

2026 OPERA CONFERENCE

WILMINGTON, DE MAY 12-15



SPONSORSHIP PROSPECTUS



OPERA
AMERICA

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OPERA America and OperaDelaware welcome the opera industry to Wilmington, DE, for a week of action-oriented learning to advance the opera field.

Opera Conference 2026 will bring together administrators, artists, trustees, and advocates for networking and discussion on topics including audience development, effective advocacy, and building durable partnerships onstage and off.

Sponsoring the Opera Conference 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 the conference.

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
- Sponsor reception in the Opera Conference Exhibit Hall
- Social events, including the Host Company Reception
- Roundtables and dinners for discipline-specific networks
- Performances by OperaDelaware, Wilmington Concert Opera, and Opera Philadelphia



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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.

ACCESS

Opera Conference 2026 offers exceptional networking opportunities with over 700 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.

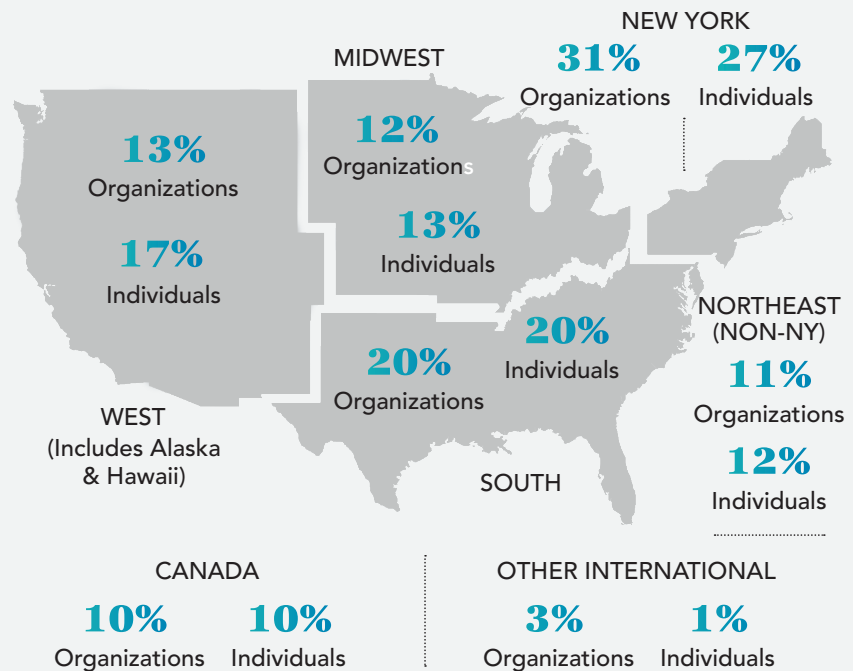
APPRECIATION

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; 300 Associate, Business, Career Service, and Educational Members; and 3,000 Individual Members.

OPERA AMERICA MEMBER DISTRIBUTION



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%

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2026 SPONSORSHIP PACKAGES

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

TIER I SPONSORS: \$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.

2023–2025 TIER 1 SPONSORS

Act 1 Tours | Artelize | Arts Consulting Group | BIPOCArts | *The Fall of Atlantis*, A New Opera
#DIESE | Fisher Dachs Associates | RADAR Nonprofit Solutions | Vatic | Your Part-Time Controller

TIER II SPONSORS: \$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.

2023–2025 TIER II SPONSORS

easy-connect | Genovese Vanderhoof & Associates | Management Consultants for the Arts
Schuler Shook | UpStage Technologies

TIER III SPONSORS: \$2,000

Includes the high visibility and promotion of sponsorship and offers a premier place in our Exhibit Hall to connect with conference attendees.

2023–2025 TIER III SPONSORS

American Lyric Theater | Anne Choe Enterprises | *ARIA: Opera on the Edge* Documentary Film
CueBox | InstantEncore | Ludus | Marquee TV | Management Science Associates
Meyer Sound | PatronManager | *Roadkill Opera* | SD&T Teleservices | Tessitura Network
Threshold Acoustics | Virtuoso Advising

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Sponsor Benefits

Opera Conference 2026 offers a range of opportunities for recognition and networking.

OPERA CONFERENCE SPONSORS

RECEIVE RECOGNITION AS A SPONSOR:

- **Build an Organizational Profile in the Conference App:** Conference sponsors can build organization profiles with website links as part of the conference mobile app.
- **Include Your Business on Emails and Signage:** Sponsor logos are included in all conference emails, on sponsor-specific signage, in the Exhibition Catalog, and in *Opera America Magazine's* summer 2026 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 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 mobile app.
- **Share a Promotional Video:** Sponsors can share a short video (10 minutes maximum) on the attendee hub and conference app as part of the pre-conference content.¹
- **Introduce Yourself Pre-Conference:** Sponsors can send a short promotional message to a network of their choice, reaching beyond the conference attendees.²
- **Advertise in the Exhibition Catalog:** Sponsors can place full- and half-page listings³ in the Exhibition Catalog.
- **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 bags⁴ or add a branded item to the bags as a tangible souvenir for attendees.



