

20  
23

# OPERA CONFERENCE

PITTSBURGH MAY 17–20

SPONSORSHIP PROSPECTUS



OPERA  
AMERICA

# 2023 | OPERA CONFERENCE | PITTSBURGH MAY 17-20

## OPERA America and Pittsburgh Opera welcome the opera industry to the City of Bridges for Opera Conference 2023.

Opera Conference 2023 will examine the human dimensions of opera — the needs of artists and arts workers, the patterns and behaviors of audiences, and the subjects and scope of the operas we produce. Together, we will work to articulate core human values we can elevate internally as the foundation for our service to our communities.

Sponsoring the Opera Conference gives you the ability to reach large groups of opera industry insiders. Customizable packages offer widespread visibility for your business leading up to and throughout the conference.

By partnering with OPERA America as a sponsor, you will have the opportunity to meet clients, colleagues, and prospective customers at conference sessions and networking events, including:

- Over 30 General and Concurrent Sessions customized to staff discipline
- Host Company Reception aboard the Gateway Clipper Riverboat
- Sponsor Reception in the Exhibit Hall
- Roundtables and dinners for discipline-specific networks
- Convenings of the Racial Justice Opera Network and Women's Opera Network
- Productions of *We Shall Not Be Moved* and *Denis & Katya*, presented by Pittsburgh Opera

---

**New this year!** You have the opportunity to extend your sponsorship beyond Opera Conference 2023 by supporting a discipline-specific network year-round.



# 2023 | OPERA CONFERENCE | PITTSBURGH MAY 17-20

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. OPERA America's membership encompasses 200 Professional Company Members; 550 Associate, Business, Career Service, and Educational Members; and 3,400 Individuals.

## ACCESS

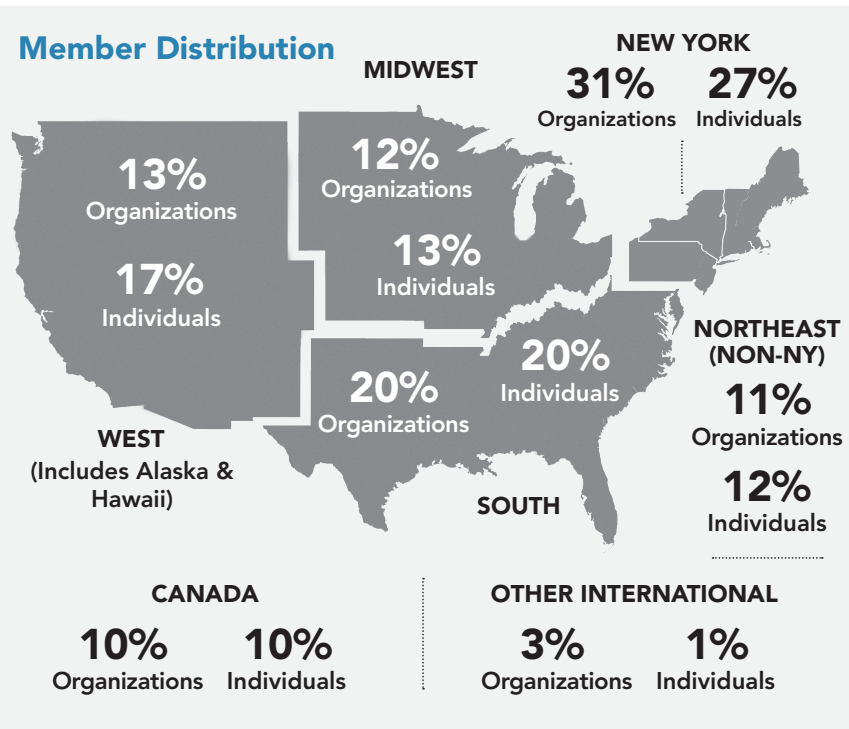
Opera Conference 2023 offers exceptional networking opportunities with over 600 general directors, staff members, trustees, volunteers, and artists working in all dimensions of the opera industry.

