

2019

National

Arts

Marketing

Project

Conference



November 15-18, 2019

Miami, FL



Sponsorship Prospectus

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1000 Vermont Ave. NW
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For over 15 years, the **National Arts Marketing Project (NAMP) Conference** has assembled arts marketers and industry experts from across the country to challenge and learn from one another. Over 600 attendees will gather in Miami to explore leading trends in audience development, social media, community engagement, and revenue generation. Our attendees are:

- **Young:** 69% are ages 25-44, and 47% identify as mid-career professionals
- **Marketers:** 50% work in a marketing department, most often at a discipline-based arts organization, such as a performing arts center, museum, theater, or dance organization. More than half work at an organization with a budget of under \$5 million.
- **National:** from all 50 states, with approximately 35% coming from the host city's region. The urban east coast and California are well-represented at every conference.

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

Keynotes \$25,000 each

The NAMP Conference features three keynote speakers. These sessions, attended by virtually all registrants and widely publicized in advance of the conference, are a great opportunity to make a big splash.

Past keynote speakers include:



Chris Denson: Director of marketing group Ignition Factory and creator of *Innovation Crush* interview series



Ijeoma Oluo: Writer, speaker, and author of *So You Want to Talk about Race*

Sponsorship benefits include:

- Opportunity for sponsor representative to deliver welcoming remarks at the sponsored keynote
- Opportunity to deliver a branded promotional item to attendees at sponsored keynote
- Logo recognition on all NAMP Conference promotional materials, including signage, printed materials, website, guidebook app, and targeted e-blasts
- Complimentary tabletop exhibit space and customized advertising package
- Up to 4 conference registrations for sponsor representatives or partners
- For full benefits list, see \$25,000-level benefits on page 6

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Core Program Components

In addition to three keynotes, the conference includes more than 30 peer-led sessions, two preconference workshops, one-on-one coaching, and special artistic performances.

Sponsors of specific program components achieve concentrated visibility on all marketing materials, e-communications, and onsite signage related to the sponsored component, *plus* all the benefits available at their giving level.

Preconference workshops \$15,000 each

These half-day workshops offer intensive training in a highly specialized field of practice, and attract 100-200 participants each. A focus of dedicated marketing in the run-up to the conference, preconference sponsors accrue especially high visibility benefits.

Offsite sessions \$10,000 each **NEW!**

Help us get NAMPers out into Miami by underwriting an offsite session. These immersive, long-format sessions will connect attendees directly with Miami-area organizations that lead the way in innovative community engagement and marketing practice.

One-on-one Coaching sessions \$5,000 each

Field experts provide personalized advice to attendees. Sponsor one of these sessions and brand the room signage and the program guide schedule with your company's name.



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 needs while providing a valuable service or resource to our conference attendees. Contact us to discuss your ideas.

Scholarship Packages starting at \$5,250

Help broaden artists and arts professionals' access to the NAMP Conference. Sponsors can cover basic registration costs or provide a full ride by subsidizing travel and hotel. Scholarships can be targeted to reach:

- Grantees or arts partners
- Artists or arts administrators in a specific discipline
- Culturally specific organizations or practitioners

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Social Events

No conference is complete without an awesome party and the ever-important networking opportunities. Sponsor one of the NAMP Conference's signature events and make the conference an experience attendees will talk about and remember for years to come.

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

Opening Reception Lead sponsorship at \$50,000

Partner with our local host, the Miami-Dade County Department of Cultural Affairs, to introduce attendees from around the country to the best of Miami! Open to all conference attendees, this event is a chance for the city to shine while guests enjoy cocktails, hors d'oeuvres, and special artistic performances.

Networking Breaks Lead sponsorship at \$15,000; \$5,000 each

Create a unique experience for attendees during one of the breaks between formal programming.

Artist Performances Lead sponsorship at \$25,000

Support special performances and presentations by local artists during the keynote sessions and in CenterStage.



Members Reception \$10,000

About half of conference attendees are members of Americans for the Arts. Show them you care with a sponsored cocktail reception.

NAMPC Newbie Meetup \$5,000

Welcome newcomers (and the new-at-heart) to the conference with coffee, icebreaker games, and an introduction to the NAMP experience at this Friday morning breakfast.



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Hospitality Items

Partner with Americans for the Arts to produce a co-branded hospitality item and you can be sure that our conference attendees will take you with them.

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

Tote bags \$10,000 *Ask us about availability!*

Our 600+ attendees carry these bags everywhere and take them home for future use. Your logo is sure to pop on one side of this co-branded bag.

Hotel key cards \$10,000 *Ask us about availability!*

Brand the hotel key cards given to attendees registered at the conference headquarters hotel, the Intercontinental Miami, with your organization's name and logo.

Conference wi-fi \$15,000

Brand the complimentary wi-fi offered during the conference with your company name and a customized splash page.



Lanyards \$5,000 *Ask us about availability!*

Registrants must wear their credentials during the NAMP Conference, so get your logo alongside Americans for the Arts' mark, on this essential item.



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Conference

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

	\$5,000	\$10,000	\$15,000	\$25,000 and \$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	Sponsors at the \$25,000 and \$50,000 levels receive a customized benefits package tailored to their interests. Visibility and other recognition options include: <ul style="list-style-type: none">• Logo placement on all conference promotional materials. With hotlink on electronic materials¹• Listing as a lead sponsor in the NAMP Conference press release¹• Opportunity to offer welcoming remarks at a keynote session or introduce a speaker• Opportunity to provide informational materials or giveaway items to all conference attendees²• Opportunity to write a post for ArtsBlog during the pre-conference blog salon¹• Complimentary exhibiting and select complimentary advertising³
Recognition as a sponsor in electronic promotional materials, including website, guidebook app, Annual Report, and select e-blasts sent to conference attendees and potential registrants¹	Text	Logo	Logo	
Discounts on the purchase of conference 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	4	6
Invitation to all private VIP events at the conference	1	2	4	6
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>	•	•	•	•
Invitation to purchase tickets to the annual BCA 10 and National Arts Awards galas in New York	•	•	•	•

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 the development team for details and production calendar.
 ²Americans for the Arts reserves the right to approve all product placement.
 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.

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