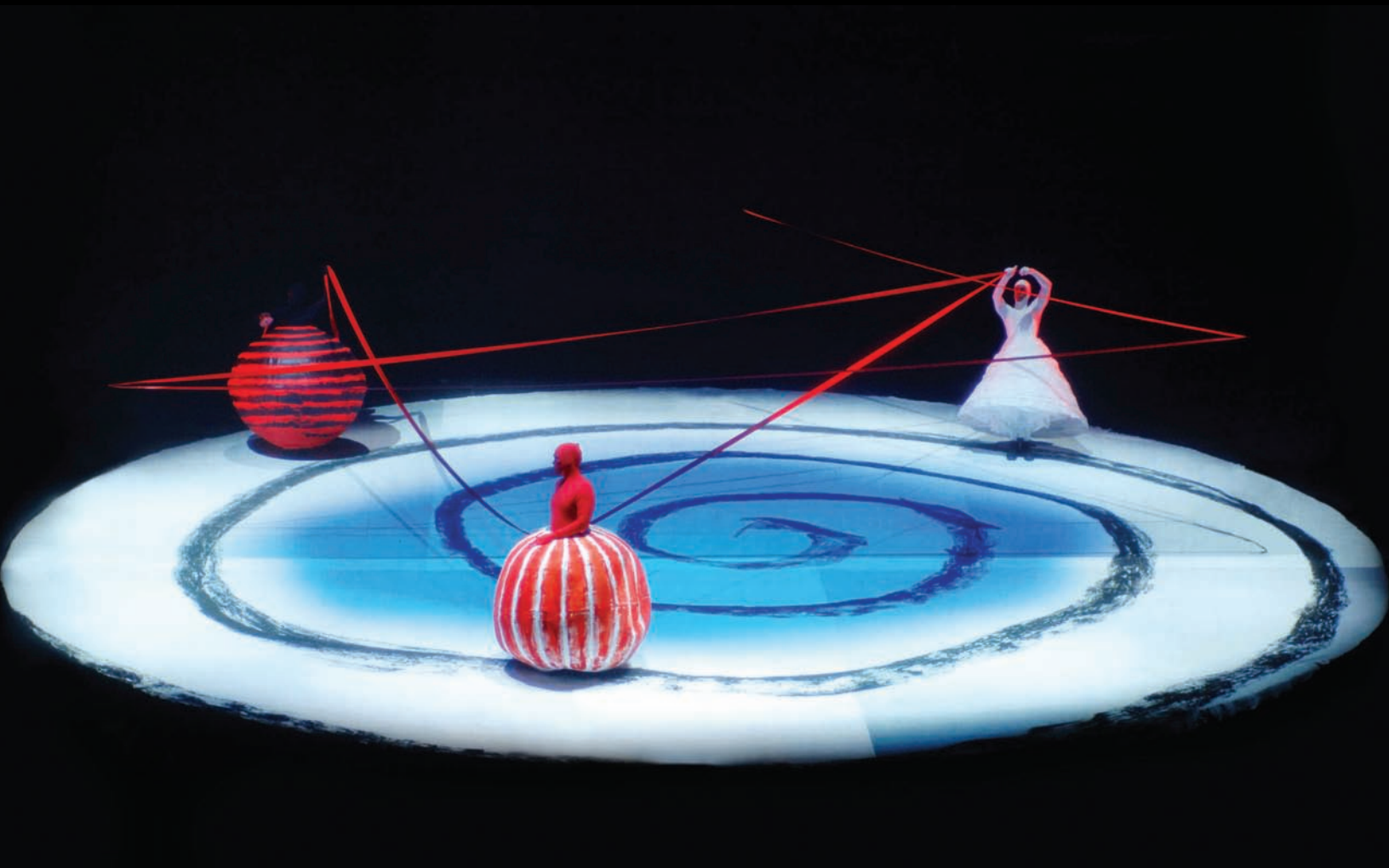


New Realities | New Strategies

Opera Conference 2010 | Los Angeles, CA June 9-12

Hosted by Los Angeles Opera



Sponsorship Prospectus

New Realities | New Strategies

Opera Conference 2010 | Los Angeles
June 9 – June 12, 2010

Opera Conference 2010 offers exceptional exposure to the largest concentration of opera professionals and decision-makers in North America. More than 500 participants are expected at the conference, including general directors, staff members, trustees, donors and artists.

