

**20  
24**

**OPERA CONFERENCE**  
· WORLD OPERA FORUM ·  
**JUNE 3–8 LOS ANGELES, CA**

**SPONSORSHIP PROSPECTUS**



**OPERA  
AMERICA**

## OPERA America welcomes the global opera industry to Los Angeles in June 2024 for two marquee events:

### WORLD OPERA FORUM 2024 | JUNE 3–5

The second-ever World Opera Forum welcomes opera leaders from around the world for a global conversation about the future of the art form. Directly preceding the annual conference, the forum will engage 60 official delegates and over 250 registrants from six continents in discussion of the strategies needed to guide the sector through today's dynamic landscape of art, politics, and technology.

*Presented in partnership with Opera Europa, Ópera Latinoamérica, and Association for Opera in Canada*

### OPERA CONFERENCE 2024 | JUNE 5–8

Opera Conference 2024, hosted by LA Opera, engages administrators, artists, trustees, and advocates from the United States and Canada, as well as international visitors, in the tactical work of advancing the North American opera field. Building on the World Opera Forum, the conference will translate global discourse and themes into objectives for artistic presentation, civic practice, and business innovation.

Both events will be enriched by a festival of opera performances throughout greater Los Angeles, headlined by LA Opera's production of *Turandot* and the premiere of *Fire and Blue Sky*.

### SPONSORSHIP

Sponsoring the Opera Conference and/or the World Opera Forum gives you the ability to reach progressively larger groups of opera industry insiders. Customizable packages offer widespread visibility for your business leading up to and throughout these important events.

By partnering with OPERA America as a sponsor, you will have the opportunity to meet clients, colleagues, and prospective customers at sessions and networking events, including:

- Over 30 general and concurrent sessions
- Conference and forum social events
- Session breaks in the World Opera Forum Sponsor Pavilion
- Sponsor reception in the Opera Conference Exhibit Hall
- Roundtables and dinners for discipline-specific networks



## Why Sponsor?

OPERA America, the national champion and service organization for opera, invites businesses, civic institutions, arts organizations, universities, and foundations to join as partners in presenting the largest annual convening of opera professionals and decision-makers in North America — plus this year, the second-ever global convening dedicated to the worldwide industry and international collaboration.

### ACCESS

Opera Conference 2024 and the World Opera Forum offer exceptional networking opportunities with over 800 general directors, staff members, trustees, volunteers, and artists working in all dimensions of the opera industry.

### PROMOTION

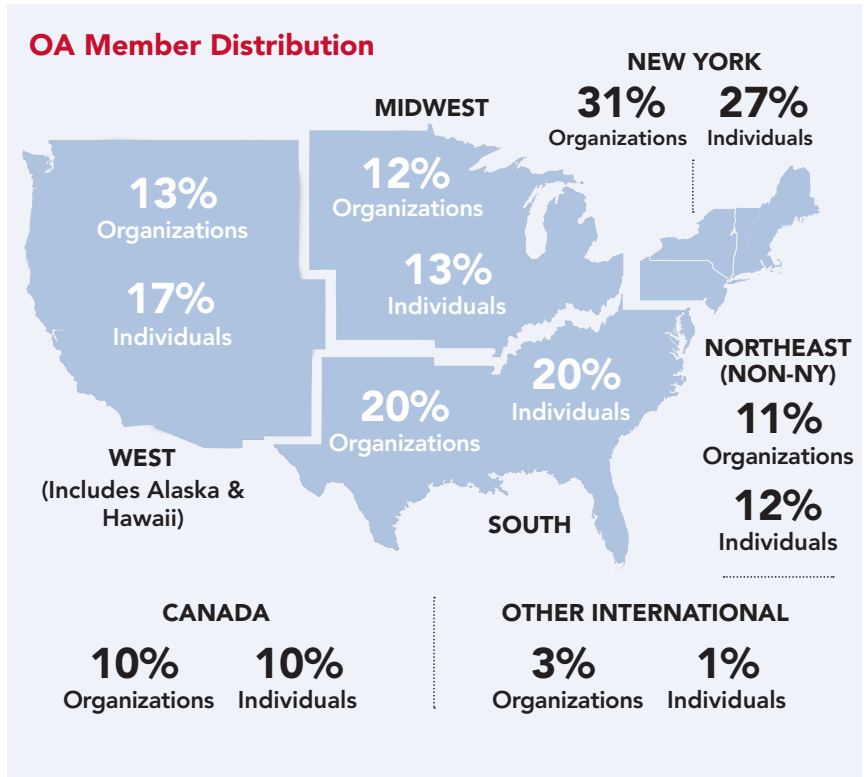
Sponsors receive customized recognition packages to showcase their brands and connect with attendees through digital listings and specialized signage throughout the conference.

