



# Sponsor and Exhibitor Opportunities



*All registered participants, attendees, vendors and guests of the NAfME National Conference are required to be fully vaccinated for COVID-19. Verification of proof of vaccination will be handled through a third-party vendor utilizing a secure application for uploading and confirmation of vaccination. NAfME will not retain or store any vaccination related information.*

## ABOUT THE EVENT

The National Association for Music Education (NAfME) is excited to announce this year's National Conference taking place November 2-6, 2022, at the Gaylord National Resort & Convention Center in National Harbor, Maryland, near Washington, DC. Registration will open in April.

The NAfME National Conference will combine three signature NAfME events:

- Biennial Music Research and Teacher Education Conference
- National PreK-12 Conference
- All-National Honor Ensembles

The theme of the 2022 NAfME Conference is **NAfME is ME!** The theme was created to bring attention to and celebrate the valuable contributions and unique perspectives that our members bring to the field of music education.

## SCHEDULE OVERVIEW

- **November 2-3:** Music Program Leaders Forum
- **November 3:** Emerging Leaders Forum
- **November 3:** Additional pre-conference, TBA
- **November 3-5:** 2022 NAfME National Conference
  - Keynote/plenary sessions, featured sessions, and hundreds of peer-reviewed presentation and poster sessions.
  - Young Composers Concert which will feature the winners of the 2022 NAfME Composition Competitions.
- **November 3-6:** All-National Honor Ensembles, final concerts November 5-6

## WHY SPONSOR?

NAfME is the premier music education association, providing professional development, resources, networking, and collaboration for our members for more than 100 years. Our members are leaders who are actively involved in their music education communities and advocates in preserving, supporting, and growing the field of music education.

The 2022 National Conference, held at the Gaylord Resort and Convention Center in National Harbor, Maryland, will provide attendees the opportunity to share challenges and success stories, gain new ideas from music education community leaders from around the country, and help energize and prepare them to meet their goals. **NAfME is ME!** will include exciting and valuable programs and presentations ensuring that attendees leave the conference with strategies, inspiration, and connection.

Becoming a 2022 **NAfME is ME!** conference sponsor will provide you with a valuable introduction to our active and engaged members. We've added new opportunities to brand your company or organization as well as to interact with music educators and administrators. For more information, please review the following opportunities included in the prospectus.



All-National  
Honor Ensembles

## ALL-NATIONAL HONOR ENSEMBLES (ANHE) SPONSORSHIP OPPORTUNITIES

### ALL-NATIONAL HONOR ENSEMBLES: PRESENTING SPONSOR \$20,000

#### 1 AVAILABLE

*"All-National Honor Ensembles Presented By \_\_\_\_\_"*

*Add your company or organization's name to this exciting and valuable NAFME program! As the presenting sponsor, you will be recognized as supporting one of the country's premier music education opportunities for high school students. The culmination of talent, dedication, and hard work come together during this program. Branding, signage, and alignment of your company values will be strategically embedded throughout this event, showcasing your support for music education.*

#### Sponsorship Includes:

- Naming rights for the ANHE event and inclusion of sponsor logo on all event materials (website, event app, program book, onsite signage).
- Company logo printed on all ANHE badges.
- Sponsor hyperlinked logo on [ANHE conference website](#) for one year.
- Banner ad included in each ANHE monthly newsletter, June – October.
- One (1) blog on [Music In A Minuet](#), to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- One full page ad in [Teaching Music](#) magazine OR [Music Educators Journal](#) (choose one of four issues).
- Option for a 2–3-minute welcome and "opt-in" student raffle during ANHE Opening Night Dinner.
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- Welcome bag handout.
- One (1) 10x20 booth in the college fair section of the exhibit hall.
- Four (4) conference registrations.
- NAFME Platinum Corporate membership for one year, which includes:
  - Membership to the [Music Education Policy Roundtable](#).
  - Use of [NAFME Proud Corporate Member logo](#).
  - Listing in the online [Corporate Member Directory](#).
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of [Teaching Music](#) magazine (\$400 value).