Network with your existing and prospective customers

- Sponsors receive one or more complimentary registrations, allowing for participation in general and concurrent sessions.
- Most sponsorships include a table with premium visibility in the exhibit hall. Visitors to the Registration Center and a complimentary coffee service will ensure regular traffic throughout the day.
- All sponsors are invited to the Annual Fund Reception, which attracts many opera company general directors, trustees and donors.
- Gold and Platinum sponsors have the option to host a luncheon, reception or other event during the conference for opera professionals in one or more specialty areas (such as marketing, development or trustees).

Increase your brand recognition in the opera community

Recognition of your sponsorship begins months before *Opera Conference 2010* and extends through January 2011 in OPERA America publications and with hyperlinked logos on its Web site. The sooner you make your sponsorship commitment, the sooner recognition begins! Sponsors are recognized in the Program Book and on signs at conference registration. Sponsors of specific events are recognized verbally and with signage at those events.

Customized sponsorship packages are available!

The benefits of the various levels of sponsorship are described in this brochure. Customized packages are also available that will best achieve your marketing and branding goals.

Show your support for the only organization serving the entire opera field

The respect that opera companies and artists give to OPERA America is extended to those who support it. Everyone in the opera field knows that membership dues alone cannot sustain all of OPERA America's programs. It is also well known that arts patrons are inclined to favor corporations that support the arts.



High-Visibility Sponsorship Opportunities

These special opportunities are exclusive and limited, so make your decision early!

- **Opening Session and Keynote Address (\$10,000)**

Regularly attended by 90% of participants and featuring one of the most prominent conference speakers, the Opening Session provides a means to reach the largest audience at the conference. Sponsor signage and recognition from the podium are included. Included: all the benefits of Platinum Sponsorship

- **New Works Sampler (\$3,500)**

A highlight of every Opera Conference, this presentation of new opera and music theatre works is one of the most heavily attended events. Sponsor is recognized in the program, with event signage and verbally at the event. Ten reserved seats make this a client cultivation tool as well. Included: all the benefits of Gold Sponsorship

- **Co-Production Speed Dating (\$3,500)**

At this event, Professional Company Member representatives will court potential co-producers during a three-hour session. Six operas carefully selected from the standard repertory will be assigned 30-minute segments during which potential producers will discuss potential production collaborations of these works. OPERA America staff will monitor each segment to determine what interventions may be appropriate to bring proposed co-productions to fruition.

- **Name Badges (\$5,000 plus the production cost of the Badges) and/or Tote Bags (\$5,000 plus the production cost of the Tote Bags)**

Have your support recognized every time someone reads a name badge or sees your name on the tote bags around everyone's arms! Included: all the benefits of Gold Sponsorship (or Platinum if you combine the two)

- **Closing Session (\$2,500)**

Held on the final day of the conference, OPERA America presents awards to opera companies and individuals for exceptional work. Sponsor is recognized in the program and from the podium. Included: all the benefits of Silver Sponsorship

- **Internet Café (\$2,500)**

Place prominent signage in one of the most-visited locations at Opera Conference 2010. Participants will see and remember that your company provided this amenity. Included: all the benefits of Silver Sponsorship

- **Program Book (\$5,000)**

Your logo will appear on the back cover of the program book that every participant looks at several times a day. This includes the back outside cover, providing maximum exposure. Included: all the benefits of Gold Sponsorship

- **Annual Business Meeting (\$2,500)**

Attended exclusively by company general directors, this meeting provides an opportunity for the sponsor to speak briefly to this high-powered assembly. Included: all the benefits of Silver Sponsorship

