
SPONSORSHIP PROSPECTUS

Opera Conference 2017 takes place May 4 to 8
at the Sheraton Dallas in Dallas, Texas.

Make an impact at the largest gathering
of opera professionals in North America.



OPERA CONFERENCE 2017 • MAY 4-8, DALLAS

conference.operaamerica.org



WHY SPONSOR OPERA CONFERENCE 2017?

Opera Conference 2017 offers exceptional access to the largest concentration of opera professionals and decision-makers in North America. Conference sponsors will reach an anticipated 500+ general directors, administrators, trustees, donors, volunteers and artists.

As a conference sponsor, you'll:

- Reach key industry decision-makers
- Showcase your product or service and build brand awareness
- Network with existing and prospective customers
- Demonstrate your leadership to the field
- Gain new insight into the opera industry by attending conference sessions

ACT NOW FOR MAXIMUM EXPOSURE

Some sponsorship opportunities are limited and available on a first-come, first-served basis. Many benefits of sponsorship can begin immediately upon receipt of your sponsorship contract and extend through December 2017. The sooner you make your sponsorship commitment, the more visibility your organization will receive! All conference sponsorship prices increase beginning March 1, 2017.

CUSTOMIZE YOUR SPONSORSHIP

Within each conference package below, there are several options for tailoring your sponsorship to fit your company's needs. OPERA America is committed to helping you meet your objectives, so please don't hesitate to suggest additional sponsorship opportunities!

SPONSOR PACKAGES

All Sponsors receive:

- Description, logo and contact information in the conference Program Book
- Logo on the conference website and mobile app
- Logo on conference sponsor signage
- The list of attendees, with e-mail addresses
- Logo in *Opera America Magazine* for multiple issues through winter 2017–2018

HIGH-VISIBILITY SPONSORSHIP OPPORTUNITIES

Opening Session (\$10,000 USD*)

Regularly attended by 90% of participants and featuring the most prominent conference speakers, the Opening Session provides a means to reach the largest audience at the conference. Sponsorship includes event signage, placement of marketing materials on seats, and acknowledgement during the live stream and archived video.

Included: All the benefits of Diamond Sponsorship

Attendee Welcome Bags (\$10,000 USD*)

Make a powerful first impression by providing each attendee with a Welcome Bag full of your materials and other special items given to guests as they check into the host hotel.

Included: All the benefits of Diamond Sponsorship

Closing Session and Lunch (\$10,000 USD*)

Give attendees something to remember you by and sponsor the final conference session, featuring closing thoughts on the conference and awards to opera companies and individuals. Sponsorship includes verbal recognition from the podium, the opportunity to place marketing materials on chairs, and acknowledgement during the live stream and archived video.

Included: All the benefits of Diamond Sponsorship

To reserve your sponsorship, contact Vincent Covatto, organizational membership manager, at VCovatto@operaamerica.org or 646.699.5237.

Hotel Key Cards (\$10,000 USD*)

Put your message directly into the hands of conference attendees with custom-printed key cards distributed to all guests staying at the host hotel.

Included: All the benefits of Diamond Sponsorship

Annual Business Meeting and Lunch (\$5,000 USD*)

Attended exclusively by Professional Company Member general directors, this lunch meeting provides an opportunity for the sponsor to speak briefly to this high-powered assembly.

Included: All the benefits of Gold Sponsorship

General Sessions (\$5,000 USD each*)

Regularly attended by the majority of participants, the General Sessions provide a means to reach a large audience at the conference. Each General Session sponsorship includes event signage and recognition from the podium, the opportunity to place marketing materials on seats, and acknowledgement during the live stream and archived video.

Included: All the benefits of Gold Sponsorship

Program Book and Conference App (\$5,000 USD*)

Your logo will appear on the back outside cover of the Program Book, which is referred to by every attendee throughout each day. Your sponsorship will also be highlighted on the mobile app.

Included: All the benefits of Gold Sponsorship

Name Badges (\$5,000 USD plus production costs*)

Every time someone reads a name badge, your support is recognized!

Included: All the benefits of Gold Sponsorship

Tote Bags (\$5,000 USD plus production costs*)

All conference attendees will receive a tote bag with your logo on it. You'll build brand awareness throughout the conference and beyond, when attendees take their bags home for future use.

Included: All the benefits of Gold Sponsorship

Transportation Sponsor (\$5,000 USD*)

Opera Conference 2017 will transport attendees to a number of venues across Dallas, Texas, for plenary and specialty sessions. As the Transportation Sponsor, your logo will appear on appropriate tickets, onboard signage and flags to direct foot traffic.

