

2020

Annual

Convention



June 26-28, 2020

Washington, DC



Sponsorship Prospectus

Contact:

Kate Gibney, Vice President, Development
Christina Ritchie, Director of Individual Giving

kgibney@artsusa.org

202.371.2830, ext. 2052

critchie@artsusa.org

202.371.2830, ext. 2078

**Americans
for the Arts**

**1000 Vermont Ave, NW
6th Floor
Washington, DC 20005**

Americans for the Arts

2020 Annual Convention

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The **Americans for the Arts Annual Convention** is the largest gathering of its kind. Approximately 1,000 attendees will gather in Washington, D.C. to attend more than 30 peer-led sessions focused on the Arts & Community and Public Art & Civic Design, dive deep into a specific topic at two pre-conference workshops, see four special keynotes, and experience ARTventure tours and performances that highlight the rich cultural diversity of the greater Washington region. Attendees are:

- **Community-focused:** 50% of attendees work in an arts agency or service organization. Other attendee groups include discipline-specific organizations, arts education organizations, universities, and artists.
- **Connected:** In a post-convention survey, 94% of respondents said they met someone they would connect with after the convention. Nearly everyone attended one or more networking event during the convention.
- **National:** Attendees come from all 50 states. Approximately 35% come from the host region, and the urban east coast and California are well-represented at every conference.

Sponsors support the entire convention, but can target recognition around one element of the program for added impact. For a list of benefits available to all sponsors, see page 6.

Keynote sessions \$50,000

The convention's four keynote presentations feature nationally renowned speakers who encourage and inspire through their expertise and perspective on a range of topics, from an artist who speaks about his or her role in contemporary society, to business and academic leaders exploring the intersection of the arts and their world. These sessions, attended by virtually all registrants and widely publicized in advance of the conference, are a great opportunity to make a big splash.

Recent keynotes include:



Chandrika Tandon: Business leader, Grammy-nominated artist, and humanitarian



Erik Takeshita: Senior Fellow, ArtPlace America



Marc Morial: Civil rights leader and President of the National Urban League

Sponsorship benefits include:

- Opportunity for company representative to deliver remarks at the sponsored keynote
- Opportunity to deliver branded promotional item to conference attendees at the session
- Logo recognition on convention promotional materials, including signage, printed materials, website, and targeted e-blasts
- Complimentary tabletop exhibit, online advertising, and half-page ad in onsite program guide
- Up to 4 all-event pass registrations for sponsor representatives or partners
- A customized package of additional benefits that address specific sponsor recognition and stewardship needs

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Core Program Components

In addition to three keynote speakers, the convention includes more than 30 peer-led sessions organized in two tracks—Arts & Community and Public Art & Civic Design—as well as two pre-conferences and four special artistic performances. Program sponsors achieve concentrated visibility on marketing materials, schedules, and onsite signage related to the sponsored component, plus all the benefits available at the giving level specified below.

ARTventure Tours

Lead sponsorship at \$25,000. Supporting sponsorships available.

This series of 10 tours gives convention attendees a chance to see the greater Washington region's creative community at work. Local experts guide small groups on excursions that incorporate behind-the-scenes visits to cultural institutions, artist studios, and universities; public art and architectural landmarks; and local cuisine and crafts.

Pre-conference workshops

Lead sponsorship at \$15,000 each. Supporting sponsorships available.

Pre-conference workshops offer intensive training in specialized fields of practice. A half-day in duration, they typically attract 100 to 350 participants each.

Two workshops at the 2020 Convention are:

- **Anyone Can Be an Arts Advocate: Navigating the Federal, State, and Local Advocacy Landscape 101**
- **Monument Lab: Participation and Power in Public Art**



The Meeting House—a work recognized during the 2018 Public Art Network Year in Review.

Artist Performances

Lead sponsorship at \$25,000. Supporting sponsorships available.

Showcase the unique cultural ecosystem of the Washington, D.C. region by sponsoring the local artists who perform at the start of each keynote session. Artists confirmed to perform at the 2020 Convention include The GenOut Chorus, greater Washington's only vocal ensemble for LGBTQ+ and allied youth, and spoken word artist and DC youth poet laureate Marjan Naderi.

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Social Events

No conference is complete without a party or the ever-important networking sessions. Sponsor one of the convention's signature events and make it a weekend attendees will talk about and remember for years to come.

