

THE NATIONAL **OPERA** CENTER
AMERICA



LIFTING
MANY
VOICES

ST. LOUIS

OPERA
CONFERENCE
2018
JUNE 20-23

SPONSORSHIP PROSPECTUS

HOSTED BY

OPERA THEATRE **OTSL** *of* SAINT LOUIS



OPERA AMERICA'S OPERA CONFERENCE

OPERA America, the national champion and service organization for opera, invites businesses, civic institutions, arts organizations, universities and foundations to join as partners in presenting the largest annual convening of opera professionals and decision-makers in North America.

ACCESS

The annual Opera Conference offers exceptional networking opportunities with over 500 general directors, staff, trustees, volunteers and artists working in all dimensions of the opera industry.

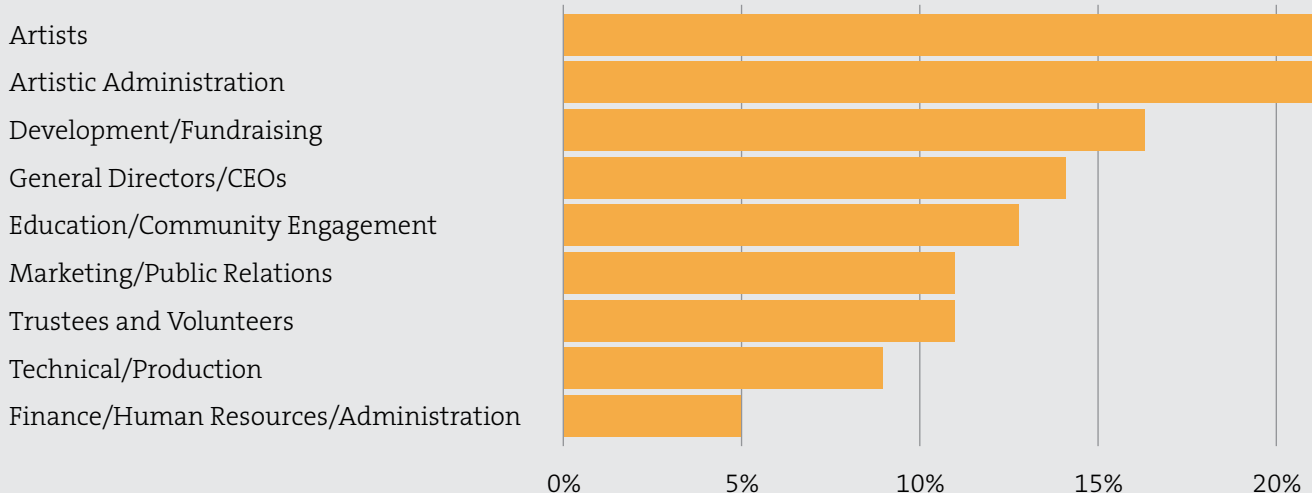
PROMOTION

Sponsors receive customized recognition packages to showcase their brands and connect with attendees through digital listings, print publications and specialized signage throughout the conference.

APPRECIATION

The respect opera companies, trustees and artists have for OPERA America extends to those who support it. Sponsors earn great admiration from the field by contributing to the sector's most valuable annual convening.

PROFILE OF OPERA CONFERENCE 2017 ATTENDEES





ST. LOUIS | JUNE 20-23

OPERA CONFERENCE 2018

LIFTING MANY VOICES

Opera Conference 2018, hosted by Opera Theatre of Saint Louis, brings the opera industry together in the American Heartland. Known for its welcoming environment, adventurous repertoire, outstanding artists and international profile, Opera Theatre of Saint Louis is a respected leader in its commitment to civic impact and equity, diversity and inclusion. The conference will call on the entire field to learn from inspiring stories, tackle tough issues, embrace differences and lift the many voices that make opera strong.

By partnering with OPERA America and Opera Theatre of Saint Louis, sponsors will have the opportunity to meet clients, colleagues and prospective customers at conference sessions and networking events, including:

- Opening Session featuring composer John Adams
- Host Company Reception
- Sponsor Reception in the Exhibition Hall
- Network Dinners at Opera Theatre of Saint Louis' Pavilion Tent
- Over 40 General Plenaries and Break-Out Sessions customized to staff networks
- New Works Forum with multi-network Break-Out Sessions
- Women's Opera Network convening
- Opera Theatre of Saint Louis Festival Performances of Verdi's *La traviata*, Gluck's *Orfeo and Euridice*, Marc Blitzstein's *Regina* and Huang Ruo and David Henry Hwang's *An American Soldier*.

