



2021 Chorus America Virtual Conference Remaining Sponsorship Opportunities

(as of 5.20.21)

The choral field's needs, best practices, and roadmaps for success are changing more rapidly than ever before. Choral professionals are seeking more frequent networking opportunities and responsive information that is readily accessible. To help position choruses for success as they look toward "what's next", Chorus America is virtually convening the field twice in 2021 at its Winter and Summer Conferences.

Chorus America values its supporting partners, and the sponsorship opportunities highlighted below are built to showcase the alignment of partners like you with the ideas and resources that matter most to the field. Please read on to learn more about the offerings and associated benefits still available. Please contact **KellyAnn Nelson, Annual Fund & Corporate Engagement Manager** (kellyann@chorusamerica.org or 202.331.7577 x.247) for more information on how to build a personalized sponsorship experience that meets your 2021 needs and supports the premiere service organization for the choral field.

Pre-Conference Event Sponsorships: Tuesday, June 15 2021

**Please note that Pre-Conference opportunities will not be presented through the HeySummit conference platform, but will still be eligible for all conference sponsorship benefits linked to level of support (as outlined on the Sponsor Benefit Grid Document)*

➤ **One-on-One Interactive Conversations: \$1,500**

The opportunity for participants to meet one-on-one with mentors and experts in personally relevant conversations has always been an important part of Chorus America conferences. In the virtual space, the rare opportunity for one-on-one interpersonal engagement with luminaries in all aspects of artistic and administrative work heightens the value to both participants and partners as attendees flock to this rare opportunity for access. Your sponsorship would be highlighted with brief video remarks that would play in the zoom room before all participants head into breakout rooms with their selected consultant, as well as branded acknowledgement in marketing and participant communication.

➤ **Virtual Awards Celebration: \$1,500**

Chorus America's Awards Program recognizes excellence and outstanding leadership in the choral field. The Virtual Awards Celebration on Tuesday June 15 at 7:00pm ET shares video tributes to the 2021 Award winners and moving acceptance remarks. The celebration will be presented on YouTube, allowing for real time viewer engagement in the comments, and your sponsorship will be highlighted with brief video remarks that would play at the beginning of the presentation, as well as branded acknowledgement in marketing and participant communication.

Summer Conference (June 16-18) Remaining Sponsorship Opportunities

Content Category Sponsor | Access, Diversity, Equity and Inclusion (ADEI): \$3,500 Summer

All breakout sessions at the 2021 Virtual Conference events will filter through three thematic categories (ADEI, COVID-19 Resilience and the Conducting Academy). Category Sponsorship provides a highly valuable opportunity to align your brand with a group of related sessions that are all focused on dealing with the biggest issues facing the field today. Category sponsors may share brief pre-recorded video remarks at the top of each session in the sponsored category, which will remain linked to the session in the replay. Your sponsorship will also be acknowledged with a linked logo on the landing page for the sponsored category as well as on every associated session page.

Plenary Session Sponsorship: \$2,000 each

Chorus America will offer five plenary sessions (two at the Winter Conference and three at the Summer Conference) featuring renowned speakers from within and outside the choral field. These sessions inspire the highest level of participation among attendees and are the most revisited sessions in the on-demand library. Your sponsorship includes brief video remarks at the top of the session (which will remain linked in Replay) and a linked logo/name acknowledgement in the session description on both the HeySummit and Chorus America conference websites. Descriptions will be added as Plenary speakers are confirmed – these will go fast!

Wednesday June 16 Plenary Session (12pm ET): Cross-Cultural Choral Collaborations

❖ Andrew Balfour, Jerod Impichchaachaaha' Tate, Karen Thomas

Singing communities can be spaces that cultivate cross-cultural learning for artists and singers. Join leaders Andrew Balfour, Nola Nahulu, and Jerod Tate as they discuss how their diverse indigenous heritages and identities as conductors, composers, and teachers of choral music aid in keeping cultural traditions alive. They'll talk about their experiences building meaningful relationships and collaborations, how mentorship has guided them, and how these practices foster community.

