

September 2021 - August 2022

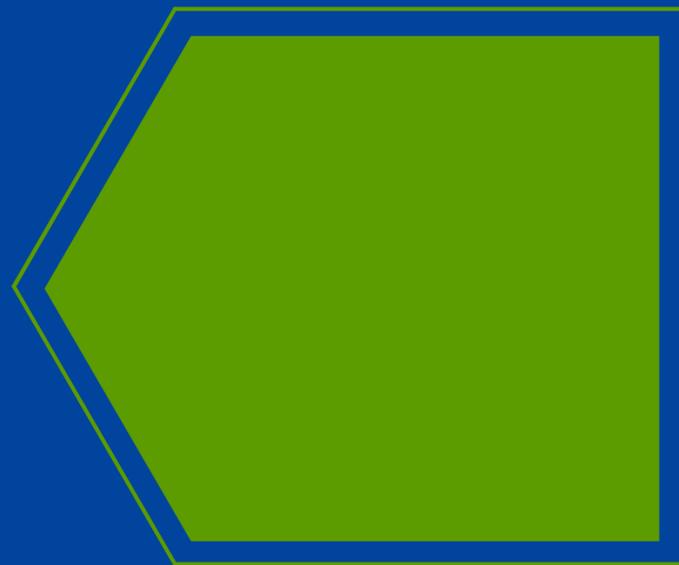
# Chorus America Corporate Partnership



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Benefits &  
Opportunities

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**Partnership  
is Powerful.**



# Chorus America values you.

We're committed to aligning the values of partners like you with responsive programming that makes a real impact on the people bringing choral music to life every day in communities across North America.

Your support helps Chorus America create valuable resources and opportunities for the choral field while heightening your visibility and profile.

Schedule a call today to outline your goals and priorities. We work hard to ensure that each partnership is personalized and powerful.

KellyAnn Nelson, Associate Director of Development

Email: [kellyann@chorusamerica.org](mailto:kellyann@chorusamerica.org)

Phone: 202.331.7577 x.241



**Read on for details about Chorus America and upcoming programs that are seeking support from partners like you...**

# About Chorus America

Chorus America is the advocacy, research, and leadership development organization that advances and serves the choral field by supporting choral conductors, administrators, board members, and singers with tools, training, peer networking, and access so that choruses are better able to contribute to their communities.





# Chorus America By The Numbers

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## MEMBERSHIP (UNITED STATES AND CANADA)

**Individuals: 8,000**

conductors, singers, composers, board members, administrators, business owners, university students, etc.

**Choruses: 550**

community choruses serving children/youth, adult volunteers, professional singers, symphonies and more

**Businesses, Libraries, and Affiliates: 225**

organizations, companies, and institutions that serve the choral field

# Partnership is Powerful.

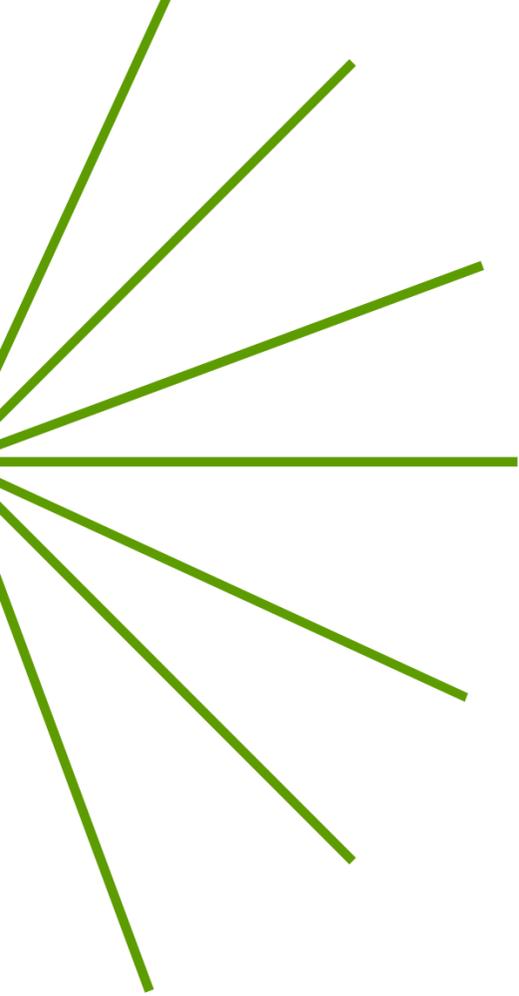
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For 45 years, choruses have looked to Chorus America for impactful programs & resources that drive the field forward. Corporate Partnership helps bring to life opportunities like...