2018 SPONSORSHIP PACKAGES

OPERA America offers four tiers of sponsorship opportunities that offer progressively more visibility to your company. All sponsorship packages are designed to give you the most facetime with conference attendees and to maximize your exposure through combinations of print, digital and verbal recognition.

TIER I
(\$5,000)
<p>Includes the opportunity to align your company with conference registration, live streaming or diversity initiatives, or to present content in a dedicated session, and offers the highest and most prestigious visibility to your business.</p>

TIER II
(\$3,500)
<p>Includes the affiliation of your company with a specific network track, conference hospitality, performance transportation or the exhibitor hall and provides deep-reaching and repeated promotion to attendees throughout conference activities.</p>

TIER III
(\$2,500)
<p>Includes the alignment of your company with the opening session, closing session, charging station or under-35 mixer and extends your company's brand to a broad swathe of conference attendees.</p>

TIER IV
(\$1,500)
<p>Includes new exhibiting sponsor and general sponsor options and offers more economical options for showcasing your business among conference-goers.</p>

OPERA CONFERENCE 2017 SPONSORS

Act 1 Tours	Genovese Vanderhoof & Associates	Schuler Shook
ADA Artist Management	The Ann & Gordon Getty Foundation	SD&A Teleservices
American Express Foundation	The Andrew W. Mellon Foundation	Soundmirror
Arts Consulting Group	Music Publishers Association	Stingray Brava Classica
Bank of America	National Endowment for the Arts	Threshold Accoustics
Capacity Interactive	Patron Technology	Tobin Theatre Arts Fund
The Dallas Opera	Robert Swaney Consulting	The Wallace Foundation
Fisher Dachs Associates (FDA)		



OPERA CONFERENCE 2018 SPONSORS

As a 2018 sponsor, you can:

- **Register a Team for Conference:** Sponsorship packages include a fixed number of conference registrations — plus a locked-in, special rate for you to bring more team members.
- **Attend the Sponsor Reception:** Sponsors are invited to meet all conference attendees during a special Sponsor Reception in the afternoon of Friday, June 22 in the Exhibitor Hall.
- **Present a Spotlight Session:** Sponsors may elect to present a one-hour Spotlight Session on an approved topic of choice during the lunch hour on Thursday, June 21 or Friday, June 22.
- **Participate in Conference Sessions:** Sponsors are invited to attend nearly all conference activities, including the opening and closing sessions, general sessions, network open sessions, performances and the New Works Forum, among others. (See page 10 for exceptions.)
- **Market to Attendee Lists:** Sponsors will receive lists of registered conference attendees with contact information two weeks prior and two weeks following the conference.
- **Set Up an Exhibit Table:** Sponsors can highlight their businesses to conference-goers at exhibit tables in the open walkway above the hotel atrium — a primary and centralized thoroughfare for attendees between sessions.
- **Host a Featured Activity:** Sponsors may host a featured activity at their exhibition table at a scheduled and publicized time during the conference.
- **Place a Program Book Advertisement:** Tier I and II Sponsors will receive a complimentary advertisement in the conference program book, distributed to all conference attendees.
- **Add a Welcome Bag Insert:** Sponsors have the opportunity to provide an insert for all conference welcome bags.
- **Feature Your Company on a Promotional/Branded Item:** Sponsors may brand promotional items as part of their sponsorship package, including welcome tote bags, conference badge lanyards, program book cover, pens and coffee cups.
- **Take Advantage of Magazine Advertising Discount:** All sponsors will receive a 10%-off coupon on advertising in the summer or fall issues of the magazine.

Full details of each sponsorship opportunity follow on pages 6 to 9. Sponsorship packages may be customized to fit your needs.