### APPRECIATION

The respect opera companies, trustees, and artists have for OPERA America extends to those who support it. Sponsors earn great admiration from the field by contributing to the sector’s most valuable annual convenings.

### Membership

OPERA America’s membership, including members of the Association for Opera in Canada, encompasses 200 Professional Company Members; 400 Associate, Business, Career Service, and Educational Members; and over 3,000 Individual Members. Globally, the memberships of Opera Europa and Ópera Latinoamérica include more than 260 opera companies in 55 countries.



### Profile of Opera Conference Attendees

Trustees, Volunteers, and Supporters	35%
Singers	35%
Musicians and Pianists	29%
Voice Teachers, Coaches, and Educators	28%
Composers and Librettists	18%
Administrators and Artistic Staff	18%
Directors, Conductors, and Designers	16%
Teaching Artists	13%

## 2024 Sponsorship Packages

OPERA America offers four types of sponsorship opportunities that provide progressively more visibility to your company. All packages are designed to give you the most face time with conference attendees and to maximize your exposure through combinations of digital, print, and verbal recognition — before, during, and after the events.

### WORLD OPERA FORUM SPONSOR

**\$1,500\*** | Includes the opportunity to network with a global roster of opera administrators, thought leaders, and artists, and exhibition space in the World Opera Forum Sponsor Pavilion.

\* \$850 when combined with an Opera Conference sponsorship

### OPERA CONFERENCE TIER I

**\$5,000** | Includes the opportunity to present content in dedicated spotlight sessions, underwrite a general session, or put your name on the welcome center; and offers the highest level of visibility for your business.

#### 2022–2023 TIER 1 SPONSORS

#DIESE  
Fisher Dachs Associates  
PatronManager  
Threshold Acoustics  
Vatic

### OPERA CONFERENCE TIER II

**\$3,500** | Includes the alignment of your company with a specific network or affinity group, conference hospitality, or the exhibit hall; and offers repeated visibility and promotion throughout conference activities.

#### 2022–2023 TIER II SPONSORS

Anne Choe Enterprises  
Arts Consulting Group  
Athlone Artists  
easy-connect  
Genovese Vanderhoof & Associates  
Schuler Shook  
Stagetime

### OPERA CONFERENCE TIER III

**\$2,000** | Includes the high visibility and promotion of sponsorship, and offers a premier place in our exhibit hall to connect with conference attendees.

#### 2022–2023 TIER III SPONSORS

ADA Artist Management  
InstantEncore  
Marquee TV  
Management Science Associates  
Music Publishers Association  
Your Part-Time Controller  
Virtuoso Advising

## Sponsor Benefits

Opera Conference 2024 and the World Opera Forum offer a range of opportunities for recognition and networking.

### WORLD OPERA FORUM SPONSORS

#### Receive recognition as a sponsor:

- **Build an Organizational Profile in the Forum App:** Forum sponsors can build organization profiles with website links as part of the forum phone app.
- **Include Your Business on Emails and Signage:** Sponsor logos are included in all forum emails, on sponsor-specific signage, and in *Opera America Magazine's* summer 2024 issue.

#### Promote your business:

- **Set Up an Exhibit Table in the Forum Pavilion:** Forum sponsors can showcase their businesses to forum-goers at exhibit tables in the World Opera Forum Sponsor Pavilion, lining the walls of the main session hall.
- **Advertise in the Exhibition Catalog:** Forum sponsors receive 50% off full- and half-page listings in the Exhibition Catalog for the combined World Opera Forum and Opera Conference.
- **Take Advantage of a Magazine Advertising Discount:** Forum sponsors receive a 10%-off coupon on advertising in the summer issue of *Opera America Magazine*.

#### Network with forum attendees:

- **Market to Attendees:** Forum sponsors receive lists of registered forum attendees with contact information two weeks prior and two weeks following the convening.
- **Participate in Forum Sessions:** Sponsors are invited to attend nearly all World Opera Forum sessions and general receptions.



## OPERA CONFERENCE SPONSORS

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- **Include Your Business on Emails and Signage:** Sponsor logos are included in all conference emails, on sponsor-specific signage, and in *Opera America Magazine's* summer 2024 issue.