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- Acknowledgment in the **National Conference** program book.
- One (1) Associate Membership assigned to company contact.
- NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
- One (1) company resource in the **NAfME Backpack Resources for Music Educators** page.
- 20% discount on first **NAfME mailing list rental** for the year (up to \$1,200 value).
- 20% discount on all ads placed in NAFME digital or print publications.
- One (1) social media post on one (1) NAFME channel. Content is subject to approval.
- One (1) sponsored blog in **Music In A Minuet**. Content must be educational and is subject to approval.
- One (1) co-branded email to active NAFME members (50,000+). Content must be educational and is subject to approval.
- One (1) **Special Offers for Teachers Listing**. Upgrades available.
- Three (3) features in the Corporate Member spotlight in the NAFME biweekly eNewsletter NAFME Notes.

## **SPONSOR ONE OF THE ALL-NATIONAL HONOR ENSEMBLES \$10,000**

Mixed Choir

Concert Band

Symphony Orchestra

Guitar Ensemble

Modern Band – SOLD

Jazz Ensemble – SOLD

**Sponsorship Includes:**

- Naming rights for the ANHE Ensemble, “Presented by” and inclusion of sponsor logo on all event materials (website, event app, program book, onsite signage).
- Sponsor hyperlinked logo on **NAfME conference website** for one year.
- Inclusion in each ANHE monthly newsletter, June – October.
- One (1) blog on **Music In A Minuet**, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- One quarter (1/4) page ad in **Teaching Music** magazine OR **Music Educators Journal** (choose one of four issues).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- Welcome bag handout (sponsor must print and ship flyer prior to event).
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- Two (2) conference registrations.

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- NAFME Gold Corporate membership for one year, which includes:
  - Membership to the **Music Education Policy Roundtable**.
  - Use of **NAfME Proud Corporate Member logo**.
  - Listing in the online **Corporate Member Directory**.
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of **Teaching Music** magazine (\$400 value).
  - Acknowledgment in the **National Conference** program book.
  - One (1) Associate Membership assigned to company contact.
  - NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
  - One (1) company resource in the **NAfME Backpack Resources for Music Educators** page.
  - 20% discount on first **NAfME mailing list rental** for the year (up to \$1,200 value).
  - 20% discount on all ads placed in NAFME digital or print publications.
  - One (1) social media post on one (1) NAFME channel. Content is subject to approval.
  - One (1) sponsored blog in **Music In A Minuet**. Content must be educational and is subject to approval.
  - One (1) co-branded email to active NAFME members (50,000+). Content must be educational and is subject to approval.

## GAME NIGHT FRIDAY EVENING \$7,500

### 1 AVAILABLE

#### Includes:

- Logo and signage in all ANHE branded materials (website, event app, program book, onsite signage).
- Inclusion in NAFME Special Offers for Teachers Program, fall 2022 or spring 2023, sent to all active members, to include hyperlinked company logo to your offer.
- One (1) blog on **Music In A Minuet**, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- Two (2) conference registrations.

## ICE CREAM SOCIAL FRIDAY EVENING \$7,500

### 1 AVAILABLE

#### Includes:

- Logo and signage in all ANHE branded materials (website, event app, program book, onsite signage).
- Inclusion in Special Offers for NAFME Members, fall 2022 or spring 2023, sent to all active members, to include hyperlinked company logo to your offer.
- One (1) blog on **Music In A Minuet**, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- Two (2) conference registrations.

## ALL-NATIONAL HONOR ENSEMBLES PIANO SPONSOR \$5,000

### 1 AVAILABLE

#### Sponsorship Includes:

- Inclusion of sponsor logo in all ANHE event materials (website, event app, program book, onsite signage).
- Sponsor hyperlinked logo on **ANHE conference website** for one year.
- Inclusion in each ANHE monthly newsletter, June – October **OR** one quarter (1/4) page ad in **Teaching Music** magazine **OR** **Music Educators Journal** (choose one of four issues).
- Inclusion in one (1) edition of **NAFME Special Offers for Teachers Program**, fall 2022 or spring 2023, sent to all active members, to include hyperlinked company logo to your offer.
- Digital display ad in two (2) editions of biweekly NAFME Notes Newsletter sent to all active members.
- One (1) blog on **Music In A Minuet**, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- Welcome bag handout (sponsor must print and ship flyer prior to event).
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- Two (2) conference registrations.

## **ALL-NATIONAL HONOR ENSEMBLES LANYARD SPONSOR: \$5,000**

### **1 AVAILABLE**

*\* Sponsor must also provide branded lanyards and ship to event site.*

#### **Sponsorship Includes:**

- Two (2) conference registrations.
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- One (1) handout in ANHE Welcome Bag.
- Logo displayed on [ANHE website](#) through December 2022 and in the 2022 ANHE program book.