TIER I (\$5,000)

TIER I				
	SPOTLIGHT SESSION SPONSOR ⁵	REGISTRATION SPONSOR	LIVE STREAM SPONSOR	EDI PROGRAMMING SPONSOR
	A content-oriented opportunity for your company to share expertise in a conference Spotlight session.	A high-visibility platform for making your company the exclusive sponsor of conference registration.	A far-reaching channel for promoting your company on all live-streamed conference content.	An opportunity for your company to be a leader in forging an equitable, diverse and inclusive field.
EXCLUSIVE NAMING OPPORTUNITY	"A Spotlight Session Presented by [Your Company]"	"The [Your Company] Registration Hall"	"Live Streamed Thanks to [Your Company]"	"EDI Programming Sponsored by [Your Company]"
	4 Available	1 Available	1 Available	1 Available
NETWORKING				
Conference Registration	2	2	2	2
Special Rate for Additional Registrations ¹	Starting at \$425	Starting at \$425	Starting at \$425	Starting at \$425
Invitation to Sponsor Reception in the Exhibitor Hall	✓	✓	✓	✓
Conference Attendee Lists (2 Weeks Prior and Following)	✓	✓	✓	✓
Special Networking Opportunities	At Spotlight Session	Greeting Station in Registration Hall	—	Greeting at EDI Sessions
VISIBILITY				
Logo Recognition and Bio on Conference Website	✓	✓	✓	✓
Recognition and Bio in Conference Program Book ³	✓	✓	✓	✓
Verbal Recognition at Closing Session	✓	✓	✓	✓
Logo Recognition in <i>Opera America</i> Magazine	✓	✓	✓	✓
Logo Recognition on Conference Brochure ²	✓	✓	✓	✓
Recognition on Sponsorship-Specific Signage	✓	✓	✓	✓
Verbal Recognition at Sponsorship-Specific Events	✓	—	✓	✓
Advertisement in Conference Program Book ³	✓	✓	✓	✓
Logo Recognition on Save-the-Date Postcard ⁴	✓	✓	✓	✓
Logo Recognition in All Conference E-mails	✓	✓	✓	✓
Additional Visibility	—	—	Recognition on Live Stream and Archival YouTube Videos	Recognition on Live-Streamed and Archived EDI Sessions
PROMOTION				
Exhibit Table in Exhibitor Hall	✓	✓	✓	✓
Opportunity to Provide an Insert for Welcome Bags	✓	✓	✓	✓
Promotional/Branded Item (production cost not included)	✓	✓	✓	✓
Spotlight Conference Session Add-On ⁵	✓	\$1,000 Additional	\$1,000 Additional	\$1,000 Additional
Opportunity to Host Featured Activity at Exhibit Table	\$250 Additional	\$250 Additional	\$250 Additional	\$250 Additional
10%-Off Coupon on Advertising in <i>Opera America</i> Magazine Summer or Fall Issue	✓	✓	✓	✓

¹ Rate dependent on the date of sponsorship contract: \$425 before March 1, 2018, \$500 before April 9, 2018, \$575 before June 14, 2018.

² Sponsorship contract must be signed by January 29, 2018.

³ Sponsorship contract must be signed by April 30, 2018. Advertisement artwork must also be submitted by April 30, 2018.

⁴ Sponsorship contract must be signed by September 7, 2017.

⁵ Sponsorship contract must be signed by April 30, 2018. Session must be approved by OPERA America staff and description must be submitted by April 30, 2018.

TIER II (\$3,500)

