



Conference for Community Arts Education 70th National Conference November 7 – 10, 2007 Los Angeles, CA

Sponsorship, Advertising & Exhibiting Information

The National Guild of Community Schools of the Arts is pleased to offer an opportunity to rub shoulders with 350+ decision makers from 220+ community-based arts education organizations during our 70th Annual Conference, the *Conference for Community Arts Education*, at the Wilshire Grand Hotel, November 7 - 10, 2007. The conference is your gateway to a market of more than 350 community schools of the arts, 15,000 teaching artists and 500,000 dedicated students in 45 states.

About the National Guild (www.nationalguild.org)

The National Guild's 350+ members are non-degree granting nonprofit organizations that collectively:

- Serve more than 500,000 students of all ages and backgrounds in 45 states.
- Employ more than 15,000 teaching artists.
- Spend \$250+ million on annual operations. (Budgets range from \$25,000 to \$10 million.)
- Offer instruction in one or more of the following disciplines: music (94%); visual arts (31%); dance (29%); theater/drama (28%); literary arts, (10%); media arts, (6%).
- Ensure arts instruction is accessible to all by setting affordable tuition fees and providing financial aid to students unable to pay.
- Partner with other organizations and agencies, including public schools, daycare centers, and senior centers, to ensure the broadest possible access to high-quality arts education.

Among the Guild's 350+ Member Organizations Are:

Center of Creative Arts (St. Louis)	Neighborhood Music School (New Haven)
Cleveland Music School Settlement	New Orleans Ballet Association
Eastman Community Division	Samuel S. Fleisher Art Memorial (Philadelphia)
The Colburn School (Los Angeles)	Settlement Music School (Philadelphia)
Harlem School of the Arts (New York)	The Royal Conservatory of Music Community School (Toronto)
Levine School of Music (DC)	Third Street Music School Settlement (NY)
Mesa Arts Center (Mesa, AZ)	

Sponsors of Recent Conferences Include:

Alfred Publishing	National Endowment for the Arts
Apple Computer	Pennsylvania Council on the Arts
Center for Arts Management & Technology at Carnegie Mellon University	Roland
Making Music Magazine	Savannah College of Art and Design
MetLife Foundation	SoundTree
NAMM	Steinway & Sons
	Yamaha

Sponsorship Opportunities

As a conference sponsor, you'll support high quality, community-based arts education and gain direct access to hundreds of influential decision-makers at arts education institutions across the country.

Platinum Sponsor – \$10,000

Platinum Sponsors enjoy the opportunity to address 350+ delegates at the **Opening Plenary Session**, sharing the stage with a celebrated keynote speaker and national leaders. Platinum Sponsor benefits include:

- Opportunity to briefly address delegates at the Opening Plenary Session
- Opportunity to host a special reception for delegates during the conference (catered at your expense)
- Opportunity to host a showcase session
- Opportunity to host a table at the Topic Table Breakfast
- Full page ad in conference program book
- 8' x 10' exhibit booth
- 6 registrations with access to all conference events
- Lead logo placement in conference program book
- Web link with logo on conference website
- Lead logo placement on conference brochures
- Lead logo placement on conference signs
- Mailing addresses for all conference delegates
- Opportunity to include promotional materials in 350+ welcome packets
- Recognition from stage at a Plenary Session, Annual Awards Luncheon, and Closing Night Reception

Gold Sponsor – \$7,500

Gold Level Sponsors enjoy the opportunity to address conference delegates at the **Opening Night Reception** or the **Annual Awards Luncheon**. Gold Sponsor benefits include:

- Opportunity to briefly address delegates during the Opening Night Reception or the Annual Awards Luncheon
- Opportunity to host a showcase session or a table at the Topic Table Breakfast
- Full page ad in conference program book
- 8' x 10' exhibit booth
- 4 registrations with access to all conference events
- Prominent logo placement in program book
- Web link with logo on conference website
- Prominent logo placement in conference brochures
- Prominent logo placement on conference signs
- Mailing addresses for all conference delegates
- Opportunity to include promotional materials in 350+ welcome packets
- Recognition from stage at Opening Plenary, Annual Awards Luncheon, and Closing Night Reception

