Sponsor Opportunities

Chorus America is delighted to hold its Annual Conference in Miami, FL on June 17-20, 2020 at the Miami Hilton Hotel and other venues. This year’s conference will be hosted by Seraphic Fire. The Conference brings together over 500 leaders of the choral field for four days of professional development featuring internationally-known speakers, choral performances representing the depth and breadth of the host city’s choral community and engaging networking events. This landmark event provides valuable exposure and marketing opportunities for our business partners. Please see Benefits and Levels card to see how your sponsorship can benefit your company and brand. Please Note: Certain sponsorships are appropriate for two or more organizations to co-sponsor.

For more information, please contact KellyAnn Nelson, Advertising and Development Associate, kellyann@chorusamerica.org or 202-331-7577, x247.

Lead Conference Sponsor - $20,000
The Lead Conference Sponsor is the highest visibility option available to Chorus America sponsors. Attendees will see this sponsor’s branded messaging throughout the conference process – from registration through reflection – and will have the opportunity to get to know this company, its values and its offerings through events, acknowledgements, materials, remarks and more. This sponsorship is the key to Chorus America’s efforts to produce an outstanding experience for all attendees.

President’s Dinner & Auction, Friday, June 19
$5,000
This evening of festivity will be attended by more than 200 choral leaders, including Chorus America’s major donors, board members, and invited guests. This highly-anticipated annual gala event will feature special entertainment and a live auction.

Awards Ceremony and Annual Meeting, Thursday, June 18 - $5,000
The Awards Ceremony and Annual Meeting features Chorus America’s awards presentation. The awards highlight outstanding choruses and leaders in the choral field and shine a spotlight on exciting and innovative programs. Highly-attended.

Daily Continental Breakfast - $10,000/day
Give the attendees a great start to their day at the Conference hotel with a complimentary healthy breakfast, offered Thursday, Friday and Saturday mornings.

Conference Guidebook App - $6,000
The Conference App is the primary Conference resource for all attendees. Guidebook (http://guidebook.com) puts invaluable Conference schedules, photos, resources, maps, updates, links and more in attendee’s hands and provides a high-visibility opportunity for the sponsor. App sponsorship allows for banner ads that link to your company’s URL, putting your brand and messaging directly into the hands of engaged attendees.

Daily Morning Coffee - $5,000
Give the attendees a great start to their day at the Conference hotel with complimentary coffee, offered Thursday, Friday, and Saturday mornings.

One-on-One Sessions - $2,500
These one-on-one consultations between an attendee and an expert on a variety of topics are a favorite of attendees. They are held in the mornings at the hotel and at various times throughout the Conference.
Plenary Sessions with Morning Sings  
$2,500 per session, 4 available  
Each day of Conference, Chorus America offers a Plenary Session featuring a renowned speaker from within and outside the choral field. These sessions inspire the highest level of participation among attendees. Each session begins with Chorus America’s signature Morning Sing, an ever-popular part of our Conference activities. Engaging choral leaders remind us each morning that singing together is the root—and best part—of our profession. Plenary Session speakers and sing leaders to be announced. These sessions are often made widely available via video and distributed on Chorus America’s website.

Roundtable Sessions - $2,500  
These collaborative small-group discussions facilitated by peer leaders allow attendees to discuss challenges and develop solutions to relevant issues within their organizations. Each Roundtable discussion lasts 20 minutes and attendees have the valuable opportunity to participate in three different topics in the course of a sponsored hour.

Session Tracks - $2,500  
Sponsor a group of sessions focusing on a specific topic, such as artistic issues, technology, or children/youth choirs.

In-Depth Seminars on Wednesday, June 17  
$1,000 each; $2,500 for all three  
Three half-day workshops that typically attract 30-50 attendees each. Topics to be determined. Previous examples include repertoire, fundraising, and social media.

Leadership Development Forum - $2,500  
The Leadership Development Forum is made up of executive directors from choruses with budgets of over $1 million. This group of administrative leaders meets once during the conference to discuss topics that are relevant to organizations of their size and scope. Sponsorship of the LDF brings with it an opportunity to showcase your brand in front of decision makers with a specific level of resources and needs.

Reception for Emerging Leaders - $2,000  
An evening cocktail reception at an area restaurant exclusively for the choral field’s next generation of leaders (for those aged 35 and under).

Conference Tote Bags - $1,500  
Durable, attractive tote bags are distributed to 450 attendees to hold their conference notebook and many other valuable items. Each bag is printed with your company’s logo prominently displayed.

First-time Attendee Orientation - $1,000  
New Conference attendees are treated to a reception built to help them have a meaningful Conference experience. Sponsorship of this event allows your brand to be the first imprint of the conference for newly engaged Chorus America Conference attendees.

Dine-Arounds - $500  

General Sponsorship - $500 each  
Become a general Conference sponsor to show your support for Chorus America and gain visibility in the choral field

Additional Opportunities for In-Kind Support - A few examples:

- Contributions to silent and live auction (hotel stays/other travel, gift certificates, autographed items, etc.)
- Donor table thank you gift
- Lanyards, badge holder