

2025 | OPERA CONFERENCE

MEMPHIS, TN MAY 20–23

SPONSORSHIP PROSPECTUS



OPERA
AMERICA

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MAY 20–23

OPERA America and Opera Memphis welcome the opera industry to Memphis, TN, for a week of action-oriented learning to advance the opera field.

Opera Conference 2025 will bring together administrators, artists, trustees, and advocates for networking and discussion on topics including artistic presentation, civic practice, and business innovation.

Sponsoring the Opera Conference gives you the ability to reach progressively larger 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 sessions and networking events, including:

- Over 30 general and concurrent sessions
- Social events, including the Host Company Reception and post-performance Toga Party
- Sponsor reception in the Opera Conference Exhibit Hall
- Roundtables and dinners for discipline-specific networks
- Performances of *La Calisto*, presented by Opera Memphis, and a New Work Showcase



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Why Sponsor?

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.

ACCESS

Opera Conference 2025 offers exceptional networking opportunities with over 700 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.

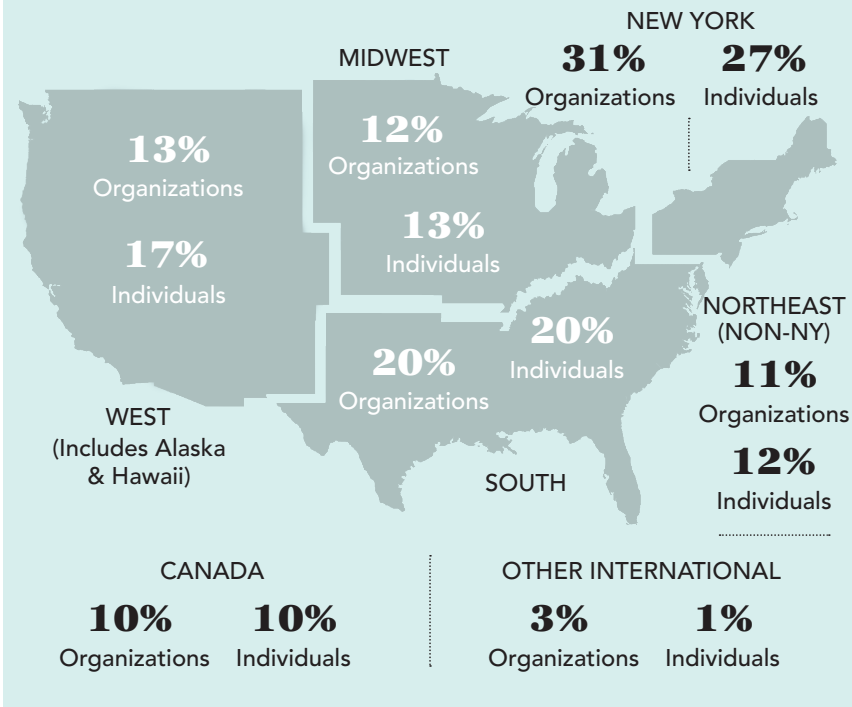
APPRECIATION

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.

MEMBERSHIP

OPERA America's membership, including members of the Association for Opera in Canada, encompasses 200 Professional Company Members; 300 Associate, Business, Career Service, and Educational Members; and 3,000 Individual Members.

OPERA AMERICA MEMBER DISTRIBUTION



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%

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2025 Sponsorship Packages

OPERA America offers three types 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 investment through combinations of digital, print, and verbal recognition — before, during, and after the events.

TIER I 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.

2022–2024 TIER 1 SPONSORS

Arts Consulting Group | #DIESE | Fisher Dachs Associates | PatronManager | 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.

2022–2024 TIER II SPONSORS

Anne Choe Enterprises | Athlone Artists | easy-connect | Genovese Vanderhoof & Associates
Schuler Shook | Stagetime

TIER III SPONSORS: \$2,000

Includes the high visibility and promotion of sponsorship and offers a premier place in our Exhibit Hall to connect with conference attendees.

2022–2024 TIER III SPONSORS

ADA Artist Management | American Lyric Theater | CueBox | InstantEncore | Ludus | Marquee TV
Management Consultants for the Arts | Management Science Associates | Music Publishers Association
RADAR Nonprofit Solutions | Roadkill Opera | SD&T Teleservices | Tessitura | Threshold Acoustics
Your Part-Time Controller | Virtuoso Advising

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Sponsor Benefits

Opera Conference 2025 offers a range of opportunities for recognition and networking.