### Promote your business:

- **Set Up an Exhibit Table:** Conference sponsors can showcase their businesses to conference-goers at exhibit tables in a prime location in the Opera Conference Exhibit Hall in the hotel's second-floor foyer.
- **Host a Featured Activity:** Sponsors can host a featured activity at their exhibit table at a scheduled time during the conference, publicized via push notifications on the conference phone app.
- **Advertise in the Exhibition Catalog:** Conference sponsors can place full- and half-page listings<sup>1</sup> in the Exhibition Catalog publication for the combined World Opera Forum and Opera Conference.
- **Take Advantage of a Magazine Advertising Discount:** All sponsors receive a 10%-off coupon on advertising in the summer issue of *Opera America Magazine*.
- **Add Your Logo to the Welcome Bag:** Sponsors can brand the welcome bags<sup>2</sup> or add a branded item to the bags as a tangible souvenir for attendees.

<sup>1</sup> Full-page listings provided to Tier I sponsors; half-page listings provided to Tier II sponsors; Tier III sponsors get 50% off.

<sup>2</sup> Included for the Welcome Center Sponsor or available for an additional charge for Tier I and II sponsors.

<sup>3</sup> Included for Spotlight Sponsors or available for an additional charge for Tiers I, II, or III. Four total available. Sessions must be approved by OPERA America staff in advance.

### Network with conference attendees:

- **Register a Team for Conference:** Sponsorship packages include a fixed number of registrations – plus a locked-in, special rate for you to bring more team members.
- **Attend the Sponsor Reception:** Conference sponsors are invited to meet all conference attendees during a dedicated Sponsor Reception on Thursday, June 6, in the Exhibit Hall.
- **Market to Attendees:** Sponsors receive lists of registered conference attendees with contact information two weeks prior and two weeks following the conference.
- **Participate in Conference Sessions:** Sponsors are invited to attend nearly all conference activities, including general sessions, concurrent sessions, performances, and affinity group meetings, among others.
- **Present a Spotlight Session:** Sponsors can present a one-hour session<sup>3</sup> on an approved topic of choice during lunch hours, which will be listed in the conference schedule. Sponsors will receive the session's attendee list following the conference.



## PREMIUM CONFERENCE SPONSOR OPPORTUNITIES FOR TIERS I & II

DEMONSTRATE YOUR SUPPORT FOR THE OPERA FIELD:

- **Underwrite a General Session:** Tier I sponsors can support a general session of their choice, reaching 500+ conference attendees in one event.
- **Welcome Conference Attendees:** The Welcome Center Sponsor can reach all conference attendees and put their logo on the conference Welcome Bag.
- **Support a Social Gathering:** Sponsors can support a discipline-specific network or affinity group of their choice with meaningful exposure to a select group.
- **Fuel Conference Attendees:** The Refreshments Sponsor can delight attendees by providing coffee during breaks, publicized by push notifications in the conference app.
- **Help Spotlight Others:** The Exhibit Hall Sponsor supports a highly visible part of the conference experience and is featured on the inside back cover of the Exhibition Catalog distributed to 700+ conference attendees.

Details of what is included in each sponsorship package may be found on page 7. Packages may be customized to fit your needs.

## EXTEND YOUR SUPPORT YEAR-ROUND

Sponsors of Opera Conference 2024 can make it count all year by supporting a discipline-specific network of opera company administrators. Network members engage in monthly peer learning calls and attend annual forums for professional development. Each network has a dedicated listserv offering the most direct access to your potential customers.

Network sponsors receive two sponsored emails to the network listserv, are recognized on monthly network calls, and are invited to present at annual network meetings.

Networks eligible for year-round sponsorship are Artistic Administration, Development, Education/Community Engagement, Marketing/Communications, Performer Development, and Technical/Production. Sponsorship of a network runs through calendar year 2024.



