



**2019 Chorus America Conference
Philadelphia, PA | June 26-29, 2019
Sponsor Opportunities as of 11/21/18**

Chorus America is delighted to hold its Annual Conference in Philadelphia, PA on June 26-29, 2019 at the Loews Philadelphia Hotel and other venues. This year's conference will be hosted by the Mendelssohn Club of Philadelphia. The Conference brings together over 500 leaders of the choral field for four days of professional development featuring internationally-known speakers, top-notch choral performances, and engaging networking events. This landmark event provides valuable exposure and marketing opportunities for our business partners. We are pleased to offer the following sponsorship opportunities:

Lead Conference Sponsor - \$20,000 - SOLD

The Lead Conference Sponsor is key to Chorus America's efforts to produce an outstanding experience for all attendees and is acknowledged throughout the Conference in marketing materials, on the Chorus America website, and at a variety of Conference events.

Transportation Sponsor - \$5,000

Take the worry out of transportation costs and logistics by offering attendees a free shuttle service at peak times of arrival and departure from the event to special off-site events. Attendees will appreciate the gesture and convenience.

Technology Sponsor - \$8,000

Provide wi-fi for Conference attendees in the meeting spaces at the Loews Philadelphia Hotel. Opportunity to select the password and for the login screen to redirect to your organization's website (*subject to hotel approval*).

Presidents Dinner & Auction, Friday, June 28 - \$5,000

An evening of dining and entertainment that will be attended by more than 200 choral leaders, including Chorus America's major donors, board members, and invited guests. Featuring special entertainment and a live auction.

Daily Morning Coffee and Breakfast - \$5,000 SOLD

Give the conferees a great start to their day at the Conference hotel with complimentary coffee, offered Thursday, Friday, and Saturday mornings. (*If interested there is an opportunity to provide a continental breakfast with the morning coffee at a higher sponsorship cost.*)

Awards Ceremony and Annual Meeting, Thursday, June 27 - \$5,000

The Awards Ceremony and Annual Meeting features Chorus America's awards presentation. Chorus America's awards highlight outstanding choruses and leaders in the choral field and shines a spotlight on exciting and innovative programs. The event is attended by all Conference delegates.

Conference Guidebook App - \$4,000

The Conference App (<http://guidebook.com>) for smart phones will have the Conference schedule and much of the other information we put in the Conference notebooks. The App gives participants the ability to customize their

schedules, link to social media, contribute to a photo gallery, and receive Conference messages and updates. AND best of all, it provides places for sponsor banner ads that link to whatever URL you choose to market your company.

Morning Sing/Plenary Session - \$2,500 -

Each day of Conference, Chorus America offers a Plenary Session featuring a renowned speaker from within and outside the choral field—all delegates attend these sessions. Each session begins with Chorus America's signature Morning Sing, an ever-popular part of our Conference activities. Engaging choral leaders remind us each morning that singing together is the root—and best part—of our profession. Plenary Session speakers and sing leaders to be announced. These sessions are often made widely available via video and distributed on Chorus America's website.

Buttonhole Sessions - \$2,500

These one-on-one consultations between an attendee and an expert on a variety of topics are a favorite of attendees. They are held in the mornings at the hotel and at various times throughout the Conference.

Roundtable Sessions - \$2,500

These collaborative, small-group discussions facilitated by peer leaders allow you to discuss challenges and develop solutions to the issues you are facing. Each Roundtable discussion lasts 20 minutes - then it's time to join a different table.

Session Tracks - \$2,500

Sponsor a group of sessions focusing on a specific topic, such as artistic issues, technology, or children/youth choirs.

Leadership Development Forum - \$2,500

A special session for administrative leaders of choruses with budgets of over \$1 million. Opportunity to provide specific materials for this group of high-level decision makers.

Reception for Emerging Leaders - \$2,000

An evening cocktail reception at an area restaurant exclusively for the choral field's next generation of leaders (for those aged 35 and under).

In-Depth Seminars on Wednesday, June 26 - \$1,000 each; \$2,500 for all three

Three half-day workshops that typically attract 30-50 participants each: Topics to be determined but examples include repertoire, fundraising, and social media.

Conference Tote bags - \$1,500 **SOLD**

Durable, attractive tote bags distributed to 450 attendees to hold their conference notebook and many other items. Printed with your company's logo prominently displayed.

First-time Attendee Orientation - \$1,000

Sponsor the first-time attendee orientation. Opportunity for brief announcement and provide materials to attendees.