## **ALL-NATIONAL HONOR ENSEMBLES WELCOME BAG SPONSOR: \$5,000**

### **1 AVAILABLE**

*\* Sponsor must also provide branded welcome bags and ship to event site.*

#### **Sponsorship Includes:**

- Two (2) conference registrations.
- One (1) 10x10 booth in the college fair section of the exhibit hall.
- One (1) handout in ANHE Welcome Bag.
- Logo displayed on the [ANHE website](#) through December 2022, and in the 2022 ANHE program book.

## **ALL-NATIONAL HONOR ENSEMBLES WELCOME BAG HANDOUT/ PROMOTIONAL ITEM: \$250.00**

*\* Sponsor must print and ship flyers/promotional item to event site.*

- **Includes:**
  - One (1) promotional handout distributed to all ANHE student participants in 2022 ANHE Welcome Bag.

## **FULL PAGE AD IN ALL-NATIONAL HONOR ENSEMBLES PROGRAM BOOK: \$600.00**

### **3 AVAILABLE**

#### **Includes:**

- One (1) full-page ad in ANHE Program Book
  - 8.187" x 10.875" (.25" bleed to all sides)
  - 7" x 10" (no bleed)

## **1/2 PAGE AD IN ALL-NATIONAL HONOR ENSEMBLES PROGRAM BOOK: \$350.00**

### **6 AVAILABLE**

#### **Includes:**

- One (1) half-page ad in ANHE Program Book
  - 7" x 4.875" (no bleed)

## **LISTING IN THE ALL-NATIONAL HONOR ENSEMBLES MONTHLY NEWSLETTER \$300-550**

- Pick One:
  - Product spotlight \$550.00
  - Logo with hyperlink \$300.00
- June (1), July (1), August (2), September (2), October (2)



## ALL-NATIONAL HONOR ENSEMBLES (ANHE) COLLEGE FAIR

Let NAFME help you identify and recruit individuals to your college music program! The 2022 NAFME National Conference will once again host the NAFME All-National Honor Ensembles (ANHE) event. Taking place November 3-6 in National Harbor, Maryland, the highly regarded ANHE program is comprised of the nation's most accomplished high school musicians who have vied for the opportunity to rehearse and perform in a one-of-a-kind national honor program.

The students must first compete at their local, district, and state level to become eligible for this honor. Colleges, universities, and conservatories will have the opportunity to interact with more than 600 accomplished high school student musicians, their parents, and hundreds of PreK-12 music directors in this invitation-only event.

Many of these students are ready to make important decisions about which college to attend. Students will rotate and attend in groups on Friday, November 4. Parents and NAFME National Conference attendees will also circulate during the event, including exclusive Exhibit Hall hours.

### ALL-NATIONAL HONOR ENSEMBLES COLLEGE FAIR: PRESENTING SPONSOR \$15,000

#### 1 AVAILABLE

*"All-National Honor Ensembles College Fair Presented By \_\_\_\_\_"*

*The NAFME All-National Honor Ensembles College Fair provides an economical and efficient way to meet with potential candidates. With more than 65 top universities and colleges participating in last year's event, the ANHE College Fair is the ideal platform to network with students in an inviting, interactive environment.*

#### Sponsorship Includes:

- Naming rights for the ANHE College Fair event and inclusion of sponsor logo on all event materials (website, event app, program book, onsite signage).
- Sponsor hyperlinked logo on [ANHE conference website](#) for one year.
- Banner ad included in each ANHE monthly newsletter, June – October.
- One (1) blog on [Music In A Minuet](#), to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- One half (1/2) page ad in [Teaching Music](#) magazine OR [Music Educators Journal](#) (choose one of four issues).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.

