



# International Performing Arts for Youth Showcase

January 18-21, 2017

In Partnership with Overture Center for the Performing Arts

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IPAY 2017 is the annual Showcase of International Performing Arts for Youth and the world's leading gathering of performing arts professionals focused on performing arts for young audiences.

Reach a targeted audience of presenters, artists, agents, producers, families, students, and others at the 2017 IPAY Showcase located in Madison, WI.



Over 450 professionals from around the world will gather to share resources, participate in Kindling and professional development programs, and, along with hundreds of students and families, view exciting performances of national and international performing artists selected through a rigorous jury process. In addition, the Showcase exhibit area, featuring over 75 booths, provides display information, marketing materials, and promotional opportunities.



Support the field for young audiences and strengthen your company's brand awareness by becoming a sponsor at the 2017 Showcase. Sponsorship opportunities listed below will provide your company with exposure to a customer base of decision makers interested in your products and services and, at the same time, support a conference that helps enrich the lives of millions of young people with performing arts experiences.

If you want to support IPAY but don't see something that meets your needs, please contact us. We would be happy to tailor-make a package to meet a supporters' needs.

To reserve your sponsorship please contact either:

Mara McEwin

[maramcewin@treehouseshakers.com](mailto:maramcewin@treehouseshakers.com)

917-749-0786, or

Simon Shaw

[simon@shawentertainment.com](mailto:simon@shawentertainment.com)

917-392-6739



[www.ipayweb.org](http://www.ipayweb.org)

# Sponsorship Opportunities



## ALL OF THE FOLLOWING SPONSORSHIP OPPORTUNITIES INCLUDE THESE BENEFITS:

- Year round recognition on the IPAY Website
- Ad in the Showcase program book (either full or half depending on the opportunity) –
- Logo on Showcase signage acknowledging all conference sponsors
- Logo in the Showcase program book
- Logo with link on the Showcase page on IPAY website

### FULL SHOWCASE SPONSORSHIP: US\$10,000 (1 opportunity)

This is a **new opportunity** to present a full length Showcase production of your choosing, promoted and as part of the Showcase official conference and schedule. Interested parties will apply and the production will be chosen via lottery. More details available on the website and upon request.

- Sponsorship recognition with logo on signage at the Venue
- Sponsorship recognition in an announcement from the stage at the Opening Ceremony and Closing Party
- Inclusion in Showcase Program Schedule, including 100 word description and photograph
- Full page ad in the Showcase program book

### SHOWCASE LOUNGE SPONSOR: US\$5,000 (1 opportunity)

#### Your Additional Benefits:

- Sponsorship recognition with logo on signage at the Showcase Lounge (four evenings)
- Sponsorship recognition in an announcement from the stage at the Opening Ceremony and Closing Party
- Full page ad in the Showcase program book

### OPENING AND CLOSING NIGHT PARTY: US\$5,000 each (2 opportunities)

#### Your Additional Benefits:

- Sponsorship recognition with logo on signage at the entrance to the party
- Sponsorship recognition in an announcement from the stage at the Opening Ceremony and at the Closing Party
- Full page ad in the Showcase program book

# Sponsorship Opportunities



## **SPECIAL TRAVEL COFFEE MUG: US\$5,000 (1 opportunity)**

Customized re-usable, sealable, metal coffee mug

- Sponsorship recognition with logo on coffee mugs
- Sponsorship recognition in an announcement from the stage at the Opening Ceremony and Closing Party
- Full page ad in the Showcase program book

## **RYE SCHOLARS: US\$2,500 (2 opportunities)**

### **Your Additional Benefits:**

- Sponsorship recognition with logo on signage at the entrance to the IPAY member luncheon
- Sponsorship recognition in an announcement from the podium at the luncheon
- Half page ad in the Showcase program book

## **HOTEL KEY CARDS: US\$1,500 (1 opportunity)**

### **Your Additional Benefits:**

- Sponsorship recognition with logo on conference hotel keycards
- Sponsorship recognition in an announcement from the stage during the conference
- Half page ad in the Showcase program book

*\*Key cards also include Showcase 2017, IPAY logo*

## **SHOWCASE BAGS: US\$1,500 (1 opportunity)**

### **Your Additional Benefits:**

- Exclusive sponsorship recognition with logo on welcome bags given to all conference attendees\*
- List of conference attendees with mailing addresses
- Half page ad in the Showcase program book

*\*Bags also include Showcase 2017, IPAY and Overture Center logos*

# Sponsorship Opportunities



## **EVENING TWILIGHT SPOTLIGHTS: US \$2,000 (2 opportunities)**

Twilight Spotlights will be allocated by lottery. Applications available on the website.

### **Your Additional Benefits:**

- 15 minutes within designated Evening Spotlight to showcase an artist of your choosing
- Exclusive sponsorship recognition with logo on signage by your sponsored spotlight session
- Half page ad in the Showcase program book

## **EXHIBIT HALL WINE & CHEESE RECEPTIONS: US\$1,200 (3 opportunities)**

### **Your Additional Benefits:**

- Exclusive sponsorship recognition with logo on signage by your sponsored reception
- Half-page ad in the Showcase program book

## **DELEGATE NAME BADGE SPONSOR: US\$1,500 (1 opportunity)**

### **Your Additional Benefits:**

- Exclusive sponsorship recognition with logo on name badges worn by all conference attendees\*
  - Half page ad in the Showcase program book
- \*Badges also include Showcase 2017, IPAY logo*

## **THEATER VENUE SPONSORS: US\$1,000 (3 opportunities)**

### **Your Additional Benefits:**

- Exclusive sponsorship recognition with logo on signage by your sponsored theatre venue during the conference
- Half page ad in the Showcase program book

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Note these Sponsorship Opportunities offer the full sponsorship benefits with the exception of a program ad:

### **Spotlight Bar Sponsor (2)                      \$750**

- Exclusive sponsorship recognition with logo on signage by the Bar for the Twilight Spotlight Showcase

### **Participating Sponsor                                      \$750**

# Sponsorship Opportunities



## ADVERTISEMENT SALES\*

### **CONFERENCE BAG INSERTS: US\$500 (per item)**

- Highlight your organization in the conference bags with one piece of promotional material
- Your materials will stand out in this special featured opportunity

### **PROGRAM BOOK ADVERTISING:**

- Full Page Ad US\$800
- Half Page Ad US\$600

***\*The advertisement sales only include the benefits detailed above and do not receive any of the other benefits listed above.***

*All payments – check payable to IPAY, Visa or MasterCard—are due no later than December 9, 2016. Please e-mail a high-resolution (300 dpi) jpeg of your logo to [info@ipayweb.org](mailto:info@ipayweb.org) by December 9, 2016.*

*Updated 08/23/16*