Special benefits available include custom branding at the event, access for company representatives to the event, plus discounts on exhibiting and advertising. See page 6 for details.



Opening Reception

Lead sponsorship at \$50,000. Supporting sponsorships available.

Partner with our local hosts to introduce attendees from around the country to the best of the greater Washington region. Open to all 1,000 conference attendees, this event is a chance for the city to shine while guests enjoy cocktails, hors d'oeuvres, and artistic performances.

Networking Breaks

Lead sponsorship at for all at \$15,000. Support one break at \$5,000.

Bond with attendees over coffee and snacks and create a unique experience at one of the 4 breaks between formal

Members reception

Lead sponsorship at \$10,000.

About 80% of convention attendees are professional members of Americans for the Arts. Connect with them during a sponsored cocktail reception, and afterwards with a customized member communication.



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Hospitality Items

Americans for the Arts provides every attendee with convention information and selected hospitality items when they check in. Sponsor an item and you can be sure that attendees will take your logo home with them.

Hospitality item sponsors enjoy the same complimentary registrations and discounted or complimentary advertising and exhibiting benefits as all other sponsors. See page 6 for details.

Branded giveaway items

Americans for the Arts frequently provides items such as water bottles, note pads, pens, and key chains to attendees. Partner with us to produce a co-branded item at the 2020 Convention, and get your logo in the hands of every conference attendee.

Lanyards \$10,000

Registrants must wear their credentials during the convention, so get your logo, alternating with Americans for the Arts', on this essential item.

Convention wi-fi \$15,000

Brand the complimentary wi-fi available to all convention attendees with your company name and a customized splash page.



Customize it!

Want to support a specific program component? Interested in hospitality items, but also want to customize an event? We are always interested in developing packages that suit your organization's needs while providing a valuable service or resource to our conference attendees. Contact us to discuss your ideas.

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We are pleased to offer sponsors of any element of the conference the following benefits, based on the overall level of support.

	\$10,000	\$15,000	\$25,000	\$50,000+
Visibility: Take advantage of recognition opportunities during the conference and beyond				
Recognition as a sponsor on printed promotional materials, including the onsite program guide, advance marketing brochure, and onsite signage¹	Text	Logo	Logo	Customized sponsor package tailored to their interests and level of giving. Visibility and benefit options include: <ul style="list-style-type: none">• Logo recognition on all conference promotional materials. With hotlink on electronic materials¹• Listing as a lead sponsor in the convention press release¹• Opportunity to introduce a plenary session or speaker• Opportunity to provide informational materials or giveaway items to all conference attendees²• Opportunity to write a post for ArtsBlog after the convention¹• FREE exhibit space and FREE package of online and print advertising³
Recognition as a sponsor in electronic promotional materials, including website, guidebook app, Annual Report, and select e-blasts sent to Convention attendees and potential registrants¹	Text	Logo	Logo	
Listing as lead a sponsor in the Convention press release¹			Text	
Discounts on the purchase of Convention exhibit space, print and online advertising, demo space, email ads, and more³	15% discount on exhibiting and advertising	25% discount on exhibiting and advertising	25% discount on advertising and FREE tabletop exhibit	
Access: Connect with other conference attendees and Americans for the Arts VIPs				
Priority seating for conference attendees at plenary sessions		•	•	•
Complimentary conference registrations; preconference registration included at the \$15K level and higher³	1	2	3	4
Invitation to all private VIP events at the conference	1	2	3	4
Year-round Opportunity: Utilize the research, resources, and information produced by Americans for the Arts year-round				
Priority VIP seating at the annual Nancy Hanks Lecture on Art and Public Policy in Washington, DC		•	•	•
Customized news and information tailored to your interests, including subscription to <i>Arts Link</i> , <i>BCA Noteworthy</i> , and <i>Inside Americans for the Arts</i>	•	•	•	•

¹Inclusion in printed conference materials, including advertising and press release, is subject to print deadlines. Text crediting only in annual report for all donors. Contact us for details and production calendar. ²Americans for the Arts reserves the right to approve all product placement or sponsor-created content. ³Sponsorship contributions are tax-deductible to the extent allowed by U.S. law. The value of goods and/or services accepted will be deducted from the total donation amount to determine the tax-deductible portion of your sponsorship.