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- Welcome bag handout.
- One (1) 10x20 booth in the college fair section of the exhibit hall.
- Four (4) conference registrations.
- NAFME Gold Corporate membership for one year, which includes:
  - Membership to the **Music Education Policy Roundtable**.
  - Use of **NAfME Proud Corporate Member logo**.
  - Listing in the online **Corporate Member Directory**.
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of **Teaching Music** magazine (\$400 value).
  - Acknowledgment in the **National Conference** program book.
  - One (1) Associate Membership assigned to company contact.
  - NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
  - One (1) company resource in the **NAfME Backpack Resources for Music Educators** page.
  - 20% discount on first **NAfME mailing list rental** for the year (up to \$1,200 value).
  - 20% discount on all ads placed in NAFME digital or print publications.
  - One (1) social media post on one (1) NAFME channel. Content is subject to approval.
  - One (1) sponsored blog in **Music In A Minuet**. Content must be educational and is subject to approval.
  - One (1) co-branded email to active NAFME members (50,000+). Content is subject to approval.

## ALL-NATIONAL HONOR ENSEMBLES COLLEGE FAIR EXHIBITOR

### 80 TOTAL AVAILABLE

The All-National Honor Ensembles students will attend the college fair on Friday, November 4.

The exhibit hall will be open to all conference registrants including PreK-12 and higher ed attendees, with exclusive exhibit hall time. A final schedule will be provided closer to the event date.

\*To be ADA friendly, we are not providing carpet in this year's exhibit hall or college fair. To secure and pay for carpeting for your space, please contact the event decorator directly at [customerservice@arataexpo.com](mailto:customerservice@arataexpo.com).

#### Schedule:

##### Thursday, November 3:

11:00 AM – 4:30 PM	Load In
5:30 – 7:00 PM	6 <sup>th</sup> -Annual Happy Hour and Jam Session / Opening of Exhibit Hall

##### Friday, November 4:

9:00 AM – 4:00 PM	Exhibit Hall Hours
1:30 – 4:00 PM	Rotating ANHE Ensemble College Fair Visits

##### Saturday, November 5:

9:00 AM – 2:00 PM	Exhibit Hall Hours
2:00 PM – 4:00 PM	Load Out

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## **ONE-DAY EXHIBITOR: \$400.00**

**\*Friday only**

### **Includes:**

- Two (2) conference registrations.
- Includes one (1) table and two (2) chairs only.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).

## **TWO-DAY EXHIBITOR: \$525.00**

**\*Friday and Saturday only**

### **Includes:**

- Two (2) conference registrations.
- One (1) table and two (2) chairs only.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).

## **THREE-DAY EXHIBITOR: \$600.00**

### **Includes:**

- Two (2) conference registrations.
- One (1) table and two (2) chairs only.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).



## NATIONAL PREK-12 CONFERENCE SPONSORSHIP OPPORTUNITIES

### 2022 NAfME NATIONAL CONFERENCE TITLE SPONSOR: \$20,000

#### 1 AVAILABLE

"NAfME National Conference Presented By \_\_\_\_\_"

The 2022 Title Sponsorship provides one-of-a-kind access to conference attendees while providing maximum branding opportunities to showcase your company. This robust sponsorship includes 2 complimentary hotel rooms for three nights, year-round visibility with our 50,000 NAfME members, as well as a Platinum 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 sponsor logo on all event materials (website, event app, program book, onsite signage).
- Company logo printed on conference badge.
- Prominent branding in conference mobile app.
- Opportunity for a two (2) minute welcome to attendees at opening keynote. Sponsor onstage recognition by NAfME President.
- Opportunity for a two (2) minute welcome to attendees at biennial research poster session.
- Leading sponsor on event app, which includes screen welcome banner.
- One (1) 60-minute corporate sponsored session, content must be approved by NAfME Professional Development Committee.
- Sponsor hyperlinked logo on [NAfME conference website](#) for one year.
- One (1) display ad on NAfME website, three months of sponsor's choosing through May 2023 (six available per month).
- Two (2) co-branded emails to all active NAfME members. Content must be educational, subject to approval by NAfME.
- Banner ad in the NAfME National Conference monthly newsletters (April, May, June, July, August, September, October).

