



**SPONSOR OPPORTUNITIES**

**AMPLIFY:  
LEAD.  
ENGAGE.  
INSPIRE.**

**2018 NATIONAL CONFERENCE  
NOVEMBER 11-14, 2018**

**DALLAS, TX**

**#NAfME2018**

# SPONSOR OPPORTUNITIES

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The National Association for Music Education (NAfME) is excited to announce this year's National Conference, Amplify: Lead. Engage. Inspire., taking place November 11-14, 2018. Join us again in Dallas as we discuss, analyze, and reflect on what we do as music educators to support all music students throughout the country, and even the world.

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This year, NAfME is breathing new life into the structure of our conferences. Instead of attending various seminars, we are inviting educators to take a deep dive into one specific topic and theme that interests them most. These are our opuses, or series of "compositions" – or lectures, lessons, and more. Each opus leader will participate in a keynote session, as well as in-depth and engaging sessions, workshops, poster sessions, and reflections with other leaders in the field. The following topic areas, led by some of today's best thinkers and practitioners, will allow teachers to reflect on their own practices, engage with colleagues from across the nation, and build out their own toolkit of supports, ideas, models, and activities.

## WE INVITE EDUCATORS TO CHOOSE FROM THE FOLLOWING:

**OPUS 1: AMPLIFY: LEARNING** – Teaching Music as a Well-Rounded Subject, led by Johanna Siebert and Armalyn De La O

**OPUS 2: AMPLIFY: INNOVATION** – Cultivating Innovative Music-Making, led by Anne Fennell

**OPUS 3: AMPLIFY: INVOLVEMENT** – Engaging Diversity in Music-Making and Teaching, led by Alice Hammel

**OPUS 4: AMPLIFY: INSPIRATION** – Inspiring Students through Music Creativity, led by Chris Azarra

**OPUS 5: AMPLIFY: TECHNOLOGY** – Teaching the Tech-Savvy Generation, led by John Mlynczak

We hope that NAfME's new conference structure will provide the ultimate experience for anyone in the music education industry, from music teachers in the classroom to businesses supporting performers, educators, and leaders in the field.

In our ongoing efforts to create deeper and more meaningful relationships between NAfME, our members, and our industry partners, we have developed opportunities that extend beyond the one-time event sponsorship. Sponsoring the conference expresses your company's dedication to music, and the role it plays in every student's education. With packages at every investment level, you're guaranteed to reach music educators in an impactful way. Each opportunity includes pre- and post-conference outreach, as well as on-site promotion during the event. Please see our variety of options below.

# SPONSOR OPPORTUNITIES

## NAfME National Conference Title Sponsor: \$20,000 (1 available)

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**"NAfME NATIONAL CONFERENCE PRESENTED BY \_\_\_\_\_"**

A first-time offering, the Title Sponsorship provides one-of-a-kind access to conference attendees while providing maximum branding opportunities to showcase your company. This robust sponsorship includes two complimentary hotel rooms for three nights, year-round visibility with our 68,000 NAfME members, as well as a Gold Corporate NAfME Membership for one year. As the title sponsor, you will also be the leading sponsor on our National Conference app, with branding included in our banner, and your company's logo appearing throughout the National Conference app.

### SPONSORSHIP INCLUDES:

- Naming rights for the event and inclusion of logo on all event materials (website, app, program book, signage)
- Opportunity for sponsor to speak at event (including introduction of keynote speaker)
- Leading sponsor on our National Conference app, including:
  - Branding included in our banner
  - Your company logo appearing throughout the National Conference app
- Logo and link on NAfME conference website for one year
- Logo and link to be included in NAfME Academy communications for one year
- One full-page ad in *Teaching Music* magazine (choose one of four issues: August 2018, October 2018, January 2019, April 2019)
- One full-page ad in *Music Educators Journal* (choose one of four issues: June 2018, September 2018, December 2018, March 2019)
- 10 x 20 booth in exhibit hall
- One banner ad on NAfME website, two months of sponsor's choosing through May 2019 (six available per month)
- Two co-branded emails to all NAfME members
- Two blogs for NAfME.org
- Inclusion in NAfME Virtual Swag Bag emailed post-conference to all NAfME conference attendees
- Six conference registrations
- Two complimentary hotel rooms for three nights
- Gold Corporate NAfME Membership for one year, which includes:
  - Exclusive sponsorship opportunities for NAfME meetings, conferences, and other programs (Tri-M®, Collegiate, and membership campaigns).
  - One hosted webinar through NAfME Academy. Perfect opportunity to introduce educational products and content through face time with potential customers. Content must be educational.

