



# 69<sup>th</sup> Annual Conference

October 31 – November 4, 2006  
Phoenix, AZ

## 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 69<sup>th</sup> Annual Conference, the *Conference for Community Arts Education*, at the Wyndham Phoenix Hotel, October 31 – November 4, 2006. The conference is your gateway to a market of more than 300 community schools of the arts, 13,000 teaching artists and 380,000 dedicated students in 45 states.

## About the National Guild (www.nationalguild.org)

The National Guild's 300+ member schools are non-degree granting nonprofit organizations that collectively:

- Serve more than 380,000 students of all ages and backgrounds in 45 states.
- Employ more than 13,000 teaching artists.
- Spend more than \$215 million on annual operations. (Budgets range from \$25,000 to \$8.5 million.)
- Offer instruction in one or more of the following disciplines: music (94%); visual arts and crafts (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 300 Member Schools 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 the Guild's 2005 Conference Included:

Alfred Publishing	NAMM
Apple Computer	National Endowment for the Arts
Center for Arts Management & Technology at Carnegie Mellon University	Pennsylvania Council on the Arts
Etymotic Research	Savannah College of Art and Design
Heinz Endowments	SoundTree
Making Music Magazine	Steinway & Sons
MetLife Foundation	Vandoren
	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** on Thursday, Nov. 2, 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 Opening Plenary, 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** on Thursday, Nov. 2, or the **Annual Awards Luncheon** on Saturday, Nov. 4. 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 the **Friday Morning Plenary** on Nov. 3 or the **Closing Reception** on Saturday, Nov. 4. Silver Sponsor benefits include:

- Opportunity to briefly address delegates during the Friday 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

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 Honore Stockley, Bentley-Hall at (315) 422-4488 x 104 or [honore@bentley-hall.com](mailto:honore@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 deadline is Sept. 15, 2006.

## Exhibiting

The Arts Education Expo will be open from 5:30–7:30 p.m. on Thursday, November 2 (coinciding with the Opening Night Reception in the exhibit hall); 10:00 a.m.–6:30 p.m. on Friday, November 3; and 9:00 a.m.–1:00 p.m. & 3:00–5:30 p.m. on Saturday, November 4. (We will schedule periodic breaks for exhibitors on Friday and Saturday.)

Six-foot skirted table tops and 8' x 10' booths are available. 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 Honore Stockley, Bentley-Hall at (315) 422-4488 x 104 or [honore@bentley-hall.com](mailto:honore@bentley-hall.com).**



# 69<sup>th</sup> Annual Conference 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: \_\_\_\_\_