# Sponsor Benefits Package

	<b>TIER I (\$5,000)</b>	<b>TIER II (\$3,500)</b>	<b>TIER III (\$2,000)</b>	<b>WORLD OPERA FORUM (\$1,500)</b>
	<ul style="list-style-type: none"> <li>• <b>Opening Session Sponsor</b> Named sponsor of the opening session.</li> <li>• <b>Closing Session Sponsor</b> Named sponsor of the closing session.</li> <li>• <b>Plenary Session Sponsor</b> Named sponsor of plenary session; three available.</li> <li>• <b>Welcome Center Sponsor</b> Named sponsor of the Welcome Center and welcome bags.</li> <li>• <b>Spotlight Session Sponsor</b> Includes a Spotlight Session presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Network Sponsor</b> Named sponsor of a Network at the Opera Conference; ten available.</li> <li>• <b>Constituent/Affinity Group Sponsor</b> Named sponsor of a Constituent/Affinity Group reception at the Opera Conference; four available.</li> <li>• <b>Conference Hospitality Sponsor</b> Named sponsor of conference refreshments.</li> <li>• <b>Exhibit Hall Sponsor</b> Named sponsor of the Exhibit Hall and Exhibition Catalog.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>General Conference Sponsor</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>World Opera Forum Sponsor (\$1,500)</b> OR</li> <li>• <b>Add support of the World Opera Forum to any Conference Sponsorship (\$850)</b> Sponsor will accrue benefits outlined for their Opera Conference Sponsorship and additional benefits listed below.</li> </ul>
<b>VISIBILITY</b>				
Logo and Profile on App and Conference Website <sup>1</sup>	✓	✓	✓	✓
Logo in All Conference/Forum Emails <sup>1</sup>	✓	✓	✓	✓
Listing or Advertisement in the Exhibition Catalog	Full-Page Listing	Half-Page Listing. Exhibit Hall Sponsor gets back cover	50% off Full- or Half-Page Listing	50% off Full- or Half-Page Listing
Recognition on Sponsorship-Specific Signage	✓	✓	✓	✓
Verbal Recognition at the Sponsor Reception	✓	✓	✓	—
Logo in <i>Opera America Magazine</i> , Summer 2024 Issue	✓	✓	✓	✓
<b>PROMOTION</b>				
Table in Exhibit Hall	Premier Placement	Premier Placement	Premier Placement	Table in World Forum Pavilion
10% off Advertising in <i>Opera America Magazine</i> Summer 2024 Issue	✓	✓	✓	✓
Host a Featured Activity in the Exhibit Hall	✓	✓	\$350 Additional	—
See Your Logo on the Welcome Bags <sup>2</sup> Distributed to est. 800+ attendees of the Conference/Forum	Included for Welcome Center Sponsor or \$1,000 additional	\$1,000 Additional	\$1,000 Additional	—
Place a Branded Item in Welcome Bag (plus cost of the item) Sponsor is responsible for delivery to Los Angeles by May 30.	\$200 Additional	\$300 Additional	\$500 Additional	\$500 Additional
<b>NETWORKING</b>				
Opera Conference Registrations Included	2	1	1	—
Special Rate for Additional Registrations <sup>3</sup>	Starting at \$495	Starting at \$495	Starting at \$495	Starting at \$495
World Opera Forum Registrations Included	—	—	—	1
Additional Registrations for the World Opera Forum	\$345 Additional	\$345 Additional	\$345 Additional	\$345 Additional
Invitation to the Opera Conference Sponsor Reception	✓	✓	✓	—
Receive Attendee Lists	Opera Conference	Opera Conference	Opera Conference	World Opera Forum
Spotlight Session Four available	Included for Spotlight Sponsors or \$1,000 Additional	\$1,500 Additional	\$1,700 Additional	—
<b>YEAR-ROUND RECOGNITION</b>				
Network Sponsorship	\$2,500 Additional	\$2,500 Additional	—	—

Conference Networks Include: Artists, Artistic Administration, Development, Education/Community Engagement, Finance/Human Resources, General Directors, Leadership Intensive Alumni, Marketing/Communications, Performer Development, Technical/Production. Finance/Human Resources, General Directors, and Leadership Intensive Alumni Networks are not eligible for year-round sponsorship. Constituent/Affinity Groups Include: Leadership Programs Alumni, Women's Opera Network, Racial Justice Opera Network, LGBTQIA+ Network

<sup>1</sup> Logo placement commensurate with sponsorship level. | <sup>2</sup> Must be reserved by April 26, 2024, to accommodate lead times for design, ordering, and shipping. | <sup>3</sup> Rate dependent on date of sponsorship contract: \$495 through December 15, 2023, \$595 through April 4, 2024, and \$675 beginning April 5, 2024.



## Exhibit Tables & Exhibition Catalog

Looking for exposure during the Opera Conference? OPERA America offers two different ways to promote your business or production, whether you sponsor or not.