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- Two (2) blogs on **Music In A Minuet**, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME.
- One (1) full page, internal ad in **Teaching Music** magazine (choose one of four issues: August, October, January, April).
- One (1) full page, internal ad in **Music Educators Journal** (choose one of four issues: June, September, December, March).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x20 booth in exhibit hall
- Four (4) conference registrations.
- Two (2) complimentary hotel rooms for three (3) nights.
- NAFME Platinum Corporate membership for one year, which includes:
  - Membership to the **Music Education Policy Roundtable**.
  - Use of **NAFME Proud Corporate Member logo**.
  - Listing in the online **Corporate Member Directory**.
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of **Teaching Music** magazine (\$400 value).
  - Acknowledgment in the **National Conference** program book.
  - One (1) Associate Membership assigned to company contact.
  - NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
  - One (1) company resource in the **NAFME Backpack Resources for Music Educators** page.
  - 20% discount on first **NAFME mailing list rental** for the year (up to \$1,200 value).
  - 20% discount on all ads placed in NAFME digital or print publications.
  - One (1) social media post on one (1) NAFME channel. Content is subject to approval.
  - One (1) sponsored blog in **Music In A Minuet**. Content must be educational and is subject to approval.
  - One (1) co-branded email to active NAFME members (50,000+). Content must be educational and is subject to approval.
  - One (1) **Special Offers for Teachers listing**. Upgrades available.
  - Three (3) features in the Corporate Member spotlight in the NAFME biweekly eNewsletter NAFME Notes.

## GOLD SPONSOR: \$15,000

### 4 AVAILABLE

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 in all conference-branded materials (website, event app, program book, onsite signage).
- One (1) display ad on NAFME website for one month of sponsor's choosing through May 2023.
- Sponsor hyperlinked logo on [NAfME conference website](#) for one year.
- One (1) pre- or post-event co-branded email to all active NAFME members. Content must be educational, subject to approval by NAFME.
- Inclusion in three (3) of the NAFME National Conference monthly newsletters (April, May, June, July, August, September, October).
- One-fourth (1/4) page ad in *Teaching Music* magazine (choose one of four issues: August, October, January, April).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x20 booth in exhibit hall
- Two (2) conference registrations.
- NAFME Gold Corporate membership for one year, which includes:
  - Membership to the [Music Education Policy Roundtable](#).
  - Use of [NAfME Proud Corporate Member logo](#).
  - Listing in the online [Corporate Member Directory](#).
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of *Teaching Music* magazine (\$400 value).
  - Acknowledgment in the [National Conference](#) program book.
  - One (1) Associate Membership assigned to company contact.
  - NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
  - One (1) company resource in the [NAfME Backpack Resources for Music Educators](#) page.
  - 20% discount on first [NAfME mailing list rental](#) for the year (up to \$1,200 value).
  - 20% discount on all ads placed in NAFME digital or print publications.
  - One (1) social media post on one (1) NAFME channel. Content is subject to approval.
  - One (1) sponsored blog in [Music In A Minuet](#). Content must be educational and is subject to approval.
  - One (1) co-branded email to active NAFME members (50,000+). Content must be educational and is subject to approval.

## SILVER SPONSOR: \$7,500

### 6 AVAILABLE

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:

- Inclusion in two (2) of the NAFME National Conference monthly newsletters (April, May, June, July, August, September, October).
- Logo in all conference-branded materials (website, event app, program book, onsite signage).
- One (1) display ad on NAFME website for one month of sponsor's choosing through May 2023.
- One (1) pre- or post-event co-branded email to all active NAFME members. Content must be educational, subject to approval by NAFME.
- Sponsor hyperlinked logo on [NAFME conference website](#) for one year.
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x20 booth in exhibit hall.
- Two (2) conference registrations.

## BRONZE SPONSOR: \$3,500

### 10 AVAILABLE

Take advantage of 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.

#### Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- Inclusion in two (2) of the NAFME National Conference monthly newsletters (April, May, June, July, August, September, October).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- Sponsor hyperlinked logo on [NAFME conference website](#) for one year.
- One (1) 10x10 booth in exhibit hall.
- Two (2) conference registrations.



## **PRE-CONFERENCE FORUM PRESENTING SPONSORSHIPS: \$5,000**

### **3 AVAILABLE**

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 the influencers of their community. As a presenting sponsor, your business will have multiple opportunities to brand and engage with participants over a one- or two-day period that will include program speakers, a sponsored networking mixer, and event signage. Available presenting sponsorships for 2022 are:

#### **Music Program Leaders Forum: November 2-3**

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, it is built with insights and models from your colleagues—music program leaders across the nation.

#### **Emerging Leaders Forum: November 3**

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

#### **TBA Forum: November 3**

#### **Sponsorships Include:**

- Forum Presenting sponsor signage in all conference branded materials (website, app, program book, including event signage).
- Introduction of forum sponsorship by company spokesperson.
- Inclusion in three (3) of the NAFME National Conference monthly newsletters (April, May, June, July, August, September, October).
- One (1) display ad on NAFME website, two months of sponsor's choosing through May 2023 (six available per month).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x10 exhibit hall booth.
- Two (2) conference registrations.

