

OPERA  
AMERICA

# OPERA CONFERENCE

**Minneapolis** | **Online**  
**May 18–21** | **June 27–28**

# 2022

SPONSORSHIP PROSPECTUS

HOSTED BY  
MN  
OPERA

# OPERA CONFERENCE 2022 | Minneapolis Online

## SPONSORSHIP PACKAGES

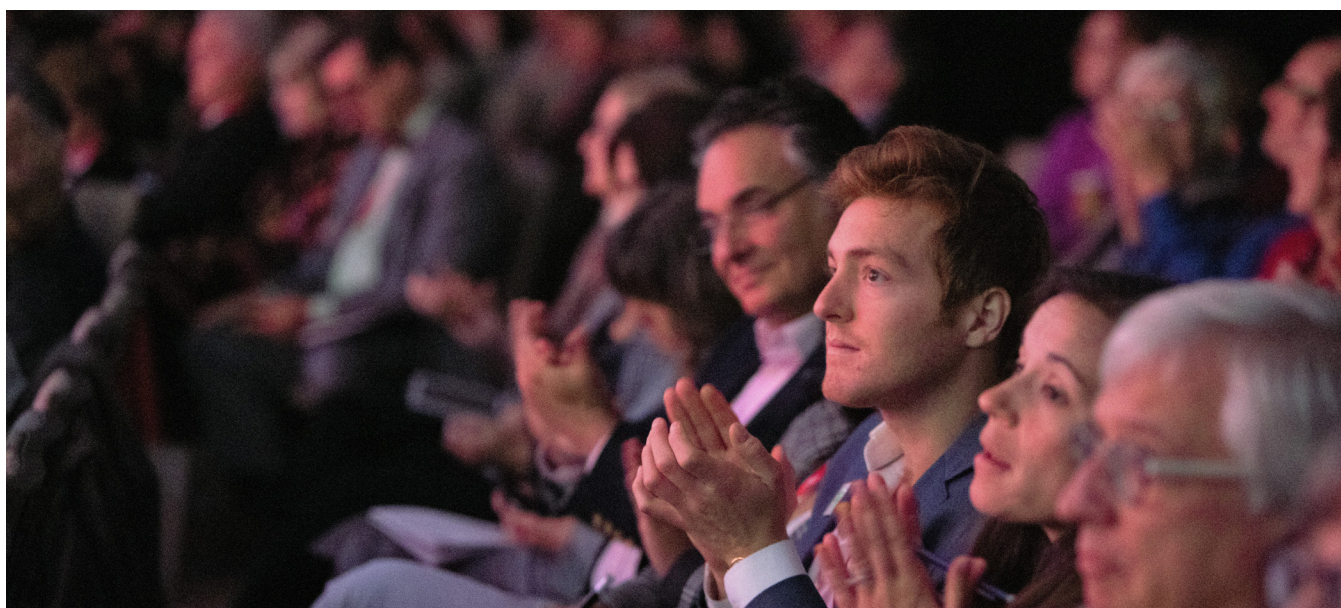
After two years of unprecedented disruption, OPERA Conference 2022 reunites the opera industry around a central question: What is the mission of an opera company in today's world? This spring, gather again with friends and colleagues to affirm the collaborative strength of the opera community — and plan for the future.

Sponsors partner with OPERA America and take an active role in moving opera forward. Our hybrid approach to this year's conference — May 18–21 in Minneapolis and June 27–28 online — allows sponsors multiple venues to meet clients, colleagues, and prospective customers. We will:

- Hear from leading thinkers from across the sector.
- Set the stage for spirited debate.
- Address priority issues: racial justice, accessibility, and sustainability.
- Bookend our in-person gathering with online sessions before and after, allowing for opportunities for extended engagement with conference attendees.

## TIMELINE

- April 2022: Online sessions set the stage for in-person work and discussions.
- May 18–21, 2022: In-person sessions and working groups engage attendees in working sessions to design an opera company for the 2020s.
- June 8–9, 2022: Online sessions explore case studies that delve deeper into topics raised in Minneapolis.



# BUILD YOUR SPONSORSHIP STARTING AT \$2,000

## 1. Start with a Base Sponsorship

Conference Sponsorship starts at \$2,000 and can be upgraded with custom add-ons for increased recognition, visibility, and access to conference attendees.

*Opera Conference sponsorship extends your company's brand to a broad swathe of conference attendees. Benefits include:*

Networking	Visibility	Promotion
<ul style="list-style-type: none"><li>• One Conference Registration (Lock in your registration rate for additional attendees).</li><li>• Invitation to the Sponsors Reception in the Exhibit Hall.</li><li>• Conference attendee lists (two weeks before and following).</li></ul>	<ul style="list-style-type: none"><li>• Logo recognition and profile on the Conference website and app.</li><li>• Logo recognition in <i>Opera America Magazine</i>.</li><li>• Logo recognition in all conference emails.</li></ul>	<ul style="list-style-type: none"><li>• Exhibit table in a prime location in the Exhibit Hall.</li><li>• Opportunity to provide a promotional/branded item available in the Welcome Center (\$700 additional).</li><li>• 10% off advertising in <i>Opera America Magazine</i> summer issue.</li></ul>

## 2. Choose custom add ons to increase your visibility

Modular add-ons for \$1,500 allow you to upgrade your Base Conference Sponsorship to the Middle or Top Tier for greater access, visibility, and promotional opportunities in person and online.