- Access, Diversity, Equity, & Inclusion (ADEI) Learning Lab
- Chorus Management Institute
- COVID-19 Response Resources & Member Forums
- Annual Conferences
- Advocacy Resources, Impact Studies...and so much more!



# Upcoming 2022 Chorus America Sponsorship Opportunities



Dates and Details

# Conference 2022

One Conference | Two Points of Connection

## April: Online

Accessible & Relevant Content

April 7-8, 2022



## June: In-Person

Connecting & Exchanging Ideas

Baltimore | June 15-17, 2022

Conference 2022



Step One

Choose Your  
Level of Support

Contact [kellyann@chorusamerica.org](mailto:kellyann@chorusamerica.org) with any questions



# Levels of Support

**Conference Lead Sponsor \$20,000+ (exclusive)**

**Conference Major Sponsors \$10,000+ (3 available)**

**Gold Level \$5,000+ (non-exclusive)**

**Silver Level \$2,500+ (non-exclusive)**

**Bronze Level - \$1,000+ (non-exclusive)**

**General Level - \$500+ (non-exclusive)**

**Event Sponsorship - Variable Costs**

2022 Gala Celebration, Virtual Awards Ceremony, Composer Showcase, and more!

Conference 2022

The logo for Chorus America features a stylized sunburst or starburst pattern on the left, composed of numerous small white dots of varying sizes. To the right of this pattern, the word "CHORUS" is written in a large, bold, white, sans-serif font. Below "CHORUS", the word "AMERICA" is written in a smaller, white, sans-serif font, with each letter spaced out.

**CHORUS**  
AMERICA

Step Two

Choose Benefits  
That Meet Your  
Needs

Contact [kellyann@chorusamerica.org](mailto:kellyann@chorusamerica.org) with any questions

# General Sponsor Benefits

All Conference Sponsors (starting at \$500) are eligible for the benefits listed below. Additional benefits start at the \$1,000 level and are outlined on the slides that follow. 

## General Visibility

- Click-thru logo visibility on web platforms
- Click-thru listing in the Corporate Highlight Email (May) sent to all Conference attendees

## April Online Event

- Dedicated sponsor info page on HeySummit.com
- Click-thru logo visibility and acknowledgement

## June In-Person Event

- Onsite acknowledgement & signage in Baltimore
- Print/Digital logo/listing in the Conference edition of The Voice magazine

# Major Sponsor Level (\$10,000+)

Choose Up to  
Five (5) of These  
Premium Benefits



Major Sponsors enjoy highlighted visibility and benefits to match!

\*Please note, there are only three sponsorships available at this level to ensure heightened visibility throughout the Conference.

## Conference-Specific

- 4 Full Registrations (Online + In-Person Events)
- Branded Lanyards (1 Available)
- Exhibitor Table, Includes 2 Registrations
- 4 Gala Celebration Tickets (6.16.22), Baltimore
- The Voice Magazine (Conference Edition):  
Half Page Color Ad
- Dedicated HTML Conference Attendee Email (Limited Quantity)

## Year-Round Benefits

- Website Display Ad (One Month)
- Update E-Newsletter Ad
- The Voice Magazine: Full Page  
Cover Ad, Color (Fall/Spring)
- Dedicated HTML Email to Full  
Chorus America Member List (Limited Quantity)
- Sponsored Story

# Platinum Level

(\$7,500-\$9,999)

\*non-exclusive

Choose Up to  
Four (4) of These  
Premium Benefits

## Conference-Specific

- 4 Full Registrations (Online + In-Person Events)
- Branded Lanyards (1 Available)
- Exhibitor Table, Includes 2 Registrations
- 4 Gala Celebration Tickets (6.16.22), Baltimore
- The Voice Magazine (Conference Edition):  
Half Page Color Ad
- Dedicated HTML Conference Attendee Email  
(Limited Quantity)

## Year-Round Benefits

- Website Display Ad (One Month)
- Update E-Newsletter Ad
- The Voice Magazine: Half Page  
Color Ad (Fall/Spring)
- Dedicated HTML Email to Chorus America  
Member List (Limited Quantity)
- Sponsored Story

# Gold Level

(\$5,000-\$7,499)

\*non-exclusive

Choose Up To  
Three (3) of These  
Premium Benefits

## Conference-Specific

- 2 Full Registrations (Online + In-Person Events)
- Branded Lanyards (1 Available)
- Exhibitor Table, Includes 2 Registrations
- 4 Gala Celebration Tickets (6.16.22), Baltimore
- The Voice Magazine (Conference Edition):  
Half Page Color Ad
- Dedicated HTML Email to Conference Attendees  
(Limited Quantity)