<https://www.chorusamerica.org/conf2021/session/cross-cultural-choral-collaborations>

Thursday June 17 Plenary Session (12pm ET): Storytelling: The Most Powerful Form of Nonprofit Writing

❖ Kivi Leroux Miller <https://www.nonprofitmarketingguide.com/resources/aboutus/meet-kivi-leroux-miller/>

During this plenary session with CEO and founder of Nonprofit Marketing Guide's Kivi Leroux Miller, you'll learn how to tell three different kinds of stories that can serve as the foundation for your marketing and fundraising campaigns.

Daily Reflection Groups: \$1,000

3:00 – 3:45pm EDT W/Th/F June 16-18 <https://www.chorusamerica.org/conf2021/session/reflection-groups-1>

After a day filled with sessions and ideas, Chorus America conference attendees have resoundingly spoken to the value of coming together in discussion with colleagues. Each day of the conference features a different reflection group structure (by chorus type, budget type and content category type) and serves as an opportunity to connect with peers in the field in order to synthesize and apply the content consumed each day. Your sponsorship would include verbal acknowledgement from the host at the beginning of each day's discussions, as well as a linked logo on both the HeySummit and Chorus America conference websites.

General Sponsorship (\$350 for Summer) Become a general sponsor to show your support for Chorus America and gain visibility in the choral field. General sponsors will be acknowledged on multiple platforms, including The Voice Magazine's print and digital issues, the Virtual Conference homepage in HeySummit, the Chorus America conference website, and more.

Session Sponsorship (\$600 each or a bundle of 3 for \$1,250)

Sponsor a Breakout Session—or bundle of sessions—of your choice that aligns with your brand identity! Choose from an array of sessions on topics such as marketing, community engagement, management, fundraising, and artistic planning. Your sponsorship would include verbal acknowledgement from the host at the beginning of each session, as well as your name hyperlinked in the session description on both the HeySummit and Chorus America conference websites.

1. So, You're Ready to Hire Development Staff | Michael Pettry | Wednesday, June 16 | 1:45pm EST

<https://www.chorusamerica.org/conf2021/session/so-youre-ready-hire-development-staff>

COVID-19 Resilience Category | Development

This session is perfect for a chorus leader who is considering adding a development-focused staff person, and will delve into three main questions: 1.) How to know when you may be ready to hire your first development staff person. 2.) What are realistic development goals to set in their first year or two? 3.) Practically speaking, how do I know what my choir needs from a development staff person?

2. The Intersection of Marketing Strategies and Diversity | Zannie Voss | Wednesday, June 16 | 1:45pm ET

<https://www.chorusamerica.org/conf2021/session/intersection-marketing-strategies-diversity>

ADEI | Marketing

Based on the latest research from SMU DataArts presented by its Director, Conference attendees will learn how strategic marketing choices enhance or inhibit opportunities for cultural exchange and understanding among the full spectrum of a community's diverse populations.

3. Ai Pōhaku: Decolonizing Our Choral Future | Jace Saplan | Thursday, June 17 | 1:45pm ET

<https://www.chorusamerica.org/conf2021/session/ai-p%C5%8Dhaku-decolonizing-our-choral-future>

ADEI | Artistic/Management

This session will discuss the artistic and administrative possibilities in forming right-relationships with the land our organizations are built on, the host cultures we engage with, and how an embrace of Native and Indigenous methodologies is paramount in not only modeling best practices but in building solidarity and affirmation with communities unseen.

4. Re-Engage, Re-Build, Recruit: Building Bridges between Community Choruses and School Music Programs | Marcela Molina, Jess Edelbrock, Ben Lebovitz | Thursday, June 17 | 1:45pm

| COVID19 | Children/Youth <https://www.chorusamerica.org/conf2021/session/re-engage-re-build-recruit-building-bridges-between-community-choruses-school-music>

This session will provide strategies that choruses of all sizes can use to build and actualize relationships with music educators with the goals of strengthening their organizations, their communities, and music education as a whole. Recruiting singers to your organization is a natural outcome of effective and intentional school support and relationship-building.