TIER II				
	NETWORK SPONSOR ^o	REFRESHMENT SPONSOR	TRANSPORTATION SPONSOR	EXHIBITOR HALL SPONSOR
	A targeted platform for aligning your company with a specialty group of stakeholders working in opera.	A heavily-trafficked opportunity to feature your company at a coffee and snack station throughout the conference.	An opportunity to associate your company with attendees' experience outside of the conference venue.	A prime branding opportunity as a leader among conference sponsors and exhibitors.
EXCLUSIVE NAMING OPPORTUNITY	"Network Track and Dinner Sponsored by [Your Company]"	"Coffee Breaks Sponsored by [Your Company]"	"Opera Festival Coaches Sponsored by [Your Company]"	"The [Your Company] Exhibitor Hall"
	10 Available ^o	1 Available	1 Available	1 Available
NETWORKING				
Conference Registration	2	2	2	2
Special Rate for Additional Registrations ¹	Starting at \$425	Starting at \$425	Starting at \$425	Starting at \$425
Invitation to Sponsor Reception in the Exhibitor Hall	✓	✓	✓	✓
Conference Attendee Lists (2 Weeks Prior and Following)	✓	✓	✓	✓
Special Networking Opportunities	At the Network Dinner and Sessions	During Coffee Breaks	Greeting at Bus Loading	Special Greeting at Sponsor Reception
VISIBILITY				
Logo Recognition and Bio on Conference Website	✓	✓	✓	✓
Recognition and Bio in Conference Program Book ³	✓	✓	✓	✓
Verbal Recognition at Closing Session	✓	✓	✓	✓
Logo Recognition in <i>Opera America</i> Magazine	✓	✓	✓	✓
Logo Recognition on Conference Brochure ²	✓	✓	✓	✓
Recognition on Sponsorship-Specific Signage	✓	✓	✓	✓
Verbal Recognition at Sponsorship-Specific Events	✓	—	—	✓
Advertisement in Conference Program Book ³	✓	✓	✓	✓
Logo Recognition on Save-the-Date Postcard ⁴	—	—	—	—
Logo Recognition in All Conference E-mails	—	—	—	—
Additional Visibility	—	—	—	Special Listing on Exhibitor Hall Map
PROMOTION				
Exhibit Table in Exhibitor Hall	✓	✓	✓	✓
Opportunity to Provide an Insert for Welcome Bags	\$250 Additional	\$250 Additional	\$250 Additional	\$250 Additional
Promotional/Branded Item (production cost not included)	\$1,000 Additional	\$1,000 Additional	\$1,000 Additional	\$1,000 Additional
Spotlight Conference Session Add-On ⁵	\$2,000 Additional	\$2,000 Additional	\$2,000 Additional	\$2,000 Additional
Opportunity to Host Featured Activity at Exhibit Table	\$250 Additional	\$250 Additional	\$250 Additional	✓
10%-Off Coupon on Advertising in <i>Opera America</i> Magazine Summer or Fall Issue	✓	✓	✓	✓

^o Network Tracks: Artists; Artistic Administration; Development; Education/Community Engagement; Finance/Human Resources/Administration; General Directors; Marketing/Public Relations; Singer Training; Technical/Production; Trustees.

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TIER III (\$2,500)

TIER III				
	OPENING SESSION SPONSOR	CLOSING SESSION SPONSOR	CHARGING STATION SPONSOR	UNDER 35 MIXER SPONSOR
	A broad platform for promoting your company and aligning with the inspirational conference opening.	An opportunity to gain visibility and shape attendees' final experience at conference.	A centralized destination for your company to provide a valuable resource to conference attendees.	An opportunity to link your company to a late-night social activity for young conference-goers.
EXCLUSIVE NAMING OPPORTUNITY	"Opening Session Sponsored by [Your Company]"	"Closing Session Sponsored by [Your Company]"	"The [Your Company] Device Charging Station"	"Under 35 Mixer Sponsored by [Your Company]"
	1 Available	1 Available	1 Available	1 Available
NETWORKING				
Conference Registration	1	1	1	1
Special Rate for Additional Registrations ¹	Starting at \$425	Starting at \$425	Starting at \$425	Starting at \$425
Invitation to Sponsor Reception in the Exhibitor Hall	✓	✓	✓	✓
Conference Attendee Lists (2 Weeks Prior and Following)	✓	✓	✓	✓
Special Networking Opportunities	Greeting at Opening Session	Greeting at Closing Session	During Coffee Breaks	At Under 35 Mixer
VISIBILITY				
Logo Recognition and Bio on Conference Website	✓	✓	✓	✓
Recognition and Bio in Conference Program Book ³	✓	✓	✓	✓
Verbal Recognition at Closing Session	✓	✓	✓	✓
Logo Recognition in <i>Opera America</i> Magazine	✓	✓	✓	✓
Logo Recognition on Conference Brochure ²	✓	✓	✓	✓
Recognition on Sponsorship-Specific Signage	✓	✓	✓	✓
Verbal Recognition at Sponsorship-Specific Events	✓	✓	—	✓
Advertisement in Conference Program Book ³	—	—	—	—
Logo Recognition on Save-the-Date Postcard ⁴	—	—	—	—
Logo Recognition in All Conference E-mails	—	—	—	—
Additional Visibility	Recognition on Live Stream and Archival YouTube Video	Recognition on Live Stream and Archival YouTube Video	—	—
PROMOTION				
Exhibit Table in Exhibitor Hall	✓	✓	✓	✓
Opportunity to Provide an Insert for Welcome Bags	\$500 Additional	\$500 Additional	\$500 Additional	\$500 Additional
Promotional/Branded Item (production cost not included)	\$1,250 Additional	\$1,250 Additional	\$1,250 Additional	\$1,250 Additional
Spotlight Conference Session Add-On ⁵	\$2,000 Additional	\$2,000 Additional	\$2,000 Additional	\$2,000 Additional
Opportunity to Host Featured Activity at Exhibit Table	\$250 Additional	\$250 Additional	\$250 Additional	\$250 Additional
10%-Off Coupon on Advertising in <i>Opera America</i> Magazine Summer or Fall Issue	✓	✓	✓	✓