## PROMOTION

Sponsors receive customized recognition packages to showcase their brands and connect with attendees through digital listings 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 Attendees

Trustees, Volunteers, and Supporters	35%
Singers	35%
Musicians and Pianists	29%
Voice Teachers, Coaches, and Educators	28%
Composers and Librettists	18%
Administrators and Artistic Staff	18%
Directors, Conductors, and Designers	16%
Teaching Artists	13%

## 2023 SPONSORSHIP PACKAGES

OPERA America offers three tiers of sponsorship opportunities that provide 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 digital, print, and verbal recognition.

### TIER 1 SPONSORS: \$5,000

Includes the opportunity to present content in dedicated spotlight sessions, underwrite a general session, or put your name on the welcome center; and offers the highest level of visibility for your business.

#### 2019-2022 TIER I SPONSORS

Fisher Dachs Associates  
Threshold Acoustics  
Vatic

### TIER II SPONSORS: \$3,500

Includes the alignment of your company with a specific network or affinity group, conference hospitality, or the exhibit hall; and offers repeated visibility and promotion throughout conference activities.

#### 2019-2022 TIER II SPONSORS

Act 1 Tours  
Arts Consulting Group  
Athlone Artists  
Genovese Vanderhoof & Associates  
Operabase  
Shuler Shook  
Stagetime  
TRG Arts

### TIER III SPONSORS: \$2,000

Includes the visibility and promotion of sponsorship and offers a premier place in the exhibit hall to connect with conference attendees.

#### 2019-2022 TIER III SPONSORS

ADA Artist Management  
InstantEncore  
Marquee TV  
Music Publishers Association

### EXHIBITOR: \$300

Offers you a physical home base at the conference to network and showcase your marketing materials.

*(Must be combined with conference registration)*

## AVAILABLE SPONSOR BENEFITS

Opera Conference 2023 offers a range of opportunities for recognition and networking:

### Receive recognition as a conference sponsor:

- **Build an Organizational Profile in the Conference App:** All sponsors will be able to build out organization profiles with website links as part of the conference phone app.
- **List Your Business on Emails and Signage:** Sponsor logos will be included in all conference emails, on sponsor-specific signage, and in *Opera America Magazine's* summer 2023 issue.

### Promote your business:

- **Set Up an Exhibit Table:** Sponsors can showcase their businesses to conference-goers at exhibit tables in a prime location in the hotel's foyer.
- **Host a Featured Activity:** Sponsors may host a featured activity at their exhibit table at a scheduled time during the conference, publicized via push notifications on the conference phone app.
- **Take Advantage of a Magazine Advertising Discount:** All sponsors will receive a 10%-off coupon on advertising in the summer issue of *Opera America Magazine*.
- **Add Your Logo to the Welcome Bag:** Sponsors may brand the welcome bags<sup>1</sup> or add a branded item to the bags as a tangible souvenir for attendees.

### Network with conference attendees:

- **Register a Team for Conference:** Sponsorship packages include a fixed number of conference registrations – plus a locked-in, special rate to bring more team members.
- **Attend the Sponsor Reception:** Sponsors are invited to meet all conference attendees during a dedicated Sponsor Reception on Thursday, May 18 in the Exhibit Hall.
- **Market to Attendees:** Sponsors will receive lists of registered conference attendees who opt in with contact information two weeks prior and two weeks following the conference.
- **Participate in Conference Sessions:** Sponsors are invited to attend nearly all conference activities, including general sessions, concurrent sessions, performances, meetings of the Women's Opera Network, Racial Justice Opera Network, and the New Works Forum, among others.
- **Present a Spotlight Session:** Sponsors may present a one-hour session<sup>2</sup> on an approved topic of choice during lunch hours, which will be listed in the conference schedule. Sponsors will receive the session's sign-up/attendee list following the conference.



<sup>1</sup> Included for the Welcome Center Sponsor or available for an additional charge for Tier I and II sponsors.

<sup>2</sup> Included for Spotlight Sponsors or available for an additional charge for Tiers I, II, or III. Four total available.

## PREMIUM SPONSOR OPPORTUNITIES FOR TIERS I AND II

### DEMONSTRATE YOUR SUPPORT FOR THE OPERA FIELD:

- **Underwrite a General Session:** Tier I sponsors may support a general session of their choice, reaching 500+ conference attendees in one event.
- **Welcome Conference Attendees:** The Welcome Center Sponsor will reach all conference attendees and can put their logo on the conference Welcome Bag.
- **Support a Social Gathering:** Sponsors may support a discipline-specific network or affinity group of their choice with meaningful exposure to a select group.
- **Fuel Conference Attendees:** Everyone loves coffee! The Refreshments Sponsor will delight attendees by providing coffee and a snack during breaks, publicized by push notifications.
- **Help Spotlight Others:** The Exhibit Hall Sponsor supports a highly visible part of the conference experience.

