

Corporate Partnership 2023 Opportunities & Benefits

Interested In Sponsorship Opportunities?



Contact:
KellyAnn Nelson
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Interested In Exhibiting?



Contact:
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Contact:
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WHO WE ARE: SERVING THE CHORAL FIELD FOR 45 YEARS

Mission

Chorus America strengthens singing communities with the advocacy, connections, and resources they need to be a vital part of society.

Vision

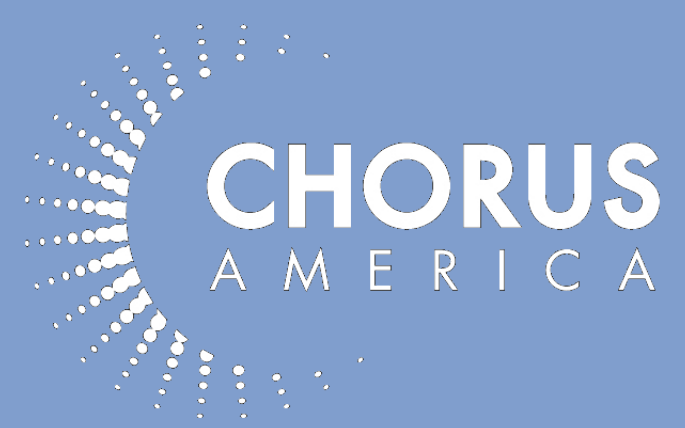
Chorus America envisions a vibrant society in which diverse singing communities affirm and share the full range and depth of our humanity.

Guiding Principles

1. Singing Together
2. Collective Action
3. Service and Learning in Community
4. Transparency and Modeling Successful Practices



WHO WE SERVE: THOSE WHO BRING CHORAL MUSIC TO LIFE



What types of choral organizations are Chorus America members?

Symphonic

Children and Youth

Community/Volunteer

Social Justice/Affinity

Professional

...and so many more!

Member Choruses and Businesses

~600

Annual Corporate Sponsors & Donors

~50

Annual Conference Exhibitors

~30

Chorus America serves thousands of choruses, individuals, businesses, & organizations with a wide array of programs, publications, research, and professional services.

Who will you encounter in the Chorus America community?

Conductors

Administrators

Composers & Singers

Educators & Students

Service Providers

Board Members

Individual Members

~7,000

Annual Conference Attendees

~500

Social Media Followers

~15,000

Annual Program Participants

~100

WHY YOU SHOULD INVEST IN CHORUS AMERICA: BENEFITS FOR ALL CORPORATE PARTNERS



Sponsor and Exhibitor Annual Benefits

WEB

Click-thru logo and name on chorusamerica.org from April 2023-March 2024

PRINT

Acknowledgement & inclusion in the Corporate Highlight feature of the print/digital editions of The Voice magazine, Conference 2023 issue.

ONSITE

Conference 2023 signage & acknowledgement (San Francisco, May 31-June 2) and an invite to the June 2 Corporate Cocktails event.

NEW! Corporate Connections & Cocktails: San Francisco - 6.2.23

You're invited to a "happy hour" built for partners like you! Connect with your corporate colleagues, learn about opportunities in the coming year, and enjoy some food and drink in gratitude for your impact on the Chorus America community.

WHAT WE DO: PROGRAMS AND RESOURCES FOR THE CHORAL FIELD



Summer 2023: A leadership development program for early-to-mid career choral leaders who have been marginalized because of race and ethnicity.



Fall 2023: An online course for White-identifying choral leaders seeking to address structural racism in their organizations and choral music.



Summer 2023: A unique opportunity to develop choral-orchestral conducting skills in a supportive learning environment with world-class teachers and a diverse array of compelling repertoire.



Every Day: Responsive resources and compelling opportunities related to matters of advocacy, administration, ADEI, and more!

WHAT WE DO: CONFERENCE EVENTS AND HIGHLIGHTS



Joyful Events
Connect &
Celebrate



Impactful Concerts
Experience the
Host City Choral
Community



Special Gatherings
Affinity & Program
Participant Cohorts



Thought-Provoking Content
Inspiring Speakers.
Valuable Sessions.



Partner Opportunities
Exhibit. Sponsor.
Learn. Connect.