OPERA CONFERENCE SPONSORS

RECEIVE RECOGNITION AS A SPONSOR:

- **Build an Organizational Profile in the Conference App:** Conference sponsors can build organization profiles with website links as part of the conference phone app.
- **Include Your Business on Emails and Signage:** Sponsor logos are included in all conference emails, on sponsor-specific signage, in the Exhibition Catalog, and in *Opera America Magazine's* summer 2025 issue.

PROMOTE YOUR BUSINESS:

- **Set Up an Exhibit Table:** Conference sponsors can showcase their businesses to conference-goers at exhibit tables in a prime location in the Opera Conference Exhibit Hall outside the conference hall.
- **Host a Featured Activity:** Sponsors can host a featured activity at their exhibit table at a scheduled time during the conference, publicized via push notifications on the conference phone app.
- **NEW THIS YEAR Share a Promotional Video:** Sponsors can share a short video (10 minutes maximum) on the attendee hub and conference app as part of the pre-conference content.¹
- **Advertise in the Exhibition Catalog:** Sponsors can place full- and half-page listings² in the Exhibition Catalog.
- **Take Advantage of a Magazine Advertising Discount:** All sponsors receive a 10%-off coupon on advertising in the summer issue of *Opera America Magazine*.
- **Add Your Logo to the Welcome Bag:** Sponsors can brand the welcome bags³ or add a branded item to the bags as a tangible souvenir for attendees.



¹ Included for Opening Session, Closing Session, and Plenary Session Sponsors or available for an additional charge.

² Full-page listings provided to Tier 1 sponsors; half-page listings provided to Tier II and III sponsors.

³ Included for the Welcome Center Sponsor or available for an additional charge for Tier I and II sponsors.

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OPERA CONFERENCE SPONSORS (CONTINUED)

NETWORK WITH CONFERENCE ATTENDEES:

- **Register a Team for Conference:** Sponsorship packages include a fixed number of registrations – plus a locked-in, special rate for you to bring more team members.
- **Attend the Sponsor Reception:** Conference sponsors are invited to meet all conference attendees during a dedicated Sponsor Reception on Wednesday, May 21, in the Exhibit Hall.
- **Market to Attendees:** Sponsors receive lists of registered conference attendees 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, and affinity group meetings, among others.
- **Present a Spotlight Session:** Sponsors can present a one-hour session¹ on an approved topic of choice during lunch hours, which will be listed in the conference schedule. Sponsors will receive the session's attendee list following the conference.



¹ Included for Spotlight Sponsors or available for an additional charge.

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PREMIUM CONFERENCE SPONSOR OPPORTUNITIES FOR TIERS I AND II

DEMONSTRATE YOUR SUPPORT FOR THE OPERA FIELD:

- **Underwrite a General Session:** Tier I sponsors can support a general session of their choice, reaching 500+ conference attendees in one event.
- **Welcome Conference Attendees:** The Welcome Center Sponsor can reach all conference attendees and put their logo on the conference Welcome Bag.
- **NEW THIS YEAR Speak on a Network Panel:** A sponsor's representative can serve on one concurrent session panel discussion for the network they sponsor.¹
- **Support a Social Gathering:** Sponsors can support a discipline-specific network or affinity group of their choice with meaningful exposure to a select group.
- **Fuel Conference Attendees:** The Conference Hospitality Sponsor can delight attendees by providing coffee during breaks, publicized by push notifications in the conference app.
- **Help Feature Others:** The Exhibit Hall Sponsor supports a highly visible part of the conference experience and is featured on the back cover of the Exhibition Catalog distributed to 700 conference attendees.

Details of what is included in each sponsorship package may be found on page 7. Packages may be customized to fit your needs.

EXTEND YOUR SUPPORT YEAR-ROUND

Sponsors of Opera Conference 2025 can make it count all year by supporting a discipline-specific network of opera company administrators. 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 your potential customers.

Network sponsors receive two sponsored emails to the network listserv, are recognized on monthly network calls, and are invited to present 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 2025.



¹ Included for Tier II Network Sponsors.