General Sponsorship - \$500 each

Become a general Conference sponsor to show your support for Chorus America and gain visibility in the choral field. For more information check the list of levels and benefits for sponsors.

NOTE: Certain sponsorships are appropriate for two or more organizations to co-sponsor.

Opportunities for In-Kind Support - A few examples:

- Contributions to silent and live auction (hotel stays or other travel, gift certificates, autographed items, etc.)
- Donor table thank you gift
- Lanyards, badge holders

We are pleased to provide sponsor benefits commensurate with the value of the in-kind gift.

Please see benefits descriptions below. For more information: Shayla Hines, Associate Director of Development, shayla@chorusamerica.org or 202-331-7577, x241.

2019 CONFERENCE SPONSOR BENEFITS

\$20,000+ – LEAD CONFERENCE SPONSOR

Everything listed in all categories, below plus:

- Complimentary premium exhibit space in the Conference Exhibit Area (\$500 value)
- Banner with logo displayed at Conference Hotel (in accordance with venue specifications)
- Opportunity for brief remarks and introduce plenary speaker
- Four complimentary Conference registrations (\$2,300 value)
- Four complimentary tickets to the President’s Dinner & Auction (\$400 value)
- Four invitations to the Chair’s Reception (\$240 value)
- Opportunity to host Exhibit Hall Networking Hour (\$2,500 value)
- Two complimentary four-color, full page ad on back cover (\$2,830 value)
*Ad included in 2019 Conference Program and in a 2018-2019 edition of the *Voice*
- Complimentary exclusive sponsorship of two Chorus America e-newsletters during the year following the Conference, which reach more than 4,500 choral leaders each (\$1,000 value)
- Complimentary sponsor ad on Conference website for 8 months (\$1,600 value)

\$15,000 – \$ 19,999: MAJOR CONFERENCE SPONSOR

Everything listed in all categories, below plus:

- Opportunity for brief remarks during one plenary session
- Two complimentary Conference registrations (\$1,150 value)
- One complimentary four-color, full page ad on inside page in Conference program book (\$1,500 value)
*Program ads exclusive to sponsors
- Complimentary exclusive sponsorship of one Chorus America e-newsletters during the year following the Conference, which reach more than 4,500 choral leaders each (\$1,000 value)
- Complimentary sponsor ad on Conference website for 6 months (\$1,000 value)
- One complimentary e-blast sent by Chorus America on behalf of sponsor to full email list (\$1,500 value)

\$5,000 – \$14,999: CONTRIBUTING CONFERENCE SPONSOR

Everything listed in all categories, below plus:

- Complimentary exhibit space in the Conference Exhibit Area (\$500 value)
- Two complimentary tickets to the President’s Dinner & Auction (\$200 value)
- One complimentary four-color, half page ad in Conference program book (\$750 value)
*Program ads exclusive to sponsors

- One complimentary e-blast sent by Chorus America on behalf of sponsor to Conference attendees only (\$1,000 value)
- One-time complimentary use of the entire Chorus America mailing list (postal addresses only; list provided for one-time use in Excel) with Conference attendees indicated (approx. \$500 value)

\$3,000 – \$4,999: SUPPORTING CONFERENCE SPONSOR

Everything listed in all categories, below plus:

- One complimentary Conference registrations (\$1,150 value)
- Two invitations to the Chair's Reception (\$120 value)
- One complimentary four-color, half page ad in Conference program book (\$750 value)
*Program ads exclusive to sponsors
- Complimentary sponsor ad on Conference website for 3 months (\$500 value)
- Up to three loose inserts in Conference attendee tote-bag

\$1,500 – \$2,999: PATRON CONFERENCE SPONSOR

Everything listed in all categories, below plus:

- Opportunity for brief remarks at sponsored event (*Check for availability*)
- Opportunity to pass out marketing materials at sponsored Conference event
- Poster-size acknowledgment sign at your sponsored Conference event

\$500 – \$1,499: GENERAL CONFERENCE SPONSOR

- Acknowledgment from the stage by Chorus America leadership at a Conference Plenary Session
- One invitation to the Chair's Reception (\$60 value)
- One loose inserts in Conference attendee tote-bag
- Printed acknowledgment in the Fall 2019 issue of the *Voice* magazine
- Printed acknowledgment in the Conference Sponsor List, provided to all attendees
- Prominent placement of linked logo/linked text on the Chorus America *Conference* website

**Ticket based benefits are not cumulative*