### EXHIBIT TABLES

Set up a physical home base in the Opera Conference Exhibit Hall to network and showcase your business services, production rentals, new works, or other resources. Exhibitors also receive a listing in the forum/conference app. Space is extremely limited, and exhibit tables are only available to members of OPERA America, Opera Europa, or Ópera Latinoamérica alongside forum/conference registration.

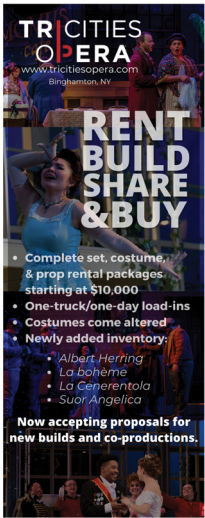
<b>Opera Conference Exhibitor</b>	<b>\$400</b>
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Opera Conference Exhibitors can elect to host a featured activity at their table during the conference, promoted by push notification, for an additional fee of \$400.

### EXHIBITION CATALOG — *New this year!*

Place a listing in the Exhibition Catalog, a special publication of production rentals, new works, industry opportunities, and business services distributed to all attendees of the World Opera Forum and Opera Conference. Full-page advertisers also receive a listing in the forum/conference app. Registration for the forum or conference is not required to advertise.

Advertisers can submit a designed graphic to the size specifications or provide information for a standardized, template listing. Advertisements must be submitted by April 26 for inclusion. OPERA America cannot offer design services beyond the template listing.

<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; text-align: center;">Image</div> <p style="text-align: center;"><b>HEADLINE GOES RIGHT HERE</b></p> <p style="font-size: 0.8em;">Natianductas as cone eosandera ex eles at untionsed et volorb atum fugit fugita du cilitacxtzum quo et, to omnimolent.Sbbunt facepro ea core sendia cus alitbustio te enis es et esti andoxebita vidunxzc tiis remori taspid ut id essint fuga. czzcRem ex plauntionsed et volorb atum fugit fugita cilitacxtzum quo et, to omnimolent.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; text-align: center;">Logo</div> <p style="font-size: 0.7em;">Company Name Website Contact Name Email</p>	
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**HALF-PAGE  
TEMPLATE**

**HALF-PAGE  
DESIGNED**

<b>Half-Page Listing</b>	<b>\$125</b>
<b>3.125" W x 8" H (vertical)</b>	

<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; text-align: center;">Image</div> <p style="text-align: center;"><b>HEADLINE GOES RIGHT HERE</b></p> <p style="font-size: 0.8em;">Natianductas as cone eosandera ex eles at untionsed et volorb atum fugit fugita du cilitacxtzum quo et, to omnimolent.Sbbunt facepro ea core sendia cus alitbustio te enis es et esti andoxebita vidunxzc tiis remori taspid ut id essint fuga. czzcRem ex plauntionsed et volorb atum fugit ta vidun xzc tiis remori taspid ut id essint fuga. Rem ex plauntionsed et volorb atum fugit.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; text-align: center;">Logo</div> <p style="font-size: 0.7em;">Company Name Website Contact Name Email</p>
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**FULL-PAGE  
TEMPLATE**

<b>Full-Page Listing</b>	<b>\$200</b>
<b>6.5" W x 8" H (vertical)</b>	

## Frequently Asked Questions

### GENERAL

#### How will I register for the Opera Conference and/or World Opera Forum?

After completing your sponsorship agreement, you will be able to register at [operaamerica.org/Conference](https://operaamerica.org/Conference) for the appropriate registration package.

### WORLD OPERA FORUM

#### What sessions and events may I attend as a World Opera Forum sponsor?

As a sponsor of the World Opera Forum, you are invited to attend all sessions as a participant at large. In addition, you are invited to attend receptions for all attendees.

#### Where will my exhibit space be as a World Opera Forum Sponsor and what is provided?

The World Opera Forum takes place on the second floor of the Omni Hotel Los Angeles. World Opera Forum sponsors can set up an exhibit table in the Forum Sponsor Pavilion, inside the main session space for the forum.

Sponsors can set up interactive displays to showcase their products and services to forum attendees. An exhibit setup includes one 6' x 30" skirted table and two chairs; A/V equipment is available to order from the Omni, at an additional charge. (Note: Sponsors who wish to exhibit during both the World Opera Forum and the Opera Conference will need to transition spaces on June 5.)



#### What interactions will I have with World Opera Forum attendees?

You can connect with attendees during and between sessions, as well as at full-attendee receptions. You will also receive a full list of forum attendees<sup>1</sup> two weeks prior and two weeks after the event, and can set up individual meetings with attendees using the conference app.