*Conference Sponsors can upgrade with sponsorship add-ons including:*

2022 Network Sponsorship

Refreshment Sponsorship

Exhibit Hall Sponsorship

Social Media Sponsorship

Strategic Planning Session Sponsorship

Charging Station Sponsorship

Under 35 Mixer Sponsorship

Spotlight Session Sponsorship (in person or online)



## SPONSORSHIP TIERS

<b>TOP TIER</b>	<b>Opera Conference Sponsorship + 2 Add-Ons (\$5,000)</b>
<b>MIDDLE TIER</b>	<b>Opera Conference Sponsorship + 1 Add-On (\$3,500)</b>
<b>BASE TIER</b>	<b>Opera Conference Sponsorship (\$2,000)</b>

See below for tier details.

### TOP TIER: Opera Conference Sponsorship + 2 Add-Ons (\$5,000)

*Includes all benefits of Base Tier Sponsorship, plus:*

Networking	Visibility	Promotion
<ul style="list-style-type: none"> <li>• One additional conference registration.</li> <li>• Sponsorship specific signage at events, sessions, and/or locations.</li> <li>• Greeting opportunity at related events, panels, and/or locations.</li> <li>• Ability to host a Featured Activity at in the Exhibit Hall.</li> </ul>	<ul style="list-style-type: none"> <li>• Top Tier logo recognition on the conference website and app.</li> <li>• Top Tier logo recognition in <i>Opera America Magazine</i>.</li> <li>• Top Tier logo recognition in all conference emails.</li> <li>• Verbal recognition at the Closing Session.</li> <li>• Splash page in the conference app.</li> <li>• Sponsored post in a conference email.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibit table in a prime location in the Exhibit Hall.</li> <li>• Opportunity to provide a promotional/branded item available in the Welcome Center (\$700 additional).</li> <li>• 10% off advertising in <i>Opera America Magazine</i> summer issue.</li> </ul>

### MIDDLE TIER: Opera Conference Sponsorship + 1 Add-On (\$3,500)

*Includes all benefits of Base Tier Sponsorship, plus:*

Networking	Visibility	Promotion
<ul style="list-style-type: none"> <li>• One additional conference registration.</li> <li>• Sponsorship specific signage at events, sessions, and/or locations.</li> <li>• Greeting opportunity at related events, panels, and/or locations.</li> <li>• Ability to host a Featured Activity at in the Exhibit Hall.</li> </ul>	<ul style="list-style-type: none"> <li>• Middle Tier logo recognition on the Conference website and app.</li> <li>• Middle Tier logo recognition in <i>Opera America Magazine</i>.</li> <li>• Middle Tier logo recognition in all conference emails.</li> <li>• Verbal recognition at the Closing Session.</li> <li>• Banner Ad in the conference app.</li> <li>• Banner ad in a conference email.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibit table in a prime location in the Exhibit Hall.</li> <li>• Opportunity to provide a promotional/branded item available in the Welcome Center (\$500 additional).</li> <li>• 10% off advertising in <i>Opera America Magazine</i> summer issue.</li> </ul>



## BASE TIER: Opera Conference Sponsorship (\$2,000)

Networking	Visibility	Promotion
<ul style="list-style-type: none"><li>• One conference registration (Lock in your registration rate for additional attendees.).</li><li>• Invitation to the Sponsors Reception in the Exhibit Hall.</li><li>• Conference attendee lists (two weeks before and following).</li></ul>	<ul style="list-style-type: none"><li>• Base Tier logo recognition and profile on the Conference website and app.</li><li>• Base Tier logo recognition in <i>Opera America Magazine</i>.</li><li>• Base Tier logo recognition in all conference emails.</li></ul>	<ul style="list-style-type: none"><li>• Exhibit table in a prime location in the Exhibit Hall.</li><li>• Opportunity to provide a promotional/branded item available in the Welcome Center (\$700 additional).</li><li>• 10% off advertising in <i>Opera America Magazine</i> summer issue.</li></ul>

Vaccinations are required to participate in Opera Conference 2022. Each registrant will be asked to provide valid proof of vaccination at event check-in.

At this time, masks will also be required in all shared spaces during the in-person conference. OPERA America will continue to follow the recommended guidelines and procedures of the Centers for Disease Control (CDC). Protocols will be distributed in advance of the event to ensure the safety of all registrants. These policies are subject to change.

Recognition for conference sponsorship is recognized at time of contract.

**Sponsorship Inquiries should be directed to Vincent Covatto, director of leadership services, at [VCovatto@operaamerica.org](mailto:VCovatto@operaamerica.org) or 646.699.5237.**