<div> <div>2025</div> <div> <div>OPERA</div> <div>CONFERENCE</div> <div>MEMPHIS, TN MAY 20–23</div> </div> </div> <div>Sponsor Benefits Package</div>	TIER I (\$5,000)	TIER II (\$3,500)	TIER III (\$2,000)	EXHIBITOR (\$400)
	<ul style="list-style-type: none"> • Opening Session Sponsor Named sponsor of the opening session. • Closing Session Sponsor Named sponsor of the closing session. • Plenary Session Sponsor Named sponsor of plenary session; three available. • Welcome Center Sponsor Named sponsor of the Welcome Center and welcome bags. • Spotlight Session Sponsor Includes a Spotlight Session presentation. 	<ul style="list-style-type: none"> • Network Sponsor Named sponsor of a Network at the Opera Conference; ten available. Includes one shared panel speaking appearance. • Constituent/Affinity Group Sponsor Named sponsor of a Constituent/Affinity Group reception at the Opera Conference; four available. • Conference Hospitality Sponsor Named sponsor of conference refreshments. • Exhibit Hall Sponsor Named sponsor of the Exhibit Hall and Exhibition Catalog. 	<ul style="list-style-type: none"> • General Conference Sponsor 	May only be reserved with Opera Conference Registration . OPERA America membership is required; limit one table per registrant.
VISIBILITY				
Logo and profile on app and conference website	✓	✓	✓	✓
Logo in all conference emails	✓	✓	✓	—
Listing or Advertisement in the Exhibition Catalog	Full-Page Listing	Half-Page Listing. Exhibit Hall Sponsor will be featured on the back cover.	50% off Full- or Half-Page Listing	—
Recognition on sponsorship-specific signage	✓	✓	✓	—
Verbal recognition at the sponsor reception	✓	✓	✓	—
Logo in <i>Opera America Magazine</i> , Summer 2025 issue	✓	✓	✓	—
PROMOTION				
Table in Exhibit Hall	Premier Placement	Premier Placement	Premier Placement	✓
10% off Advertising in <i>Opera America Magazine</i> Summer 2025 Issue	✓	✓	✓	✓
Host a Featured Activity in the Opera Conference Exhibit	✓	✓	\$350 Additional	\$350 Additional
Stream a Promotional Video on the Attendee Hub	Included for Opening, Closing, and Plenary Session Sponsors or \$400 additional	\$400 additional	\$400 additional	—
See your logo on the Welcome Bags ² Distributed to est. 700+ attendees of the Opera Conference	Included for Welcome Center Sponsor or \$1,000 additional	\$1,000 additional	\$1,000 additional	—
Place a branded item in Welcome Bag (plus cost of the item) Sponsor is responsible for delivery to Memphis by May 15 for inclusion in the Welcome Bag.	\$200 additonal	\$300 additional	\$500 additional	—
NETWORKING				
Registrations Included	2	1	1	None Included
Special Rate for Additional Registrations ³	Starting at \$545	Starting at \$545	Starting at \$545	—
Invitation to the Sponsor Reception	✓	✓	✓	—
Receive Attendee Lists ⁴	✓	✓	✓	—
Spotlight Session Four available	Included for Spotlight Sponsors or \$1,000 additional	\$1,500 Additional	\$1,700 Additional	—
YEAR-ROUND RECOGNITION				
Network Sponsorship	\$2,500 Additional	\$2,500 Additional	—	—

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

¹ Logo placement commensurate with sponsorship level.
² Must be reserved by April 1, 2025, to accommodate lead times for design, ordering, and shipping.
³ Rate dependent on date of sponsorship contract: \$545 through December 11, 2024; \$645 through March 13, 2025; and \$725 beginning March 14, 2025.
⁴ Lists include registrants who opt in to sharing their contact information with sponsors.

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Exhibitors & Catalog Listings

Looking for promotion during the Opera Conference? OPERA America offers two different ways to promote your business, work, or production, whether you sponsor or not.

EXHIBIT TABLES (\$400)

Set up a physical home base in the Exhibit Hall to network and showcase your business services, production rentals, new works, or other resources. Exhibitors also receive a listing in the conference app. Space is extremely limited.

Opera Conference Exhibitors can elect to host a featured activity at their table during the conference, promoted by push notification, for an additional fee of \$350.

EXHIBITION CATALOG

Back by popular demand!

Place a listing in the Exhibition Catalog, a special publication featuring production rentals, new work, industry opportunities, and business services for the 700 administrators, trustees, artists, and advocates at the Opera Conference. A digital version is distributed to all OPERA America email subscribers following the conference. Advertisers in the Exhibition Catalog may submit self-designed artwork or provide an image, logo, and copy for a standardized template layout. Registration for the conference is not required to advertise.