- **Annual Fund Reception (\$2,500)**

Donors to OPERA America, sponsor representatives and general directors attend this reception. The event sponsor also receives invitations for four guests to attend the reception and recognition during the brief remarks. Included: all the benefits of Silver Sponsorship

- **Specialty Tracks (\$2,500 each)**

Sponsorship of professional specialty tracks during the conference provides exposure to the opera professionals that mean the most to your business. Included: all the benefits of Silver Sponsorship

- **Networking Coffee Breaks (\$1,000 each)**

Networking remains among the top reasons opera professionals attend the Conference as indicated in surveys year after year. Sponsorship of the networking breaks puts your message in front of all disciplines. Included: all the benefits of a Sponsor



Sponsorship Benefit Details

Sponsor (\$1,000)

- Prominent signage at the selected event
- Hyperlinked logo on sponsorship page of the *Opera Conference* Web site through January 2011
- Logo placement on sponsorship acknowledgement page in *Opera America* magazine through January 2011
- Company description, contact information and logo in *OPERA America Conference Program Book*
- One one-day registration for *Opera Conference 2010*

Silver Sponsor (\$2,500)

- *All of the benefits of the above Sponsorship, plus:*
- E-mailing list of registered attendees one month prior to the conference and one month after the conference
- Upgrade to one full registration for *Opera Conference 2010*
- **Either** a premium table in the conference exhibit hall **or** one half-page ad in *Opera America*

Gold Sponsor (\$3,500 - \$5,000)

- *All of the Benefits of Silver Sponsorship, plus:*
- Opportunity to host a category exclusive luncheon for a targeted group of conference participants (e.g., marketing, development, trustees, general directors) *The costs of the luncheon are the responsibility of the sponsor.*
- **Both** a premium table in the conference exhibit hall **and**
- One half-page ad in *Opera America*
- Upgrade to two full registrations for *Opera Conference 2010*
- *For \$5,000 level Gold Sponsors:*
- Opportunity to include marketing materials with the conference registration packets

Platinum Sponsor (\$10,000)

- *All the Benefits of Gold Sponsorship, plus:*
- Upgrade to three full registrations for *Opera Conference 2010*
- Upgrade to two full-page ads in *Opera America*

Sponsor benefits begin with the signing of a Sponsorship Contract and continue through the dates given above. Sponsors making early commitments receive the greatest exposure.

**American
Airlines**[®]
250 Cities. 40 Countries.

**American Airlines is the Official Airline
of the 2010 Annual Opera Conference.**

There is a 10% discount off the lowest applicable eligible published airfare, valid June 5 – 19, 2010, for travel to Los Angeles, CA. This special Opera Conference discount can be booked either online at www.AA.com or by calling 800-433-1790 (6:00 a.m. – 12 midnight CST); there is a \$20 service charge when booking by phone. This special *Opera Conference* discount is for American Airlines and American Eagle flights only. The Promotion Code you will need to use is **8660AD**. All usual restrictions apply.

Past Sponsors

Americans for the Arts
Arts Consulting Group, Inc.
ArtsJournal
Artsmarketing Services, Inc.
Cherry Creek North
Classictic.com
Community Counselling Service (CCS)
Charles Cosler Theatre Design
DCM, Inc. – Telemarketing & Fundraising for the Arts
Feld Entertainment
Figaro Systems
Fisher Dachs Associates – Theatre Planning and Design
Frontier Airlines
GATEWAY4M – more fine music & media GmbH
IMG Artists
International Association of Assembly Managers (IAAM)
Kaiser Permanente
Opera Now
Opus 3 Artists
Ovation TV
POP Arts Marketing
The Publishing House
Schuler Shook
Super Shuttle
Target Resource Group
TAYLAR Development, LLC
Unbridled Books



Photo credits: Page 2 - Los Angeles Opera's production of Wagner's *Das Rheingold*. Page 4 - Los Angeles Opera's production of Wagner's *Die Walküre*. Page 5 - Los Angeles Opera's production of Wagner's *Siegfried*. All photos by Monika Rittershaus.