5. What's Next: Preparing for a Healthy, Safe Reopening | Jelena Srebric, Neha Nanda, Lucinda Halstead Friday, June 18 1:45pm ET | COVID-19 Resilience Category

<https://www.chorusamerica.org/conf2021/session/whats-next-preparing-healthy-safe-reopening>

As we navigate the return to in-person singing and performing, fact-based, expert information is essential. This panel of doctors with experience advising performing arts organizations and choruses will share the latest updates in COVID developments and vaccination efforts. They will also address questions about reopening plans and safety precautions that are specifically relevant to the choral field.

6. **Be Part of the Solution: A New Model for Social Change and Funding | Erin Guinup | Wednesday, June 16**
<https://www.chorusamerica.org/conf2021/session/be-part-solution-new-model-social-change-funding>

ADEI | Development

Choruses and singing ensembles can be a significant part of meaningful change as we combine our music-making with community needs and take practical action on issues. In this session, we will discuss how we can not only inspire with performances and make it easier for audiences to turn that inspiration into action but also directly engage with people experiencing inequity. Hear how the Tacoma Refugee Choir works with staff focused on non-musical elements of programming in conjunction with musical staff to serve the fundamental needs of those who too often are excluded from the benefits of music - a model that opens up access to substantial funding from governmental and socially-conscious sources. This session will explore identifying causes and partnerships that are aligned, cultivating relationships that are not merely transactional, designing projects that serve needs of the community, being aware of white supremacy expectations that can damage relationships with BIPOC partners, providing engagement opportunities for choir members and audiences, and securing funding sources to support this programming.

7. **From Orientalism to Equity: A Case Study in Inclusive Programming | Hannah Won, Wes Kim, Karen Thomas, Katie Skovholt | Wednesday, June 16 1:45pm ET | ADEI | Programming**

<https://www.chorusamerica.org/conf2021/session/orientalism-equity-case-study-inclusive-programming>

This session will be an in-depth exploration of Seattle Pro Musica's experience producing Pacific Voices, a program centered on the works of Asian and Asian American composers, first in 2009 and then again in 2019. Learn about the strategy, challenges, joys and unanticipated learning moments that happen when a chorus engages in cultural appreciation in an authentic and meaningful way, and grows in this work over a decade. Panelists representing artistic, administrative, and board perspectives will discuss concert marketing, community engagement initiatives, funding opportunities, the concert experience, the post concert follow-up, and more, making this a conversation with entry points for all attendees.

8. **Vaccine Requirements and Your Chorus | Charlie Berardesco, Steve Smith, Jennifer Collins, Donald Dumpson and Andrés Holder | Friday, June 18 1:45pm ET | COVID-19 Resilience Category**

<https://www.chorusamerica.org/conf2021/session/vaccine-requirements-your-chorus>

As choruses navigate resuming in-person rehearsals and performances, they must decide whether their organization will require their singers to be vaccinated to participate. Charlie Berardesco, an experienced board member of many choral organizations, including Chorus America, and general counsel to a number of for-profit and non-profit organizations, will lead a panel conversation with choral leaders Jennifer Collins, Donald Dumpson, Andrés Holder, and Steve Smith, who are making these decisions for their organizations. Together, they'll discuss the factors they took into consideration and how these choices affect their organizations, their policies, and their singers.

Exhibitor Showcase Add-On Package: Discounted Exhibitor Rates for Sponsors at the \$500 level or higher

❖ **Chorus America Member Discounted Rates: \$300 Summer**

❖ **Non-Member Discounted Rates: \$375 Summer**

○ FYI – Summer Exhibitor Rates for non-sponsors: \$425 member/\$575 non-member

Partners who choose to sponsor the conference at the \$500 level or above may also elect to add an exhibitor showcase package (including two complimentary registrations) to their sponsorship at a discounted rate. This adds direct engagement with attendees to your conference experience, as you'll host a 45-minute exhibitor showcase session via Zoom. You'll choose the title and scope of your showcase session and we'll list that information (along with your company name/brand in the Conference Program), allowing attendees to engage with you and the information you'd like to share in a way that is similar to a breakout session. Additionally, you'll have an Exhibitor Info Page on HeySummit and brand acknowledgement throughout the conference platforms.