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TIER IV (\$1,500)

	TIER IV		EXHIBITOR (\$250)
	EXHIBITING SPONSOR	GENERAL SPONSOR	EXHIBITOR
	An enhanced exhibitor package with added visibility, benefits and conference registration.	An opportunity to elevate your company through conference communications and materials.	A platform for showcasing your company's services to attendees at a table in a centralized walkway.
EXCLUSIVE NAMING OPPORTUNITY	—	—	—
	Multiple Available	Multiple Available	Multiple Available
NETWORKING			
Conference Registration	1	1	—
Special Rate for Additional Registrations ¹	Starting at \$425	Starting at \$425	—
Invitation to Sponsor Reception in the Exhibitor Hall	✓	✓	—
Conference Attendee Lists (2 Weeks Prior and Following)	✓	✓	—
Special Networking Opportunities	—	—	—
VISIBILITY			
Logo Recognition and Bio on Conference Website	✓	✓	—
Recognition and Bio in Conference Program Book ³	✓	✓	Name Only
Verbal Recognition at Closing Session	✓	✓	—
Logo Recognition in <i>Opera America</i> Magazine	✓	✓	—
Logo Recognition on Conference Brochure ²	—	—	—
Recognition on Sponsorship-Specific Signage	—	—	—
Verbal Recognition at Sponsorship-Specific Events	—	—	—
Advertisement in Conference Program Book ³	—	—	—
Logo Recognition on Save-the-Date Postcard ⁴	—	—	—
Logo Recognition in All Conference E-mails	—	—	—
Additional Visibility	Recognition on Exhibitor Hall Map	—	Listing on Exhibitor Hall Map
PROMOTION			
Exhibit Table in Exhibitor Hall	✓	✓	✓
Opportunity to Provide an Insert for Welcome Bags	\$500 Additional	\$500 Additional	\$500 Additional
Promotional/Branded Item (production cost not included)	\$1,250 Additional	\$1,250 Additional	\$1,250 Additional
Spotlight Conference Session Add-On ⁵	\$2,000 Additional	\$2,000 Additional	\$2,000 Additional
Opportunity to Host Featured Activity at Exhibit Table	✓	\$250 Additional	\$250 Additional
10%-Off Coupon on Advertising in <i>Opera America</i> Magazine Summer or Fall Issue	✓	✓	✓

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SPONSORSHIP ENROLLMENT AND DEADLINES

To enroll as a 2018 conference sponsor, please complete the Sponsorship Enrollment Form at the end of this document and/or contact Vincent Covatto, organizational membership manager, at 646.699.5237 or VCovatto@operaamerica.org.

After discussing your interests, you will be asked to review and sign a Sponsorship Agreement. A non-refundable deposit equal to 20% of your sponsorship total is due at the time of the Agreement; the balance must be received by April 30, 2018.

Enrollment for sponsorship packages is offered on a first-come, first-served basis. The earlier you enroll, the longer you can take advantage of promotional opportunities and sponsor benefits.

ENROLL BY...	AND TAKE ADVANTAGE OF...
NOVEMBER 13, 2017	Logo recognition on the conference website at December 1 registration launch
JANUARY 29, 2018	Logo recognition in the conference brochure sent to all company staff and trustees, as well as all OPERA America individual members (for Tier I–III Sponsors)
MARCH 1, 2018	\$425 rate for additional conference registrations (for Tier I–IV Sponsors)
APRIL 9, 2018	\$500 rate for additional conference registrations (for Tier I–IV Sponsors)
APRIL 31, 2018	Logo and bio recognition as a sponsor in the conference program book (for Sponsors and Exhibitors)

Artwork for program book advertisements (Tier I–II), spotlight session descriptions and exhibit table featured activity descriptions due by April 30, 2018.

