

NAfME CORPORATE MEMBERSHIP: CONNECT WITH MUSIC EDUCATORS



"Through our NAfME corporate membership, Schmidt Vocal Arts has found a partner in encouraging young musicians. Not only have we increased our brand awareness among high school choral directors, but we have also been able to reach students directly in the Tri-M Music Honor Society and the All-National Honor Ensembles. We hope to continue to work together with NAfME to create a strong group of future music educators and singers!"

- Linda McAlister, Executive Director, Schmidt Vocal Arts

"It is great to work with an organization that has the same goals and is truly invested in the success of music educators. NAfME is open to new ideas and ways to connect sponsors to their audience. They have tailored our sponsorship to meet our specific needs, and we have built a great relationship over the years."

-Johna Jackson, Event and Convention Coordinator, QuaverMusic

NAfME Corporate Membership provides a valuable introduction to a global network of music education teachers—your target audience. Engage with our members, introducing your product or service through a wide variety of marketing opportunities.

CONNECT. PROMOTE. ENGAGE.

The most critical link in any marketing strategy is the connection with potential customers. NAfME Corporate membership will help you reach:

- Pre-K and elementary teachers – **17,000**
- Junior/middle school teachers – **23,000**
- Senior high school teachers – **23,000**
- Administrators/supervisors – **2,500**
- Professors/higher education – **2,000**
- Junior and senior high school music honor students (through their teacher advisors) – **85,000**
- Collegiate music education majors – **10,000**
- Private/studio teachers – **8,500**

(Teaching area selections are also available. Figures are subject to change throughout the school year.)

NAfME is an organization of collaborative, forward-thinking people. Serious, committed, professional educators who would like to learn about the latest products and services that will help them in their mission to provide the highest-quality music education for their students.

Recognized and respected, the NAfME Corporate member logo on your company's marketing and correspondence will signify to NAfME members that you are a collaborator in that mission, a true supporter of music education.

Music educators are looking for innovative solutions to challenges in the music classroom—needs that your company could meet. Introduce your company to this engaged audience through NAfME Corporate membership!

NAfME CORPORATE MEMBERSHIP LEVELS

NAfME offers four levels of Corporate membership. We can help you determine which level is best for your company.

BRONZE: \$500

- Use of Corporate member logo for your marketing materials and website. This is your "visual introduction" to the NAfME family! The logo identifies you to music educators as a company they can trust.
- Recognition as a NAfME Corporate Member twice annually in *Teaching Music*, the NAfME magazine mailed to all members.
- Link on the NAfME Corporate Member Directory page of the NAfME website for the duration of membership.
- One company resource linked on the "NAfME Backpack" page. Content must be educational and is subject to approval.
- One (1) NAfME Associate Membership for the designated company contact.
- Company membership in the Music Education Policy Roundtable (optional).

SILVER: \$750

- All the benefits of the Bronze level PLUS ...
- One (1) sponsored blog in *Music in a Minuet*. Content must be educational and is subject to approval.
- NAfME leadership and/or staff members to provide two (2) NAfME speaking and/or virtual engagements to Corporate Member in support of music education advocacy or programmatic initiatives. Engagement is subject to approval. Travel restrictions may apply. Excludes product or service promotions or endorsements
- 20% discount on first digital or print ad for each year of membership (up to \$850 value). *Teaching Music* is a print publication; *Music Educators Journal* is a primarily online publication (45,500+ subscribers).
- 20% discount on first NAfME mailing list rental for the year (up to \$1,200 value).

Continue on next page

NAfME CORPORATE MEMBERSHIP LEVELS

GOLD: \$1,500

- All the benefits of the Bronze and Silver levels PLUS ...
- One (1) social media post on one (1) NAfME channel. Content is subject to approval.
- 20% discount on all ads placed in NAfME digital or print publications. *Teaching Music* is a print publication; *Music Educators Journal* is a primarily online publication (45,500+ subscribers).
- One (1) Co-branded email to active NAfME members (45,500+). Content must be educational and is subject to approval.

PLATINUM: \$2,500

- All the benefits of the Bronze, Silver, and Gold levels PLUS ...
- One (1) free listing in the Special Offers for Teachers page. Upgrades available.
- Corporate Member Spotlight featured in three (3) editions of the NAfME biweekly eNewsletter.

In addition, NAfME offers Corporate members sponsorship opportunities to target specific audiences with your marketing message (additional fees apply):

- National Conference (exhibit and sponsorship opportunities)
- Tri-M® Music Honor Society
- All-National Honor Ensembles
- Music In Our Schools Month® (MIOSM®)
- NAfME Academy®
- Collegiate Advocacy Summit
- Student Composers Competition
- Electronic Music Composition Competition
- Student Songwriters Competition

Let us help you reach your marketing goals! The experienced NAfME staff will help you decide which level is best for your marketing goals and take advantage of all your benefits.

Corporate Member Levels and Benefits	Bronze \$500	Silver \$750	Gold \$1,500	Platinum \$2,500
Corporate Member Logo	★	★	★	★
Resource on "NAfME Backpack" page	★	★	★	★
Recognition in Teaching Music magazine	★	★	★	★
NAfME Corporate Member Directory listing	★	★	★	★
One (1) NAfME Associate Membership	★	★	★	★
Music Education Policy Roundtable Membership	Optional			
One (1) sponsored blog in Music in a Minuet		★	★	★
NAfME speaking and/or virtual engagement		★	★	★
20% discount on first digital or print ad		★	★	★
20% discount on first NAfME mailing list rental		★	★	★
One (1) social media post on a NAfME channel			★	★
20% discount on all digital or print ads			★	★
One (1) Co-branded email to NAfME members			★	★
One (1) free Special Offers for Teachers listing.				★
Three (3) featured Spotlight in the NAfME eNewsletter				★



Take advantage of unparalleled access to the music education community by joining NAfME today!*

NAfME Corporate Membership
1806 Robert Fulton Drive
Reston, VA 20191
Website: nafme.org/corporate
Email: corporate@nafme.org
Phone: 800-336-3768

For more information on membership and sponsorship opportunities, contact us at corporate@nafme.org.

National Association for Music Education (NAfME), among the world's largest arts education organizations, is the only association that addresses all aspects of music education. NAfME advocates at the local, state, and national levels; provides resources for teachers, parents, and administrators; hosts professional development events; and offers a variety of opportunities for students and teachers. The NAfME mission is to advance music education by promoting the understanding and making of music by all and empowering the community to create, perform, and respond to music.

**Membership is contingent upon company review by NAfME.*