## Opus Track Sponsor: \$7,500 (4 remaining)

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### **"AMPLIFY: (TRACK) PRESENTED BY (SPONSOR)."**

Dive deep with conference attendees as they explore specific areas of interest at the NAFME National Conference. Led by some of today's best thinkers and practitioners, attendees will be able to reflect on their own practice, collaborate with colleagues from across the nation, and build a valuable, hands-on toolkit of support, ideas, models, and activities. Each topic will include a keynote along with in-depth and engaging sessions, workshops, and poster sessions. The Opus Track Sponsorship provides consistent and significant branding for your company with the added benefit of additional signage and messaging on the NAFME Academy landing page, as well as a Gold Corporate NAFME Membership for one year.

### **SPONSORSHIP INCLUDES:**

- Naming rights for the individual Opus track to include the following themes:
  - **AMPLIFY: LEARNING** - Teaching Music as a Well-Rounded Subject
  - **AMPLIFY: INNOVATION** - Cultivating Innovative Music-Making
  - **AMPLIFY: INVOLVEMENT** - Engaging Diversity in Music-Making and Teaching
  - **AMPLIFY: INSPIRATION** - Inspiring Students through Music Creativity
  - **AMPLIFY: TECHNOLOGY** - Teaching the Tech-Savvy Generation
- One session (30 minutes) related to Opus track, must be approved by NAFME Professional Development Council
- Logo on all individual Opus track conference materials (website, app, program book, signage)
- Opportunity for sponsor to speak at event (possibly introduction of keynote speaker)
- Logo and link on NAFME conference website for six months
- 10 x 20 booth space in exhibit hall
- Logo and link to be included in NAFME Academy communications for one year
- Half-page ad in *Teaching Music* magazine (August, October, January, or April)
- One co-branded email to all NAFME members
- One blog on NAFME.org
- Inclusion of promotional item or discount in NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Four conference registrations
- Gold Corporate NAFME Membership for one year, which includes:
  - Exclusive sponsorship opportunities for NAFME meetings, conferences, and other programs (Tri-M, Collegiate, and membership campaigns).
  - One hosted webinar through NAFME Academy. Perfect opportunity to introduce educational products and content through face time with potential customers. Content must be educational.

## Gold Sponsor: \$5,000 (4 available)

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Engage with conference attendees with the Gold Sponsorship. With ample branding and networking opportunities, the Gold Sponsorship allows companies to build relationships with both attendees and NAFME members and provides ongoing messaging through the pre- or post-event co-branded email and NAFME Virtual Swag Bag.

### SPONSORSHIP INCLUDES:

- Logo and signage in all conference-branded materials (website, app, program book, signage)
- 10 x 20 booth space in exhibit hall
- 1/4-page ad in *Teaching Music* magazine, our publication received by all NAFME members
- Banner ad on NAFME website for one month of sponsor's choosing through May 2019
- One pre- or post-event co-branded email sent to NAFME members
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Three conference registrations
- Gold Corporate NAFME Membership for one year, which includes:
  - Exclusive sponsorship opportunities for NAFME meetings, conferences, and other programs (Tri-M, Collegiate, and membership campaigns).
  - One hosted webinar through NAFME Academy. Perfect opportunity to introduce educational products and content through face time with potential customers. Content must be educational and reviewed by NAFME's Professional Development Committee.

## Silver Sponsor: \$2,500 (6 Available)

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The Silver Sponsorship provides opportunities for both onsite branding and networking as well as ongoing communication with conference attendees and NAFME members through the co-branded email and NAFME Virtual Swag Bag.