<sup>1</sup> Lists include registrants who opt in to sharing their contact information with sponsors.

## OPERA CONFERENCE

### What sessions and events may I attend as an Opera Conference sponsor?

As an Opera Conference sponsor, you are invited to attend nearly all conference sessions, including general sessions, concurrent sessions, open roundtables, performances, and specialty group meetings, among others. (Select sessions, including network roundtables, are exclusively for the staff and trustees of OPERA America's Professional Company Members.)

For an overview of the conference schedule, visit [operaamerica.org/Conference](https://operaamerica.org/Conference).

### What interactions will I have with conference attendees?

You can connect with attendees throughout the conference by participating in sessions and receptions, and by staffing your exhibitor table during breaks. All attendees will be invited into the Exhibit Hall for the Sponsor Reception on Thursday evening, and you may elect to host a special featured activity at your table at a publicized time during the conference, promoted by push



notification in the conference app. You will also receive a full list of conference attendees<sup>1</sup> two weeks prior and two weeks after the event, and can set up individual meetings with attendees using the conference app.

### Where is this year's Opera Conference Exhibit Hall and what is provided?

The Opera Conference Exhibit Hall will be located on the second floor in the foyer directly outside the Plenary Session ballrooms. Sponsors will be given a premium location in the Exhibit Hall to maximize visibility and foot traffic.

Sponsors and exhibitors can set up interactive displays to showcase their products and services to conference attendees. An exhibit setup includes one 6' x 30" skirted table and two chairs; A/V equipment is available to order from the Omni, at an additional charge.

### When will this year's Opera Conference Exhibit Hall be open?

The 2024 Exhibit Hall will be open Wednesday, June 5, 1:00 p.m. – 5:30 p.m.; Thursday, June 6, 8:00 a.m. – 5:30 p.m.; and Friday, June 7, 8:00 a.m. – 5:30 p.m. A special Sponsor Reception in the Exhibit Hall will give sponsors an opportunity to connect with the leadership of major North American opera companies. Sponsors and exhibitors may also elect to host featured activities (e.g., giveaway, raffle drawing, food offering) at their tables to draw attendees during conference breaks, which will be promoted through the conference app.

Load-in will take place Wednesday, June 5, 8:00 a.m. – 1:00 p.m. Load-out will be Saturday, June 8, 8:00 a.m. – 12:00 p.m.

<sup>1</sup> Lists include registrants who opt in to sharing their contact information with sponsors.

## How to Reserve

To enroll as a 2024 sponsor, contact Jenny Fornoff, institutional giving manager, at 646.699.5258 or [JFornoff@operaamerica.org](mailto:JFornoff@operaamerica.org).

After discussing your interests, you will be asked to review and sign a Sponsorship Agreement. A non-refundable deposit equal to 20% of your sponsorship total is due at the time of signing. The balance will be due by May 10, 2024.

Enrollment for sponsorship packages is offered on a first-come, first-served basis. The earlier you enroll, the longer you can take advantage of promotional opportunities and sponsor benefits.

Enroll by	In order to...
<b>October 27</b>	Guarantees your logo will be featured on the conference website when it launches, and in emails announcing registration opening on November 8.
<b>December 1</b>	Guarantees your logo is included in promotional emails for the close of the Advance pricing period.
<b>January 31</b>	Logo will be included in a conference mailing sent to all company staff and trustees, as well as all OPERA America individual members.
<b>March 15</b>	Guarantees your logo is included in promotional emails for the close of the Early-Bird pricing period.
<b>April 26</b>	Guarantees your logo is included when the app and attendee hub go live to the public.
<b>May 10</b> <i>Final Payment Deadline</i>	Guarantees your logo will appear on all sponsorship signage at conference.

## TERMS AND CONDITIONS

Sponsorships may be canceled on or before April 14, 2024, without penalty, minus the 20% deposit. Sponsorships canceled between April 15 and May 10 will be subject to a cancellation fee equal to 50% of the total due. Sponsorships canceled after May 10, 2024, are not eligible for any refund.

Sponsors receive the benefits outlined in the sponsorship prospectus. The ability to redeem benefits is contingent on the timely return of the signed agreement and on the timely delivery of promotional logo, organizational description, and related materials according to the deadlines and specifications provided. Logos and company information will appear in design and formatting consistent with Opera Conference 2024 and World Opera Forum branding.