¹ Included for Opening Session, Closing Session, and Plenary Session Sponsors or available for an additional charge.

² Included for Network Sponsors or available for an additional charge.

³ Full-page listings provided to Tier 1 Sponsors; half-page listings provided to Tier II and III Sponsors.

⁴ Included for the Welcome Center Sponsor or available for an additional charge for Tier I and II Sponsors.

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OPERA CONFERENCE SPONSORS (CONTINUED)

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 Tuesday, May 12, in the Exhibit Hall.
- **Market to Attendees:** Sponsors receive lists of registered conference attendees with contact information two weeks prior to 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 45-minute session¹ 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.



¹ 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.

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PREMIUM CONFERENCE SPONSOR OPPORTUNITIES FOR TIERS I AND II

DEMONSTRATE YOUR SUPPORT FOR THE OPERA FIELD:

- **Underwrite a General Session:** Tier I Sponsors can support a general session of their choice, reaching 700+ conference attendees in one event. Includes the opportunity to feature a short video before the session and place promotional materials throughout the seating area.
- **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 Feature Others:** The Exhibit Hall Sponsor supports a highly visible part of the conference experience and is featured on the 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.



2026 OPERA CONFERENCE WILMINGTON, DE MAY 12–15 Sponsor Benefits Package	TIER I (\$5,000)	TIER II (\$3,500)	TIER III (\$2,000)	EXHIBITOR (\$400)
	• Opening Session Sponsor Named sponsor of the opening session. • Closing Session Sponsor Named sponsor of the closing session. • Plenary Session Sponsor Named sponsor of plenary session; three available. • Welcome Center Sponsor Named sponsor of the Welcome Center and welcome bags. • Spotlight Session Sponsor Includes a Spotlight Session presentation.	• Network Sponsor Named sponsor of a Network at the Opera Conference; ten available. • Constituent/Affinity Group Sponsor Named sponsor of a Constituent/Affinity Group reception at the Opera Conference; four available. • Conference Hospitality Sponsor Named sponsor of conference refreshments. • Exhibit Hall Sponsor Named sponsor of the Exhibit Hall and Exhibition Catalogue.	• General Conference Sponsor	May only be reserved with Opera Conference Registration OPERA America membership is required; limit one table per registrant.
VISIBILITY ¹				
Logo and profile on app and conference website	✓	✓	✓	✓
Logo in all conference emails	✓	✓	✓	—
Listing or Advertisement in the Exhibition Catalog	Full-Page Listing	Half-Page Listing. Exhibit Hall Sponsor will be featured on the back cover.	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 2026 issue	✓	✓	✓	—
PROMOTION				
Table in Exhibit Hall	Premier Placement	Premier Placement	Premier Placement	✓
10% off Advertising in <i>Opera America Magazine</i> , Summer 2026 Issue	✓	✓	✓	✓
Host a Featured Activity in the Conference Exhibit Hall	✓	✓	\$350 additional	\$350 additional
Place Promotional Materials in the Plenary Hall	Included for Opening, Closing, and Plenary Session Sponsors only	—	—	—
Stream a Promotional Video on the Attendee Hub	Included for Opening, Closing, and Plenary Session Sponsors or \$400 additional	\$400 additional	\$400 additional	—
See your logo on the Welcome Bags ² Distributed to est. 700+ attendees of the Opera Conference	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 Wilmington by May 8 for inclusion in the Welcome Bag.	\$200 additonal	\$300 additional	\$500 additional	—
NETWORKING				
Registrations Included	2	1	1	Not Included
Special Rate for Additional Registrations ³	Starting at \$545	Starting at \$545	Starting at \$545	—
Invitation to the Sponsor Reception	✓	✓	✓	—
Receive attendee list	✓	✓	✓	Not Included
Spotlight Session Four available	Included for Spotlight Sponsors or \$1,000 additional	\$1,500 Additional	\$1,700 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. Constituent/Affinity Groups Include: Leadership Programs Alumni, Women's Opera Network, Racial Justice Opera Network, LGBTQIA+ Network

¹ Logo placement commensurate with sponsorship level.

² Must be reserved by April 1, 2026, to accommodate lead times for design, ordering, and shipping.

³ Rate dependent on date of sponsorship contract: \$545 through December 16, 2025, \$645 through March 3, 2026, and \$725 beginning March 4, 2026.