FREQUENTLY ASKED QUESTIONS

What sessions and events may I attend as a conference sponsor?

As a conference sponsor, you are invited to attend nearly all conference sessions, including the opening and closing sessions, general sessions, network open sessions, performances and the New Works Forum, among others. PCM-only Network Roundtables are exclusively for the staff and trustees of OPERA America's Professional Company Members. Select sessions that involve sensitive information (e.g., the co-production marketplace) may also be open only to Professional Company Members.

What interactions will I have with conference attendees?

You will be free to connect with attendees throughout the conference by participating in sessions and receptions, and by staffing your exhibitor table during breaks. All attendees will be invited into the Exhibition Hall for the Sponsor Reception on Thursday afternoon, and you may elect to host a special featured activity at your table at a publicized time during the conference. You will also receive a full list of conference attendees two weeks prior to the event, as well as two weeks after, so you can set up individual meetings.

Where is this year's Exhibitor Hall and what is provided?

All Opera Conference 2018 sessions will take place on the second floor of the Hyatt Regency St. Louis at the Arch. The Exhibitor Hall is a centrally located thoroughfare between the hotel atrium and session rooms. Sponsors and exhibitors can set up interactive displays to showcase their products and services to conference attendees. A special Sponsor Reception in the Exhibitor Hall will give sponsors an opportunity to connect with the leadership of major North American opera companies. Sponsors and exhibitors may also elect to host featured activities (e.g., give-away, raffle drawing, food offering) at their tables to draw attendees during conference breaks. An exhibit setup includes one 6' x 30" black-skirted table, two chairs and a trash can; A/V equipment is available to order.

How will I register for conference?

After completing your sponsorship agreement, you will receive a special sponsor code to register online at conference.operaamerica.org after registration opens on December 1, 2017.



CONFERENCE SCHEDULE

For the most up-to-date and detailed schedule, visit conference.operaamerica.org.

PRELIMINARY SCHEDULE					
	WEDNESDAY, JUNE 20		THURSDAY, JUNE 21	FRIDAY, JUNE 22	SATURDAY, JUNE 23
MORNING			Opening Sessions	Conference Sessions	Conference Sessions
LUNCHTIME			Spotlight Sessions	Spotlight Sessions	
AFTERNOON	New Works Forum	Exhibitor Load-In	Conference Sessions	Conference Sessions	Closing Sessions
LATE AFTERNOON	Women's Opera Network		Sponsor Reception	Host Company Reception	Exhibitor Load-Out
		Network Dinners			
EVENING	<i>Regina</i>		<i>Orfeo and Euridice</i>	<i>An American Soldier</i>	<i>La traviata</i>
POST-PERF.				Under-35 Mixer	

HOTEL INFORMATION

Hyatt Regency St. Louis at the Arch
 315 Chestnut Street
 St. Louis, MO 63102
 314.655.1234

Conference attendees will receive the special meeting rate of \$179 per night when booking before May 28, 2018 (while availability lasts). Visit conference.operaamerica.org to make a reservation.

Paid parking is available at the hotel and at local garages.

To view the hotel floor plans, visit stlouisarch.regency.hyatt.com. Click on "Meetings + Events" and access the Floor Plans PDF at the bottom right of the screen. The Exhibitor Hall will take place on the second floor in the denoted "Prefunction" area directly outside the large-scale rooms for general sessions and overlooking the hotel atrium.

SPONSORSHIP CONTACT

Vincent Covatto

Organizational Membership Manager

VCovatto@operaamerica.org

646.699.5237

Opera Conference 2018

June 20–23, 2018

St. Louis, MO

conference.operaamerica.org

OPERA America

330 Seventh Avenue

New York, NY 10001

operaamerica.org

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SPONSORSHIP ENROLLMENT FORM

Date _____

Full Name _____ Active member? Yes No
Title _____ Company _____
Address _____
City _____ State _____ Zip _____
Email _____ Phone _____

SPONSORSHIP		AMOUNT	NOTES
Sponsorship Tier		\$	
Sponsorship Package Name			

ADD-ONS		AMOUNT	NOTES
Welcome Bag Insert		\$	
Promotional/Branded Item		\$	
Spotlight Session		\$	
Exhibitor Table Featured Activity		\$	

Total	\$
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We intend to use the Exhibitor Table included in our sponsorship package.

SPONSORSHIP ENROLLMENT AND DEADLINES

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