Included: All the benefits of Gold Sponsorship

Specialty Tracks (\$3,500 each USD*)

Sponsorship of professional specialty tracks at Open Sessions and Roundtable discussions over the course of the conference provides exposure to the opera professionals in your targeted market. Choose from the following tracks: Artistic Administration, Development, Education, Finance/Administration, General Directors, Marketing/PR, Technical/Production, Trustees and Volunteers.

Included: All the benefits of Silver Sponsorship

Networking Breaks (\$3,500 each USD*)

Networking remains among the top reasons opera professionals attend the conference, as indicated in surveys year after year. With prominent signage featuring your logo, your message will be seen by all attendees throughout the break. Beverages and snacks are included.

Included: All the benefits of Silver Sponsorship

Electronic Device Charging Station (\$3,500 USD*)

Place prominent signage in one of the most in-demand areas at *Opera Conference 2017*.

Included: All the benefits of Silver Sponsorship

DIAMOND SPONSORS

(\$10,000 USD until March 1, 2017*) receive:

- ◆ Four full conference registrations
- ◆ Exhibit table in premium location
- ◆ Two-page ad (or equivalent) in *Opera America Magazine* to use by winter 2017–2018
- ◆ Up to four invitations to the Ambassador Reception, attended by general directors, trustees and donors
- ◆ Exclusive sponsorship of a conference e-blast, sent to over 16,000 people
- ◆ Inclusion of your marketing materials in every registration packet
- ◆ Onstage recognition of your company's support

***After March 1, 2017, all sponsorship levels increase in price, so act today! (All prices in USD)**

GOLD SPONSORS

(\$5,000 USD until March 1, 2017*) receive:

- ★ Three full conference registrations
- ★ Exhibit table in premium location
- ★ One full-page ad (or equivalent) in *Opera America Magazine* to use by winter 2017–2018
- ★ Up to three invitations to the Ambassador Reception, attended by general directors, trustees and donors
- ★ Exclusive sponsorship of a conference e-blast, sent to over 16,000 people

Plus, select one of these exclusive Gold benefits:

- ★ Networking Break sponsorship
- ★ Annual Business Meeting and Lunch sponsorship
- ★ Transportation sponsorship
- ★ Program Book and app sponsorship
- ★ Name Badge sponsorship
- ★ Tote Bag sponsorship
- ★ Inclusion of your marketing materials in every registration packet
- ★ Onstage verbal recognition of your company's support

SILVER SPONSORS

(\$3,500 USD until March 1, 2017*) receive:

- ☆ Two full conference registrations
- ☆ Exhibit table in premium location
- ☆ One full-page ad (or equivalent) in *Opera America Magazine* to use by winter 2017–2018
- ☆ Up to two invitations to the Ambassador Reception, attended by general directors, trustees and donors
- ☆ Exclusive sponsorship of a conference e-blast, sent to over 16,000 people

Plus, select one of these exclusive Silver benefits:

- ☆ Networking Break sponsorship
- ☆ Specialty Track sponsorship (multiple tracks available)
- ☆ Electronic Device Charging Station sponsorship

PATRON SPONSORS

(\$1,250 USD until March 1, 2017*) receive a choice of two of the following benefits:

- ☞ One full conference registration
- ☞ Exhibit table in premium location
- ☞ One half-page ad in *Opera America Magazine* to use by winter 2017–2018
- ☞ One invitation to the Ambassador Reception, attended by general directors, trustees and donors
- ☞ Exclusive sponsorship of a conference e-blast, sent to over 16,000 people

PRICING

| Sponsorship Level | Before March 1, 2017 | After March 1, 2017 |
|-------------------|----------------------|---------------------|
| Diamond | \$10,000 | \$15,000 |
| Gold | \$5,000 | \$7,500 |
| Silver | \$3,500 | \$5,000 |
| Patron | \$1,250 | \$2,500 |

EXHIBIT TABLES

Most sponsorships include a **table with prime visibility in the Exhibit Hall**. As attendees move between sessions, visit the Registration Desk and take part in the multiple Networking Breaks throughout the conference, the Exhibit Hall receives regular traffic each day. *Opera Conference 2017* will also bring attendees to your table with a special Exhibitor Happy Hour on the first full day of *Opera Conference 2017*!

REMEMBER: Many sponsorship benefits can begin as soon as you return your contract.

**OPPORTUNITIES ARE LIMITED.
SO DON'T DELAY — RESERVE TODAY!**

To reserve your sponsorship, contact
Vincent Covatto, organizational membership manager, at
VCovatto@operaamerica.org or 646.699.5237.

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