Packages may be customized to fit your needs. Are you interested in exploring a particular approach you don't see listed? Contact Jenny Fornoff at JFornoff@operaamerica.org or 646.699.5258.

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Exhibitors & Catalog Listings

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 Exhibit Hall to network and showcase your business services, production rentals, new works, or other resources. Exhibitors also receive a listing in the conference app. Space is extremely limited.¹

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 \$350.

EXHIBITION CATALOG

Place a listing in the Exhibition Catalog, a special publication featuring production rentals, new work, industry opportunities, and business services for the 500 administrators, trustees, artists, and advocates at the Opera Conference. A digital version is distributed to all OPERA America email subscribers following the conference (16,000+ distribution list). Advertisers in the Exhibition Catalog may submit self-designed artwork or provide an image, logo, and copy for a standardized template layout. Registration for the conference is not required to advertise.

For more examples of advertisements and template options, visit operaamerica.org/Advertising.

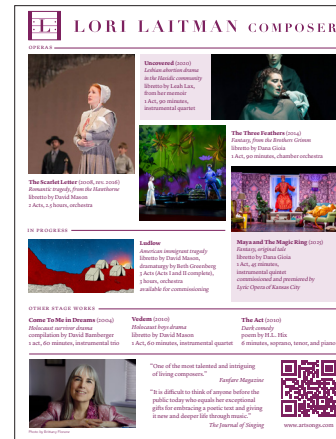
PRICING & SIZES

Full-Page Ad	\$530	7.5" W x 10" H
Half-Page Ad	\$275	3.5" W x 10" H
Quarter-Page Ad	\$143	3.5" W x 4.75" H

Sample Full-Page Templated Ad



Sample Full-Page Designed Ad



Sample Half-Page Ads:

[illegible]

Sample Quarter-Page Ads:

[illegible]

1 Exhibitors do not receive the conference attendee list.

For more information about the Exhibit Catalog, visit operaamerica.org/ExhibitionCatalog.

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Location & Hotel

Opera Conference 2026 will take place at the Hotel Du Pont, a historic landmark in downtown Wilmington at the heart of the picturesque Brandywine Valley. Conference activities will take place primarily on the Mezzanine and 1st and 2nd floors of the hotel.

HOTEL DU PONT, 42 W 11TH ST, WILMINGTON, DE 19801

Located in downtown Wilmington, Hotel Du Pont is within steps of the Grand Opera House and the Wilmington Riverwalk.

Book your room through operaamerica.org/ConferenceHotel.



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FAQ

How will I register for the Opera Conference?

After completing your sponsorship agreement, you will be able to register at operaamerica.org/Conference for the appropriate registration package.

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/ConferenceAgenda.

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 Tuesday 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 attendees¹ two weeks prior to and two weeks after the event, and can set up individual meetings with attendees using the conference app.

Where is this year's Exhibit Hall located, and what is provided?

The Opera Conference Exhibit Hall will be in the Du Barry Room and the Gold Ballroom Foyer, directly above and adjacent to the Plenary Session space, respectively. 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 Hotel Du Pont, at an additional charge.

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

The 2026 Exhibit Hall will be open Tuesday, May 12, 12:00 p.m. – 6:00 p.m.; Wednesday, May 13, 8:00 a.m. – 5:00 p.m.; and Thursday, May 14, 8:00 a.m. – 5:00 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., give-away, 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 Tuesday, May 12, 8:00 a.m. – 12:00 p.m.
Load-out will be Friday, May 15, 8:00 a.m. – 12:00 p.m.

¹ Lists include registrants who opt in to sharing their contact information with sponsors.

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How to Reserve

To enroll as a 2026 sponsor, contact Jenny Fornoff, senior manager for grants, at 646.699.5258 or 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 April 14, 2026.

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...
Rolling	Logos will be added to the conference website and emails on a rolling basis once deposits are received.
December 1	Guarantees your logo is included in promotional emails for the close of the Advance pricing period.
January 15	Logo will be included in a conference mailing sent to all company staff and trustees, as well as all OPERA America individual members.
March 12	Guarantees your logo is included in promotional emails for the close of the Early Bird pricing period.
April 4	Guarantees your logo and content is included when the app and attendee hub go live to the public.
April 14 <i>Final payment deadline</i>	Guarantees your logo will appear on all sponsorship signage at the conference.

TERMS AND CONDITIONS

Sponsorships may be canceled on or before March 17, 2026, without penalty, minus the 20% deposit. Sponsorships canceled between March 18 and April 14, 2026, will be subject to a cancellation fee equal to 50% of the total due. Sponsorships cancelled after April 14, 2026, 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 2026 branding.