## WIFI SPONSOR: \$10,000

### 1 AVAILABLE

#### Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- Company splash screen on mobile app.
- Company branded password each day, Thursday, Friday, and Saturday.
- One (1) 10x10 booth in exhibit hall.
- Two (2) conference registrations.
- NAFME Gold Corporate membership for one year, which includes:
  - Membership to the **Music Education Policy Roundtable**.
  - Use of **NAfME Proud Corporate Member logo**.
  - Listing in the online **Corporate Member Directory**.
  - Recognition in NAFME Corporate Member Appreciation ad that is featured in two issues of **Teaching Music** magazine (\$400 value).
  - Acknowledgment in the **National Conference** program book.
  - One (1) Associate Membership assigned to company contact.
  - NAFME leadership and/or staff members to provide speaking and/or virtual engagement to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply.
  - One (1) company resource in the **NAfME Backpack Resources for Music Educators** page.
  - 20% discount on first **NAfME mailing list rental** for the year (up to \$1,200 value).
  - 20% discount on all ads placed in NAFME digital or print publications.
  - One (1) social media post on one (1) NAFME channel. Content is subject to approval.
  - One (1) sponsored blog in **Music In A Minuet**. Content must be educational and is subject to approval.
  - One (1) co-branded email to active NAFME members (50,000+). Content must be educational and is subject to approval.

## **OPENING NIGHT EXHIBIT HALL AND 6<sup>TH</sup> ANNUAL JAM SESSION SPONSOR: \$5,000**

### **1 SPONSORSHIP AVAILABLE**

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 NAFME members and conference attendees.

#### **Sponsorship Includes:**

- Exclusive signage around the exhibit hall and onstage during event.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- Introduction of event onstage by company spokesperson.
- Two (2) push notifications on event app promoting sponsored event and exhibit booth.
- Introduction of event by company spokesperson.
- One (1) 10x10 exhibit hall booth.
- Two (2) conference registrations.
- Inclusion in two (2) of the NAFME National Conference monthly newsletters (April, May, June, July, August, September, October).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.

## **MORNING SPONSORSHIP: \$2,500**

### **2 AVAILABLE – FRIDAY, SATURDAY**

#### **Sponsorship Includes:**

- Exclusive signage and prize entry around morning coffee and tea setup.
- Sponsor name and first prize giveaway announced during Friday or Saturday Keynote by NAFME leadership.
- Two (2) push notifications on event app promoting sponsor giveaway.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 10x10 exhibit hall booth.
- Two (2) conference registrations.

## SPONSORED SESSION: \$1,000

### 5 AVAILABLE

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.

\*Please note that conference session sponsorships are limited with one session per company permitted. Content must be educational and pre-approved by the NAFME Professional Development Committee.

#### Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.
- One (1) 60-minute session, content must be approved by NAFME Professional Development Committee.
- One (1) conference registration.

### 3-DAY CONFERENCE EXHIBITOR: \$600.00

The exhibit hall will be open to all conference registrants including PreK-12 and higher ed attendees, with exclusive exhibit hall time. A final schedule will be provided closer to the event date.

\*To be ADA friendly, we are not providing carpet in this year's exhibit hall or college fair. To secure and pay for carpeting for your space, please contact the event decorator directly at [customerservice@arataexpo.com](mailto:customerservice@arataexpo.com).

#### Exhibit Hall Schedule:

##### Thursday, November 3:

11:00 AM – 4:30 PM	Load In
5:30 – 7:00 PM	6 <sup>th</sup> -Annual Happy Hour and Jam Session / Opening of Exhibit Hall

##### Friday, November 4:

9:00 AM – 4:00 PM	Exhibit Hall Hours
1:30 – 4:00 PM	Rotating ANHE Ensemble College Fair Visits

##### Saturday, November 5:

9:00 AM – 2:00 PM	Exhibit Hall Hours
2:00 PM – 4:00 PM	Load Out

#### Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage).
- One (1) 10x10 booth in exhibit hall.
- One (1) conference registration.

### INCLUSION IN NAFME VIRTUAL SWAG BAG \$350.00

- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all NAFME members.