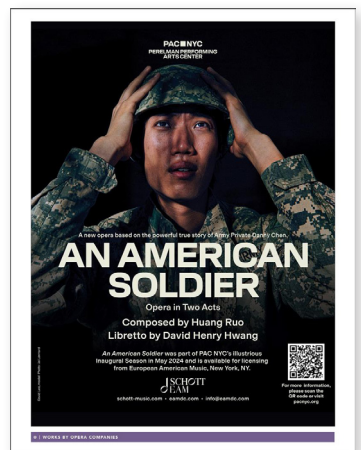
PRICING & SIZES

Full-Page Ad	\$520	7.5" W x 10" H
Half-Page Ad	\$270	3.5" W x 10" H
Quarter-Page Ad	\$140	4.5" W x 4.75" H

Sample Full-Page Templated Ad



Sample Full-Page Designed Ad



Sample Half-Page Ads:

Templated

Designed



Sample Quarter-Page Ads:

Templated

Designed



For more examples of advertisements and template options, visit operaamerica.org/CatalogSpecs.

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MEMPHIS, TN
MAY 20–23

Hotel Information

Opera Conference 2025 will take place primarily in The Peabody Memphis hotel. Listed on the National Register of Historic Places, The Peabody is famously home to five mallard ducks who can be seen in the lobby each day.

THE PEABODY MEMPHIS, 149 UNION AVE., MEMPHIS, TN 38103

Located in downtown Memphis, The Peabody is walking distance to Beale Street, the Mississippi riverfront, the Blues Hall of Fame Museum, and the National Civil Rights Museum. It is a short drive from Playhouse in the Square, Opera Memphis' performance venue — not to mention Graceland, home of the King!

Book your room through operaamerica.org/ConferenceHotel.

Exhibit Hall Information

LOCATION

The Opera Conference Exhibit Hall will be located inside the entrance to the Peabody Grant Ballroom (sections F-E-D) immediately outside the Plenary Session space. 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 Peabody, at an additional charge.

HOURS

The 2025 Exhibit Hall will be open Tuesday, May 20, 1:00 p.m. – 5:30 p.m.; Wednesday, May 21, 8:00 a.m. – 5:30 p.m.; and Thursday, May 22, 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 [Tuesday, May 20 | 8:00 a.m. – 1:00 p.m.](#) Load-out will be [Friday, May 23 | 8:00 a.m. – 12:00 p.m.](#)

2025 | OPERA CONFERENCE

MEMPHIS, TN
MAY 20–23

FAQ

How will I register for the Opera Conference?

After completing your sponsorship agreement, you will be able to register at operaamerica.org/Conference for the appropriate registration package.

What sessions and events may I attend as an Opera Conference sponsor?

As an Opera Conference sponsor, you are invited to attend nearly all conference sessions, including general sessions, concurrent sessions, open roundtables, performances, and specialty group meetings, among others. (Select sessions, including network roundtables, are exclusively for the staff and trustees of OPERA America's Professional Company Members.)

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 Wednesday 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 attendees¹ two weeks prior and two weeks after the event, and you can set up individual meetings with attendees using the conference app.

For an overview of the conference schedule, visit operaamerica.org/ConferenceSchedule.



¹ Lists include registrants who opt in to sharing their contact information with sponsors.

2025 | OPERA CONFERENCE

MEMPHIS, TN
MAY 20–23

How to Reserve

To enroll as a 2025 sponsor, contact Jenny Fornoff, senior manager of grants, at 646.699.5258 or 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 24, 2025.

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

ENROLL BY	IN ORDER TO...
October 21	Guarantees your logo will be featured on the conference website when it launches and in emails announcing registration opening on October 30.
Rolling	Logos will be added to the conference website and emails on a rolling basis once deposits are received.
December 1	Guarantees your logo is included in promotional emails for the close of the Advance pricing period.
January 15	Guarantees your logo will be included in a conference mailing sent to all company staff and trustees.
March 12	Guarantees your logo is included in promotional emails for the close of the Early Bird pricing period.
April 4	Guarantees your logo and content is included when the app and attendee hub go live to the public.
April 24 <i>Final payment deadline</i>	Guarantees your logo will appear on all sponsorship signage at conference.

TERMS AND CONDITIONS

Sponsorships may be canceled on or before April 2, 2025, without penalty, minus the 20% deposit. Sponsorships canceled between April 3 and April 24 will be subject to a cancellation fee equal to 50% of the total due. Sponsorships canceled after April 24, 2025, 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 2025 branding.