WHAT WE DO: THE CHORUS AMERICA CONFERENCE



Conference is the centerpiece of Chorus America's professional development opportunities and brings hundreds of choral leaders together in a different city each year. In 2023, we partner with San Francisco!

2023: San Francisco, California (May 31 - June 2)

- W: PM Plenary/Exhibits; Evening Concert/Reception
- Th: AM Plenary/Concert; PM Sessions/Exhibits; Evening Gala
- F: AM Plenary/Exhibits: PM Showcase; Evening Concert

See highlights from past conferences (including a photo gallery from the 2022 Conference in Baltimore, MD) by visiting chorusamerica.org/annual-conference



Hundreds of Decision Makers Attend the Annual Conference

- Artistic leaders
- Executive directors and administrators
- Board members
- Composers and Service Providers
- Singers



2023 EXHIBITOR BENEFITS

- Connection: Connect with conductors, administrators, singers, board members, and business members from the US and Canada.
- Visibility: Conference materials, digital channels, and magazine will highlight your business before, at, and beyond Conference.
- Unique programming: Chorus America's programs are designed to maximize traffic to the exhibitor area.
- Partnership: A personalized, amiable partnership dedicated to presenting a memorable exhibiting experience.



2022-23 Corporate Benefits & Opportunities



EXHIBITORS: 2023 CONFERENCE EXPERIENCE



2023 Exhibitor Pricing

Members | \$750.00

Non-Members | \$1,100.00

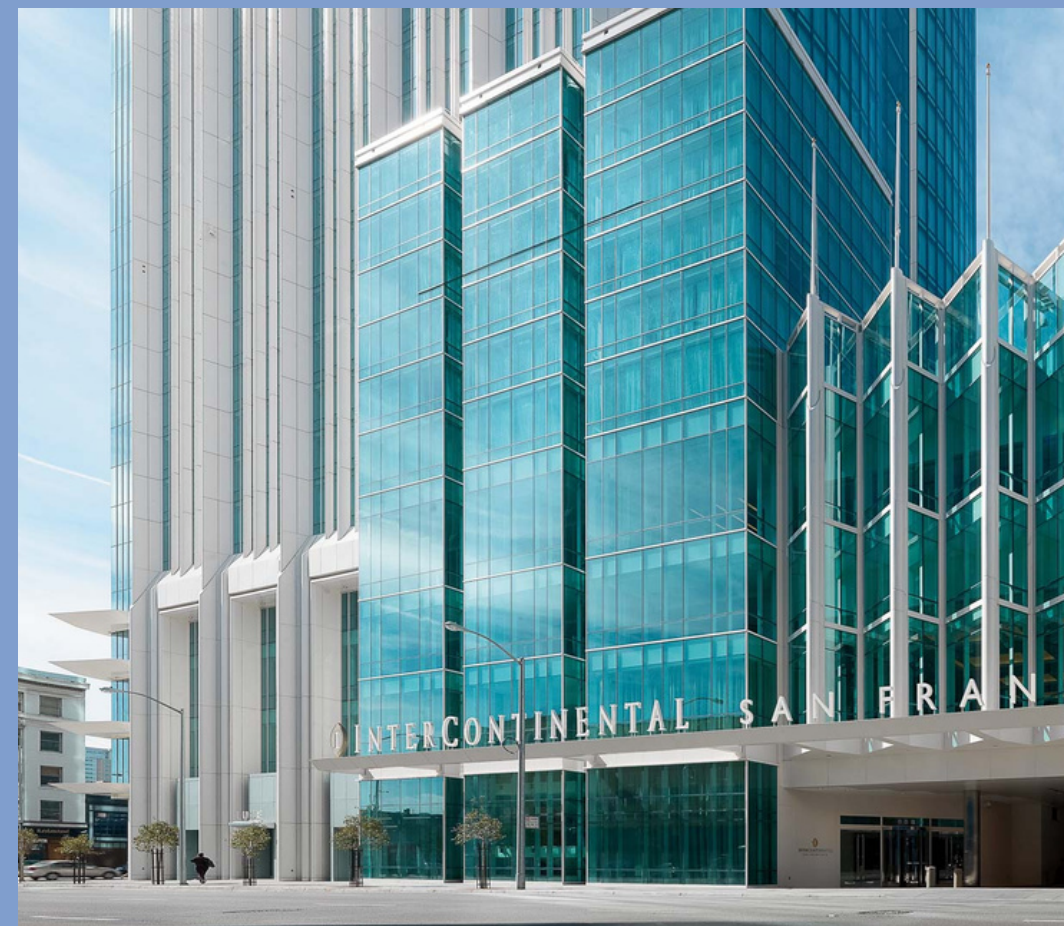
*includes one-year Business Membership

Member and Non-Member rates include:

