



Many Voices One Song

ACDA Western

MARCH 6-9 2024 PASADENA, CA

Judy Bowers
Children's Honor Choir

Emily Ellsworth
Youth SATB Honor Choir

Julie Yu
High School SSAA Honor Choir

Rollo Dilworth
Gospel SATB Honor Choir

PROMOTIONAL opportunities



Western
American Choral Directors Association 

SPONSORSHIP PACKAGE OPTIONS



PLATINUM PACKAGE | \$5,000

(limit of 2)

- Evening Concert Session Sponsor - Signage on stage for every concert or one 30-second in-person promo at concert of choice.
- 2 Single Booths - preferential location with 4 badges
- ACDA Conference App - Dedicated Menu Listing for one day and daily Activity Feed Sponsored posts
- 2 Interest Session Sponsorships - logo on ACDA Conference App, session signage and verbal acknowledgment
- Full Page Ads
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion
Exhibit Hall "Step-and-Repeat" Banner *(large photo backdrops used for event photography during red carpet and fashion events)*
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available - included in program, to be held during Interest Sessions
- 20 Social Hour Drink Tickets
- Conference Swag Bag - limit of one promotional item

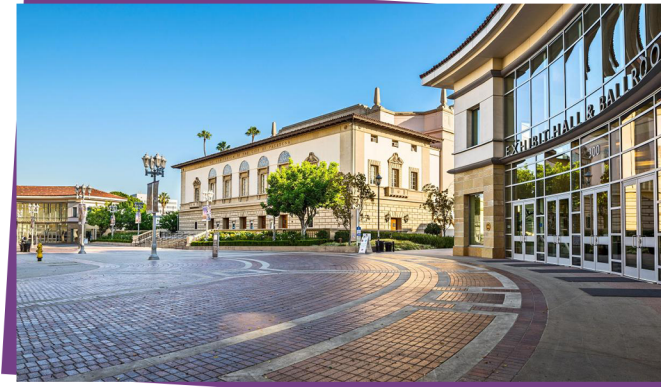
GOLD PACKAGE | \$2,500

- 1 Single Booth - preferential location with 2 badges
- ACDA Conference App - daily Activity Feed Sponsored posts
- 1 Interest Session Sponsorship - logo on ACDA Conference App, session signage and verbal acknowledgment
- Half Page Ads
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion
Exhibit Hall "Step-and-Repeat" Banner *(large photo backdrops used for event photography during red carpet and fashion events)*
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available - included in program, to be held during Interest Sessions
- 10 Social Hour Drink Tickets
- Conference Swag Bag - limit of one promotional item



SILVER PACKAGE | \$1,000

- ACDA Conference App - one Activity Feed Sponsored Post
- Interest Session Sponsorship - logo on ACDA Conference App, session signage and verbal acknowledgment
- Quarter Page Ads
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available (*limited* availability) - included in program during Interest Sessions
- Social Hour Sponsorship - mingle with our community and receive verbal acknowledgement
- Conference Swag Bag - limit of one promotional item



BRONZE PACKAGE | \$500

- Logo Inclusion
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Social Hour Sponsorship - mingle with our community and receive verbal acknowledgement
- Conference Swag Bag - limit of one promotional item

COLLEGE & UNIVERSITY PACKAGE | \$1,200

- 1 Single Booth in the exhibit hall - with 2 badges
- 1 Single Table in the college fair
- Half Page Ad in the Honor Choir Program (b/w)
- Conference Swag Bag - limit of one promotional item
- 20% discount for all conference and Tactus advertising, (does not include advertisement in Cantate)



ACDA CONFERENCE APP

OPPORTUNITIES & DESCRIPTIONS



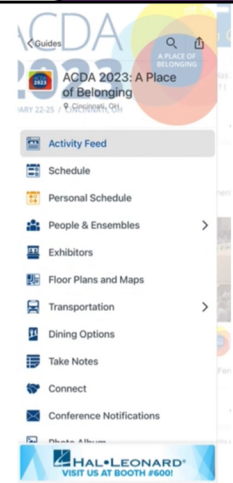
Map Sponsor (\$500)

- Limit one
- Your name and icon here on every map page
- Can link to website and/or exhibitor location



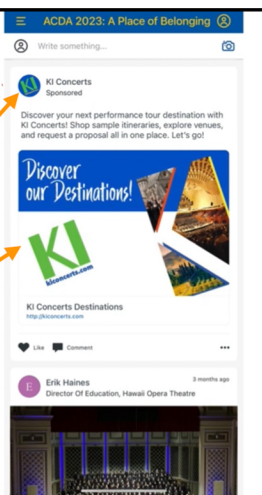
Dedicated Menu Listing

- Custom Icon
- Can be linked to specific space in the app or to a website
- Available only to Platinum Package Sponsors (limit of 2)



