato
Social networks	Relay articles from the website Relay news from Legato/Sing Out Posts by theme, focusing on photos/videos
Facebook Instagram Youtube	Relay of our communications media.
INTEGRA Registration Platform	For choirs registered from September 2024 For their choristers from January 2025.
Participating associations and partners	Shared on their media.

## MEDIA PLAN


From January 2026, schedule to be determined.

Press	Press review Press kit
RTBF	Relay of the event to the general public via Radio, TV and written press. Tip via l'émission DragRace.  We would like to offer the Royalties show as a visibility space for the winner of the Drag Race 2026 show on Tipik.
Display	1000 Brussels

## THE BUDGET

Budget subject to re-evaluation.

Estimated expenses		
Support fund	10 6000 €	7.2 %
Volunteers	30,350 €	2.1 %
Concerts INTERIORS	443,850 €	30.2 %
OUTDOOR concerts	309 100 €	21.1 %
Artists, musicians & guests	157,350 €	10.7 %
Administration	18,870 €	1.3 %
Infographic	62,000 €	4.2 %
Communication	96,500 €	6.6 %
Others: carbon footprint, RBT Legato	110,000 €	7.5 %
Unexpected	133,400 €	
<b>Estimated expenses</b>	<b>1 467 420 €</b>	

Estimated income		
Accreditations	86 4350 €	58.9%
Various Voices Support Fund	88,600 €	6%
VV26 non-profit membership fees	920 €	0.1%
Merchandising	34,500 €	2.4%
Legato Loan	30,000 €	2%
Donations Sing Out Brussels!	71,500 €	4.9%
Subsides publics	310,000 €	21.1%
 Patronage & Sponsorship	60,000 €	4.1%
Other income	7,550 €	0.5%
<b>Estimated income</b>	<b>1 467 420 €</b>	



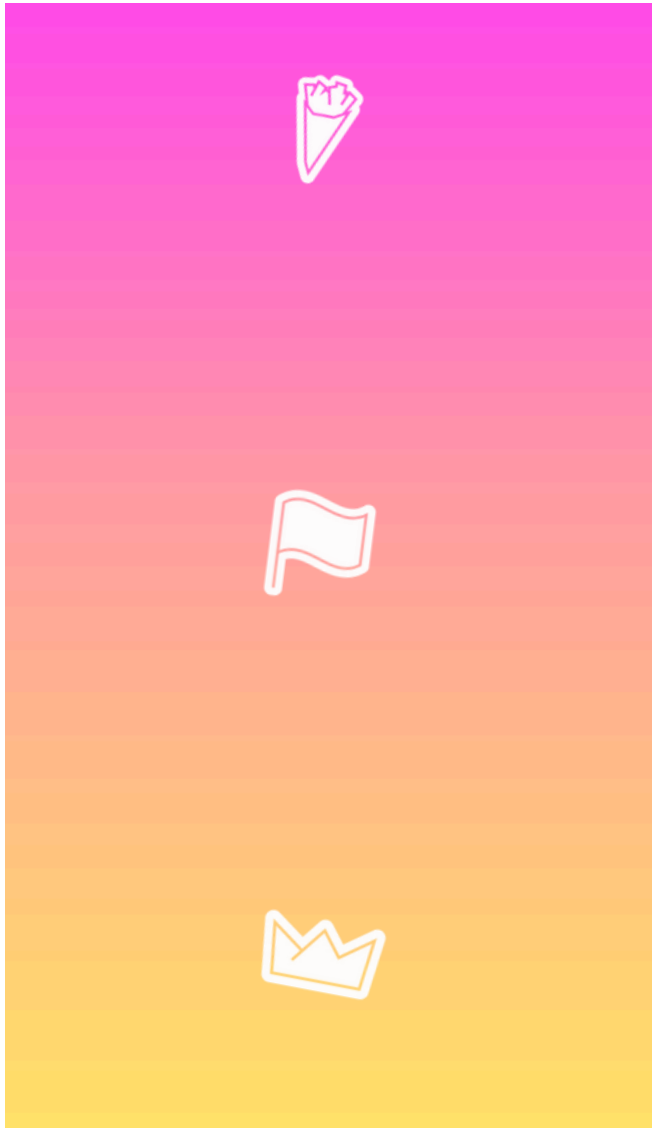
**Above all, sponsorship enables us to, offer a price that is accessible to everyone while guaranteeing a quality festival.**

The partnership we are proposing can take the form of **financial sponsorship, product sponsorship or skills sponsorship.**

It can focus on a particular show or the entire programme. From 2025 or 2026. Let's meet and talk!

## POSSIBLE CONSIDERATIONS

We 'd love to agree on personalized formula for each of our partnership.



## VISIBILITY

- Logo via the newsletter following the signing of the partnership agreement and integrated on the partners page of our website.
- Mention or logo integrated into a monthly post announcing new partners on our social networks.
- Logo present on the generic panels of the videos produced via Various Voices asbl post festival.
- Logo with link on the footer of 6 newsletters (3 months) following the month of signing the partnership agreement
- Mention or logo via internal communication (choristers' registration platform) which follows the signing of the partnership agreement.
- Logo visible in the digital program given to the choir members.
- Logo with link on the partners page of our website.
- Logo on volunteer staff T-shirts and/or choir badges
- Logo with link on the footer in all internal communications.
- Verbal mention during the opening and closing ceremony.
- Advertising in the digital program given to the choir: Logo, contact details, 150 character descriptions
- Logo broadcast on the big screens during the 2 outdoor shows.

Whatever the contribution, we are committed to ensuring the visibility of our partners.

## PUBLIC RELATIONS

Full festival access for x

- Invitations to the opening and closing ceremony at the Salle Henry Le Boeuf at Bozar.
- Entrance tickets for one of the shows at the Cirque Royal.
- Tickets for one of the outdoor shows at Mont des Arts.
- Invitations to parties at C12
- Accreditations for access to indoor daytime concerts throughout the festival.
- Access to the VIP area in EXT
- 30-minute concert in the following year by Sing Out Brussels! at your premises.

For capacity reasons, a reservation is required except for daytime concerts and VIP access.





Contact

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