- Registrations for 2 attendees
- Six-foot covered table
- 3 days of exhibiting hours
- Participation in Showcase Event
- Invitation to Corporate Partner Event
- Pre- and post-event visibility

Hotel Information

InterContinental San Francisco
888 Howard St
San Francisco, CA 94103



Exhibiting Area

The exhibit area offers attendees easy access to exhibitors, located in the flow of Conference programming.



EXHIBITORS: 2023 CONFERENCE SCHEDULE



Wednesday, May 31

10 am -12pm: Exhibitor Load-in Time

12 - 5:30 pm: Exhibit Hours

6 - 8 pm: Exhibitor Load-in Time (late arrivals)

Thursday, June 1

8:30 - 9:30 am: Exhibits Open

12 - 5pm: Exhibit Hours

Friday, June 2

8:30 - 9:30 am: Exhibits Open

11:30 am - 4 pm: Exhibit Hours

2:30 - 4 pm: Exhibitor and Composer Showcase

4 - 5 pm: Corporate Connections & Cocktails

5 - 6:30 pm: Exhibitor Tear down

Exhibitor and Composer Showcase

This dedicated Showcase event provides an opportunity for Conference exhibitors and composers to connect directly with hundreds of choral leaders.



SPONSOR OPPORTUNITIES: MISSION-ALIGNED PROGRAMS, CONFERENCE, AND MORE!

We value our corporate partners, and we work hard to ensure that each partnership is personalized and powerful. Choose the programs, opportunities, and benefits that align with your budget and desired impact on the Chorus America community.



2023 Program Sponsors

Help create accessible participation, ensure program sustainability, and make a mission-aligned impact on the choral field.



2023 Conference Sponsors

Conference offers the highest level of visibility and connection for partners. Select from sponsorship levels (next slide) and special opportunities (below) that match your goals and budget!

Support Emerging Leaders:

Conducting Academy, Choral Executive Leadership Academy

Support Access, Diversity, Equity, and Inclusion:

ADEI Learning Lab, Choral Executive Leadership Academy

Support Administrative Tools for Choruses:

Online Chorus Management Institute, Chorus Leadership Guide

Gala Celebration and Auction: \$25,000+

Thursday, June 1

Concerts: \$5,000 (3 available)

Wednesday, Thursday, Friday

Exhibitor & Composer Showcase: \$5,000

Friday

Plenary with Daily Sings: \$2,500 (3 available)

Wednesday, Thursday, Friday

Contact
KellyAnn to
learn more!

CONFERENCE SPONSOR BENEFITS: CHOICES TO MEET YOUR GOALS!

→ Sponsors of \$1K+* choose from benefits aligned with or leading to level of investment.

C

\$1K+ (PICK 1)
BRONZE

- Website Ad
- 2 Tickets to the Gala Celebration (June 1)

H

\$2.5K+ (PICK 2)
SILVER

- Complimentary Registration
- E-Newsletter Ad (Update)
- 1/3 Page Ad (The Voice Magazine)

O

\$5K+ (PICK 3)
GOLD

- HTML Email (Attendees)
- Exhibitor Table (incl. 2 Regs.)
- 1/2 Page Ad (The Voice)
- Remarks (1min)

R

\$7.5K+ (PICK 4)
PLATINUM

- Branded Conference Lanyards
- HTML Email (Full List)
- Full Page Ad (The Voice)

U

\$10K+ (PICK 5)
MAJOR

- Sponsored Story (Shared via Web, Print, & Social Media)

S

\$20K+ (PICK 6)
LEAD/SPECIAL

- Sponsored Gala Table for 8 people
- Cover Ad (The Voice)
- ...and more!

*Conference sponsorships start at \$500 (General). All sponsors receive annual benefits outlined on slide 4.





To get started on your 2023 Conference journey, visit,
chorusamerica.org/conf2023/sponsors-exhibitor

Sponsorship Opportunities



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Exhibiting



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