Silver Sponsor – \$5,000

Silver Sponsors may address conference delegates at a **Morning Plenary** (not the opening plenary) or the **Closing Reception**. Silver Sponsor benefits include:

- Opportunity to briefly address delegates during a Morning Plenary or Closing Reception
- Opportunity to host a table at the Topic Table Breakfast
- Full page ad in Guild program book
- 8' x 10' exhibit booth
- 4 registrations with access to all conference events
- Logo placement in conference program book
- Web link with logo on conference website
- Logo placement in conference brochures
- Logo placement on conference signs
- Mailing labels for conference delegates
- Opportunity to include promotional materials in 350 welcome packets
- Recognition from stage at Opening Plenary, Annual Awards Luncheon, and Closing Night Reception

Patron – \$2,500

Patrons may sponsor a conference session (workshop, roundtable or showcase). Patron benefits include:

- Opportunity to host a table at the Topic Table Breakfast
- 8' x 10' exhibit booth
- Half page ad in conference program book
- 2 registrations with access to all conference events
- Sponsor listing in program book
- Web link on conference website
- Sponsor listing in conference brochure
- Sponsor listing on conference signs
- Mailing addresses for all conference delegates

Benefactor– \$1,500

Benefactor benefits include:

- 8' x 10' exhibit booth
- Half-page ad in program book
- 2 registrations with access to all conference events
- Small sponsor listing in program books
- Small sponsor listing on conference website
- Small sponsor listing in conference brochure
- Small sponsor listing on conference signs

Ready to become a sponsor? Return your completed reservation form or contact Ryan Raymond, Bentley-Hall at (315) 422-4488 or ryan@bentley-hall.com.

Advertising

Advertising in the conference program is an affordable way to ensure your message reaches each conference delegate. Discounts are available for Guild members.

1/4 Page Member Rate	1/4 Page Non-Member	1/2 Page Member Rate	1/2 Page Non-Member	Full Page Member Rate	Full Page Non-Member
\$195	\$300	\$385	\$540	\$750	\$995

All advertising is black & white. Ads must be submitted as PDF files. Full page ads are 7.5" wide by 10" high. Half page ads are 7.5" wide by 4.75" high. Quarter page ads are 3.5" wide by 4.75" high. The reservation and art work deadline is Sept. 28, 2007.

Exhibiting

Six-foot skirted table tops and 8' x 10' booths are available in the conference exhibit hall. Table tops include two chairs. Exhibit booths include skirted table, two chairs, wastebasket, and sign. (Additional furniture and equipment as well as electrical service and internet access are available at cost.)

6' Table Top Member	6' Table Top Non-Member	8' x 10' Booth Member	8' x 10' Booth Non-Member
\$350	\$450	\$500	\$650

Ready to exhibit or advertise? Return your completed reservation form or contact Ryan Raymond, Bentley-Hall at (315) 422-4488 or ryan@bentley-hall.com.



2007 Conference for Community Arts Education Sponsorship, Advertising & Exhibiting Reservation Form

Please reserve the following sponsorship package for me / my company:

Sponsorships

- Platinum Sponsor: \$10,000
- Gold Sponsor: \$7,500
- Silver Sponsor: \$5,000
- Patron: \$2,500
- Benefactor: \$1,500

Please reserve the following program book advertising space for me/my company:

- Full page: \$750 (member), \$995 (nonmember)
- Half page: \$385 (member), \$540 (nonmember)
- Quarter page: \$195 (member), \$300 (nonmember)

Please reserve the following exhibit space for me/my company:

- 8' x 10' Booth: \$500 (member), \$650 (nonmember)
- 6' table top: \$350 (member), \$450 (nonmember)

Name: _____ Company: _____

Street Address: _____

City, State, Zip: _____

Phone, Email: _____

Check payable to National Guild enclosed Invoice me Bill my: Visa MC Amex Discover

Account Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____