Details of what is included in each sponsorship package may be found on page 6. Packages may be customized to fit your needs.

## EXTEND YOUR SUPPORT YEAR ROUND

### New this year!

Sponsors of Opera Conference 2023 can extend their sponsorships by supporting a discipline-specific network of opera company administrators yearlong. Network members engage in monthly peer learning calls and attend annual forums for professional development. Each network has a dedicated listserv offering the most direct access to potential customers.

Network sponsors will receive two sponsored emails to the network listserv, will be recognized on monthly network calls, and will be invited to present on a topic of their choice<sup>1</sup> at annual network meetings.

Networks eligible for year-round sponsorship are Artistic Administration, Development, Education/Community Engagement, Marketing/Communications, Performer Development, and Technical/Production. Sponsorship of a network runs through calendar year 2023.

<sup>1</sup> Sessions must be approved by OPERA America staff in advance.



Sponsor Benefits Package	TIER I (\$5,000)	TIER II (\$3,500)	TIER III (\$2,000)	EXHIBITOR (\$300)
	<b>PICK ONE:</b> <ul style="list-style-type: none"> <li>• <b>General Session Sponsors</b> Named sponsorship of the opening, closing, or plenary sessions (5 available)</li> <li>• <b>Welcome Center Sponsor</b> Includes Welcome Bags</li> <li>• <b>Spotlight Session Sponsors</b> (4 available)</li> </ul>	<b>PICK ONE:</b> <ul style="list-style-type: none"> <li>• <b>Network Sponsors</b><sup>1</sup> (9 available)</li> <li>• <b>Constituent/Affinity Group Sponsors</b><sup>1</sup> (5 available)</li> <li>• <b>Refreshments Hospitality Sponsor</b></li> <li>• <b>Exhibit Hall Sponsor</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>General Conference Sponsor</b></li> </ul>	
<b>VISIBILITY</b>				
Logo and Profile on App and Conference Website <sup>2</sup>	✓	✓	✓	App only
Logo in All Conference Emails	✓	✓	✓	—
Recognition on Sponsorship-Specific Signage	✓	✓	✓	—
Verbal Recognition at the Sponsor Reception	✓	✓	✓	—
Logo in <i>Opera America Magazine</i> , Summer 2023 Issue	✓	✓	✓	—
<b>PROMOTION</b>				
Table in Exhibit Hall	Premier Placement	Premier Placement	Premier Placement	Standard Placement
10% off Advertising in <i>Opera America Magazine</i> , Summer 2023 Issue	✓	✓	✓	—
Host a Featured Activity in the Exhibit Hall	✓	✓	\$350 additional	\$400 additional
Brand the Welcome Bags <sup>3</sup> (plus cost of the bags)	\$1,000 additional or included for Welcome Center Sponsor	\$1,000 additional	—	—
Place a Branded Item in Welcome Bag <sup>3</sup> (plus cost of the item)	\$200 additional	\$300 additional	\$500 additional	—
<b>NETWORKING</b>				
Conference Registrations Included	2	1	1	—
Special Rate for Additional Registrations <sup>4</sup>	Starting at \$595	Starting at \$595	Starting at \$595	—
Invitation to the Sponsor Reception	✓	✓	✓	✓
Receive Conference Attendee Lists	✓	✓	✓	—
Spotlight Session Four available	\$1,000 additional or included for Spotlight Sponsors	\$1,500 additional	\$1,700 additional	—
<b>YEAR-ROUND RECOGNITION</b>				
Network Sponsorship	\$2,500 additional	\$2,500 additional	—	—

<sup>1</sup> Conference Networks Include: Artistic Administration, Development, Education/Community Engagement, Finance/Human Resources, General Directors, Leadership Intensive Alumni, Marketing/Communications, Performer Development, and Technical/Production. Finance/Human Resources, General Directors, and Leadership Intensive Alumni Networks are not eligible for year-round sponsorship. Constituent/Affinity Groups Include: Artists, New General Directors, Women's Opera Network, Racial Justice Opera Network, Young Professionals.