### SPONSORSHIP INCLUDES:

- Logo and signage in all conference-branded materials (website, app, program book, signage)
- 10 x 10 booth space in exhibit hall
- Banner ad on NAFME website for one month of sponsor's choosing through May 2019
- One pre- or post-event co-branded email sent to NAFME conference attendees
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Two conference registrations

## **Bronze Exhibitor Sponsor: \$1,000 (50 Available)**

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Take advantage of meeting our engaged and inspired attendees by participating at the Bronze Exhibitor Sponsorship level. With dedicated exhibitor hours centered in the heart of the conference action, the Bronze Exhibitor Sponsorship provides the perfect opportunity for companies to showcase products and services.

- Logo and signage in all conference-branded materials (website, app, program book, signage)
- 10 x 10 booth space in exhibit hall
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Two conference registrations

## **Conference Sponsored Sessions: \$1,000 (18 available)**

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***9 AVAILABLE PER DAY (MONDAY AND TUESDAY). OFFERED IN A ONE-HOUR BLOCK IMMEDIATELY FOLLOWING LUNCH.***

Always popular, the Conference Sponsored Sessions are a great vehicle for promoting your company through an educational presentation. Companies can utilize a workshop format or interactive lecture to present informative and hands-on material that can be applied directly in the classroom. Content must be educational and pre-approved by the NAFME Professional Development Committee.

### **SPONSORSHIP INCLUDES:**

- Logo and signage in all conference-branded materials (website, app, program book, signage)
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- One sponsored session
- One conference registration for session presenter

## **Amplify: Jam Session Sponsor: \$2,500 (1 sponsorship available)**

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Your company can play host to one of our most exciting and interactive events. What began as the NAFME Jam Session is now a highly attended night of fun that showcases musical collaboration and talent from conference attendees.

- Presenting sponsor signage at the two-day forum including all conference-branded materials (website, app, program book)
- Introduction of event by company spokesperson
- 10 x 10 booth space in exhibit hall during the Conference
- One pre- or post-event co-branded email sent to NAFME conference attendees
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Two conference registrations
- Two push notifications promoting your company and the Jam Session through the event app

## **Amplify Pre-Conference Forum Presenting Sponsorships: \$5,000 (3 total)**

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The NAFME National Conference is pleased to announce the addition of three pre-conference forums that will target the specific interests of those music educators who are influential in their communities. As a presenting sponsor, your business will have multiple opportunities to engage participants with your brand over a two-day period that will include program speakers, a sponsored networking mixer and event signage. Available presenting sponsorships for 2018 are as follows:

### **COLLEGIATE FORUM**

Beyond sound pedagogy and good music-making, learn what it takes to be a successful music educator. Participants will have the opportunity to network and learn from district arts coordinators, music program leaders, and their peers as they prepare for a career in music education.

### **EMERGING LEADERS FORUM**

The Emerging Leaders Forum provides the ideal platform for individuals interested in taking the next step to serve as leaders in music education. Through the course of two days, participants will engage in roundtable discussions that include advocacy, personal leadership skills, and developing a comprehensive vision of music education.

## **MUSIC PROGRAM LEADERS FORUM**

Music Program Leaders Forum will provide relevant professional development for music leaders and district arts coordinators working in the K-12 school setting, aimed at establishing and growing networks of collegial support for those in the profession. Geared for those in administrative roles, this forum is built with insights and models from your colleagues – music program leaders across the nation.

### **SPONSORSHIPS INCLUDE:**

- Forum presenting sponsor signage in all conference-branded materials (website, app, program book, including event signage)
- Introduction of forum by company spokesperson
- Host sponsor of forum mixer
- 10 x 10 booth space in exhibit hall during Conference
- Banner ad on NAFME website for one month prior and one month post-conference
- One pre- or post-event co-branded email sent to NAFME members
- Inclusion of promotional item or discount in the NAFME Virtual Swag Bag emailed post-conference to all NAFME conference attendees
- Two conference registrations