



2020 Chorus America Virtual Conference
June 15-19, 2020
Remaining Sponsor Opportunities as of 5/1/20

At Chorus America, we're excited to take our highly anticipated annual conference into the virtual space. The Conference will include five days of professional development featuring internationally-known speakers and unique networking events. This landmark event provides valuable exposure and marketing opportunities for our business partners. Please see Benefits and Levels card to see how your sponsorship can benefit your company and brand.

For more information, please contact KellyAnn Nelson, Advertising and Development Associate, kellyann@chorusamerica.org or 202-331-7577, x247.

On-Demand Session Library (\$2,500)

In response to conference attendees' interest in increased opportunities for a wide spectrum of programming, Chorus America will offer a library of 30-minute pre-recorded sessions on diverse topics that continue to meet the multitude of needs of the choral field. Sessions will be available on-demand for the duration of the conference and 10 days afterwards. The sponsor will be acknowledged in the session description, and there will be an opportunity to upload brief pre-recorded remarks before each video.

"Know Before You Go" Emails (\$2,000)

This represents a unique opportunity for your brand to be the exclusive sponsor of a series of two emails that orient all conference attendees to the various new systems that make our virtual conference happen. Each email will include a message from the sponsor tailored specifically to conference attendees alongside vital information they'll need for the conference.

Plenary Sessions (\$2,000 each)

Chorus America will offer four Plenary Sessions featuring renowned speakers from within and outside the choral field. These sessions inspire the highest level of participation among attendees. Sponsors receive recognition in the plenary description as well an opportunity to give brief remarks (live or pre-recorded) at the beginning of each plenary.

- ❖ ~~Nina Simon~~ SOLD
- ❖ King's Singers
- ❖ Brett Egan
- ❖ Jeffery Redding

Peer Forums Sponsorship (\$2,000)

These collaborative small-group discussions facilitated by peer leaders allow attendees to discuss challenges and develop solutions to relevant issues within their organizations. Attendees have the valuable opportunity to participate in multiple topic discussions over a sponsored hour. The sponsor will be acknowledged by the host at the top of the hour and will have the opportunity to share a two-to-three-minute pre-recorded video with remarks.

Breakout Session Sponsorship (\$1,500 each or bundle two or more for \$1,000 each)

Sponsor a session—or group of sessions—of your choice that align with your brand identity. Choose from an array of sessions on such topics as marketing, community engagement, management, fundraising, and artistic planning or the Opening Networking Event, or Composer Showcase. Your sponsorship will be acknowledged in the text of the session description, and you will have the opportunity to give brief remarks (live or pre-recorded) before each sponsored session.

Leadership Development Forum Meeting (\$1,500)

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

Opening Night Networking Event (\$1,000) – SOLD

At the end of the first day of learning and sharing, this valuable networking event (held in Remo) will allow participants to connect. The sponsor will be acknowledged by the host at the top of the hour and will have the opportunity to share a two-to-three-minute pre-recorded video with remarks.

Family Sing Sponsor (\$750)

On Wednesday night, Virtual Conference Attendees and their families are invited to engage in singing together. This Family Sing will feature 45 minutes of engaging, joyful moments led by a choral luminary in order to give participants the opportunity to raise their voices together. The sponsor will be acknowledged in the session description, and there will be an opportunity to give brief remarks at the top of the session.

Morning Sings (\$750)

Chorus America's signature Morning Sings are going virtual! An ever-popular part of our Conference activities, Morning Sings engage choral leaders and remind us each morning that singing together is the root—and best part—of our profession. These ten minute sessions will be posted at the beginning of multiple conference days, and each will be led by a different guest choral luminary. The sponsor will be acknowledged in the session description, and there will be an opportunity to upload brief pre-recorded remarks before each video

Beer Choir Sponsor (\$750)

Our closing session on Friday includes the announcement of our 2021 Conference, as well as a rousing opportunity to virtually clink our beer steins and raise our voices with a virtual edition of Beer Choir to celebrate our week of choral connection. The sponsor will be acknowledged in the session description, and there will be an opportunity to give brief remarks at the top of the session.

General Sponsor Package (\$250)

Become a general Conference sponsor to show your support for Chorus America and gain visibility in the choral field. General sponsors will be acknowledged on multiple platforms, including The Voice Magazine's print and digital issues, the Virtual Conference Home Page, the Chorus America Conference Website, and in spoken remarks from our President & CEO at the Opening Session of the Virtual Conference.