<sup>2</sup> Logo placement commensurate with sponsorship level.

<sup>3</sup> Welcome bags and/or Branded Items must be delivered by May 10. Sponsor bears responsibility for the cost of the bag or branded item.

<sup>4</sup> Rate dependent on date of sponsorship contract: \$595 before March 1, 2023; \$675 before May 1, 2023.

## 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 general sessions, concurrent sessions, open roundtables, performances, specialty group meetings, and the New Works Forum, among others. Network roundtables and select sessions that involve sensitive information are exclusively for the staff and trustees of OPERA America's Professional Company Members.

For an overview of the conference schedule, visit [operaamerica.org/ConferenceSchedule](https://operaamerica.org/ConferenceSchedule).

### **How will I register for conference?**

After completing your sponsorship agreement, you will receive a code enabling you to register for the appropriate registration package.

### **What interactions will I have with conference attendees?**

You can 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 Exhibit Hall for the Sponsor Reception on Thursday evening, and you may elect to host a special featured activity at your table at a publicized time during the conference, promoted by push notification in the conference app. You will also receive a full list of conference attendees two weeks prior and two weeks after the event, and you can set up individual meetings with attendees using the conference app.

### **Where is this year's Exhibit Hall and what is provided?**

Opera Conference 2023 will take place on the second and third floors of the Westin Pittsburgh. The Exhibit Hall will be located on the third floor in the Foyer directly outside the Plenary Session ballrooms. Sponsors will be given a premium location in the Exhibit Hall to maximize visibility and foot traffic.

Sponsors and exhibitors can set up interactive displays to showcase their products and services to conference attendees. An exhibit setup includes one 6' x 30" skirted table and two chairs; A/V equipment is available to order from the Westin, at an additional charge.

### **When will this year's Exhibit Hall be open?**

The 2023 Exhibit Hall will be open:

- Wednesday, May 17 | 1:00 p.m. – 5:30 p.m.
- Thursday, May 18 | 8:00 a.m. – 5:30 p.m.
- Friday, May 19 | 8:00 a.m. – 5:30 p.m.

A special Sponsor Reception in the Exhibit 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, which will be promoted through the conference app.

Load-in will take place Wednesday, May 17, 8:00 a.m. - 1:00 p.m. Load-out will be Saturday, May 20, 8:00 a.m. - 12:00 p.m.



## HOW TO RESERVE

To enroll as a 2023 conference sponsor, please contact Jenny Fornoff, institutional giving manager, at 646.699.5258 or [JFornoff@operaamerica.org](mailto:JFornoff@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 signing. The balance will be due by April 28, 2023.

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

Enroll by	In order to...
January 31	Include your logo in promotional emails and a conference postcard (for Tiers I and II) sent to opera company staff, trustees, and other members.
March 1	Secure the Early Bird rate for additional registrations.
March 15	Guarantee your logo is included when the app and the attendee hub go live to registrants.
April 21	Guarantee your logo will appear on all sponsorship signage at the conference.

## TERMS AND CONDITIONS

Sponsorships may be canceled on or before April 3, 2023, without penalty, minus the 20% non-refundable deposit. Sponsorships canceled between April 3 and April 28 will be subject to a cancellation fee equal to 50% of the total due. Sponsorships canceled after April 28, 2023, are not eligible for any refund.

Sponsors receive the benefits outlined in the sponsorship prospectus. The ability to redeem benefits is contingent on the timely return of the signed agreement and on the timely delivery of promotional logo, organizational description, and related materials according to the deadlines and specifications provided. Logos and company information will appear in design and formatting consistent with Opera Conference 2023 branding.

## HOTEL INFORMATION

The Westin Pittsburgh  
1000 Penn Avenue, Pittsburgh, PA 15222  
412.281.3700

Located in downtown Pittsburgh, the Westin Pittsburgh is walking distance to restaurants, Heinz Field, PNC Park, and the Cultural District, including the August Wilson African American Cultural Center. Book your room for \$209/night (plus taxes and fees) at [operaamerica.org/ConferenceHotel](https://operaamerica.org/ConferenceHotel) through April 25, 2023.