## Year-Round Benefits

- Website Display Ad (One Month)
- Update E-Newsletter Ad
- The Voice Magazine: Half Page Color Ad  
(Fall/Spring)
- Dedicated HTML Email to Chorus America  
Member List (Limited Quantity)
- Sponsored Story

# Silver Level

(\$2,500-\$4,999)

\*non-exclusive

Choose Up To (2)  
Two of These Benefits

## Conference-Specific

- 1 Full Registration (Online + In-Person Events)
- 2 Gala Celebration Tickets (6.16.22), Baltimore
- The Voice Magazine (Conference Edition):  
1/3 Page Color Ad
- Exhibitor Table, Includes 2 Registrations

## Year-Round Benefits

- Website Display Ad (One Month)
- Update E-Newsletter Ad
- The Voice Magazine: 1/3 Page Color Ad  
(Fall/Spring)

# Bronze Level

(\$1,000-\$2,499)

\*non-exclusive

Choose (1)  
One of These  
Benefits



## Conference-Specific

- 1 Full Registration (Online + In-Person Events)
- 2 Gala Celebration Tickets (6.16.22), Baltimore

## Year-Round Benefits

- Website Display Ad (One Month)

Conference 2022

Visit [chorusamerica.org/  
conf2022/sponsors](https://chorusamerica.org/conf2022/sponsors).

Click on the  
"Sponsor Agreement Form"  
to lock in your 2022  
Conference Sponsorship!



Step Three

Contact [kellyann@chorusamerica.org](mailto:kellyann@chorusamerica.org) with any questions

Conference 2022



# Benefit Details

- Advertising Specs
- Exhibitor Info

Contact [kellyann@chorusamerica.org](mailto:kellyann@chorusamerica.org) with any questions

# 2022 Conference Exhibitor Info

Come to Baltimore June 15-17 to connect with engaged Chorus America Conference attendees in-person for the first time in two years! Exhibitors will enjoy brand visibility and unique access to top leaders in the choral field. The cost of exhibiting includes a dedicated table with 2 complimentary Conference registrations.

Member Price  
\$750

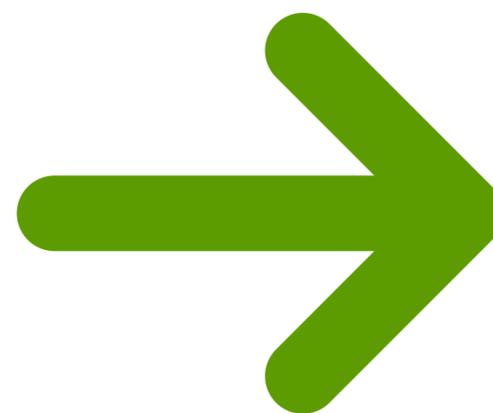
Non-Member Price  
\$1,100\*

\*includes a one-year Chorus America business membership

Your visibility goes the furthest - and the value of your registration goes up - when you register in time to be included in key 2022 Conference milestone opportunities:

## REGISTER BY MARCH 31

...and you'll add Online Event (April) visibility w/ click-thru logos & a customizable organization page. Plus:



## REGISTER BY MAY 10

...and you'll add inclusion in our email to all Conference attendees highlighting our corporate partners.

# Specs and Guidelines: Advertising Benefits

## Digital Display (Logo, Web Ad)

Low-Res (no bigger than 280 pixels wide x 174 high);  
JPEG/PNG/TIFF

## Sponsored Email

HTML file with inline CSS;  
width of 600 pixels; email  
images hosted on your site or  
emailed as jpegs

## Update E-Newsletter

Banner Ad (Click-Thru Graphic)  
Top of issue; 560 pixels w x 150  
pixels h; 72 dpi

Sponsored Content (Click-Thru Text)  
Heading + call-to-action +  
3-5 lines of text

## The Voice Magazine Full Page or Cover

8.75"w x 11.25"h (w/ bleed)  
OR 7.5"w x 10"h (no bleed)

## The Voice Magazine

Half Page: 7.5"w x 4.75"h  
1/3 Page: square or vertical  
4.75"w x 4.75"h  
OR 2.5"w x 9.75"h

## Sponsored Story

Your story shared via  
[chorusamerica.org](http://chorusamerica.org), social media,  
and Update E-Newsletter

**The Voice Magazine: Publication Trim Size is 8.5"w x 11"h**

all non-bleeding info must be within .375" from artwork edge | minimum resolution 300dpi | CMYK | PDF/TIFF/JPEG



Thank You!

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