



CHORUS
A M E R I C A

2026 CONFERENCE

SPONSORSHIP OPPORTUNITIES

Partner with the leading national voice of the choral field to
inspire, connect, and empower singing communities.

JUNE 3 - 6, 2026

MINNEAPOLIS, MINNESOTA



About Chorus America

Empowering Voices. **Embracing** Our Collective Humanity.

Chorus America is the advocacy, research, and leadership development organization that advances the choral field. We envision a vibrant society in which diverse singing communities affirm and share the full range and depth of our humanity.

Leading a chorus is hard. Chorus America makes it easier by connecting choral leaders with the people, knowledge, and resources they need to be successful. As a powerful convening force for choral music, Chorus America offers direct access to the leaders who make things happen in the field.

3,500+ Active Members

By the Numbers: **350+ Annual Conference Attendees**

17,000+ Social Media Followers

Why Conference Matters:

The Chorus America Conference is an essential convening where choral leaders build meaningful connections and gain the vital knowledge to help their organizations thrive, bringing together more than 350 artistic leaders, administrators, board members, and singers from across the U.S. and beyond.



Our Conference

For four days, leaders in and supporters of the choral field from across the U.S. and beyond will join together in a welcoming, collaborative setting. Attendees will share experiences, problem-solve challenges, take home practical solutions, and build lasting connections through lively discussions and unique networking events that strengthen continued work on the ground. Plus, multiple live performances from Chorus America's Minnesota-based member choruses will celebrate the artistry and impact of local singing communities.

Programming Includes:

- **20+ impactful sessions** featuring inspiring speakers and experts in their fields
- **A dozen gatherings** for thought-provoking conversation and meaningful networking
- **3 dynamic concerts** highlighting the vibrant local choral community
- **Celebratory events and special affinity discussions**, including a new Choir Homecoming event celebrating the local choral community



Why Sponsor the Conference?

- **Connect with 350+** choral executives, administrators, board leaders, philanthropists, and singers
- **Access decision-makers and influential voices** shaping the field's future
- **Engage in in-depth conversations and sessions** that illuminate the greatest needs and opportunities in the choral community
- **Elevate your brand and values** before, during, and after the Conference through online and onsite opportunities
- **Help grow and amplify** the vibrant diversity of the choral field



Deepen and Multiply Your Presence in the Field

Not only will 350+ attendees from around the country join us at Conference - our attendees are some of the most connected leaders in the choral field. Your support helps you forge high-impact relationships with movers and shakers in the community that multiply the power of your brand over time. Your generosity will be amplified across all of Chorus America's channels and featured before, during, and after the Conference.

Online Presence Impressions Page Views Audience

 **13.4K**
FOLLOWERS

 **163K**
IMPRESSIONS
PER MONTH

 **15.9K**
CONFERENCE
PAGE VIEWS

 **3.7K**
FOLLOWERS

 **25K**
IMPRESSIONS
PER MONTH

 **3.9K**
SUBSCRIBERS

- More than 50% are decision-makers for their organizations
- 40% Administrative staff
- 40% Artistic staff
- 10% Board of Directors
- 10% Composers and multi-role



Become a Sponsor

Sponsors are vital to the success of Chorus America’s annual Conference, and we offer a variety of opportunities. Let’s partner together to inspire, connect, and empower singing communities in Minneapolis and beyond!

	Leading \$25,000	Premier \$15,000	Major \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Exclusive Lead Sponsor branding, both online and on-site						
Special sponsorship announcement via email and social						
Tickets to Conference events	5+ Tickets* *Includes invitation-only	4 Tickets* *Includes invitation-only	4 Tickets* *Includes invitation-only	2 Tickets* *Includes invitation-only	2 Tickets* *Includes invitation-only	1 Ticket to Chair Reception
Conference exhibit table	 1st Priority	 Priority	 Preferred		add'l cost	add'l cost
Dedicated pre-Conference email						
Complimentary ad in the Voice magazine	Full Page	Half Page				
Quote in "Meet Our Corporate Partners" email						
Recognition across channels and assets						
Opportunity to underwrite (see page 6)		Premier Event	Major Event	Gold Event	Silver Event	
Opportunity to provide branded items for attendees						
Additional discounts on Voice, email, and web advertising						



Special Underwriting Opportunities

Underwriting opportunities provide Conference sponsors with prominent visibility and attendee engagement by supporting distinct aspects of the Conference experience that align with your brand values and impact goals. Our wide range of Conference underwriting opportunities includes all standard benefits of our sponsorship tiers, starting at the Silver Sponsor level.

Premier Events

Opening Night Reception

- Welcome attendees at this anticipated event that kicks off Conference with a burst of energy and love

Choir Homecoming

- A new event this year, you'll have the chance to bring attendees together to celebrate the choral field and support Chorus America

Plenary Session

- Be front and center leading into one of the Conference centerpieces that fuels the work of attendees

Major Events

Concert

- Before the first notes are sung, inspire the crowd at one of three featured Conference concerts

Donor Dinner

- Address an invitation-only room of Chorus America's most dedicated donors in an intimate setting

Annual Meeting

- Share your story with a large morning gathering of singing, recognizing great work in the field, and Chorus America updates

Gold Events

- Chair's Reception
- Beer Choir
- Composer Showcase
- Exhibitor Showcase
- Breakout Sessions
- Pre-Conference In-Depth
- Conference App

Silver Events

- Networking Receptions
- First-Time Attendee
- Orientation
- Morning Coffees
- Dine-Arounds
- Expert Consultations



Create a Customized Partnership

Are you looking to align your presence and brand in a flexible way outside of a conventional event sponsorship? A partnership can be co-created to support elements of the Conference that resonate with your organization, and customized in both scope and investment. We welcome a conversation about the following areas, or others that speak to your goals:

- **Hospitality & Connection:** Help us foster community and nourish attendees by supporting spaces, supplies, and materials for engagement
- **Access & Equity:** Help provide services that make the Conference experience enriching for more people
- **Learning & Content:** Align your organization with a track of sessions
- **Infrastructure & Production:** Strengthen the technologies that power the Conference



Meet the Team

We can't wait to work with you!

To confirm a sponsorship or discuss opportunities to tailor your impact, contact business development manager, Mike Rowan:

mike@chorusamerica.org | 202.888.6335 | [Schedule a Conversation](#)

Chorus America is grateful for your generosity and commitment to the choral field! Chorus America is a 501(c)3 non-profit organization; our federal tax identification number is 23-2062595. Contributions, except for the value of benefits, may be considered tax-deductible as permitted by law.