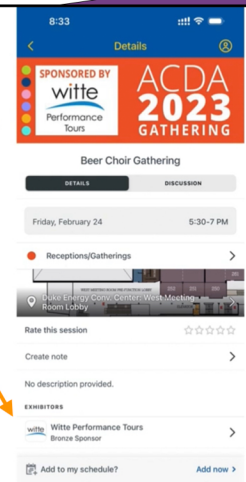
Activity Feed Sponsored Post (\$150)

- Default View of Guide
- Avatar Icon - 180 px x 180 px Circle
- Post Title and Copy
- Card Image - 650 px x 450 px (largest graphic possibility)
- Set publish time (including before the conference begins)



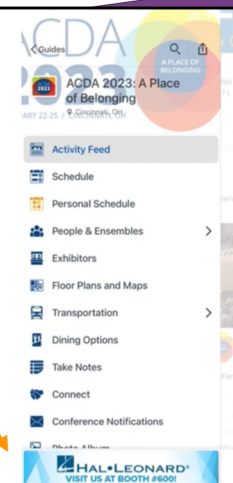
Session Sponsor Ad (\$250)

- Large Banner at Top - 640 px x 240 px
- Cross linked to Exhibitor listing
- Can add text into Session description if desired



Banner Ads (\$100)

- 600 px x 110 px Banner
- Bottom of Menu
- Small Real-Estate - should be simple
- Linked to website
- Rotates randomly every 10 seconds



*Other Opportunities Available!
Please contact us for more information*

ACDA CONFERENCE PRINT ADVERTISING

OPPORTUNITIES & DESCRIPTIONS

DESCRIPTION OF PRINT ADVERTISING	¼ page rate	½ page rate	Full page rate
Total Conference Package: 4 ads <ul style="list-style-type: none"> Conference Program (color) Honor Choir Program (b/w) 2 Tactus issues (color) 	\$500.00	\$600.00	\$995.00
Regular Conference Package: 3 ads <ul style="list-style-type: none"> Conference Program (color) 2 Tactus issues, pre- <u>and</u> post-conference (color) <u>OR</u> 1 Tactus pre- <u>or</u> post-issue (color) and Honor Choir Program (b/w) 	\$400.00	\$500.00	\$900.00
Mini-Conference Package: 2 ads <ul style="list-style-type: none"> Conference Program (color) 1 Tactus issue, pre- or post-conference (color) 	\$200.00	\$375.00	\$700.00
Conference Program only: 1 ad Full color	\$150.00	\$250.00	\$450.00
Honor Choir Program only: 1 ad Black & White	\$100.00	\$200.00	\$300.00

Conference Packages Details

Full Page, Half Page, Quarter Page – **Conference Program**, color advertisements only

Full Page, Half Page, Quarter Page – **Tactus magazine** going to all 1500 members, color ads only
Fall & Spring issues. Ads placed in the interior of the magazine without preference.

Full Page, Half Page, Quarter Page – **Honor Choir Program**, Black & White advertisements only

Conference Program Deadline

Reserve space by December 1, 2023

Honor Choir Program Deadline

Reserve space by December 1, 2023

Tactus Publication Dates & Deadlines

Fall

Published September, 2023
 Reserve space by August 1, 2023
 Submit artwork by August 15, 2023

Conference Issue*

Published January-February, 2024
 Reserve space by November 1, 2023
 Submit artwork by November 15, 2023

**The Winter issue of Tactus will serve as the WACDA Conference Program*

Spring

Published May, 2024
 Reserve space by March 1, 2024
 Submit artwork by March 15, 2024



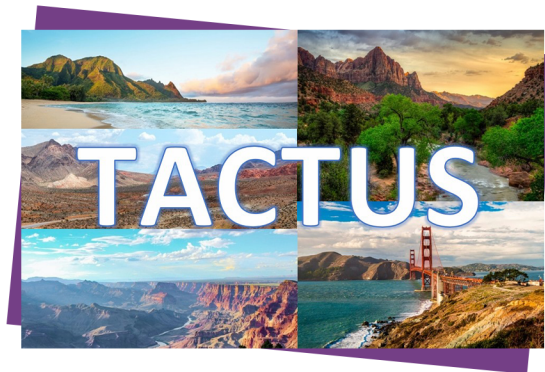


ADDITIONAL SUPPORT OPPORTUNITIES

*Below are additional ways you can support our conference.
Please contact us regarding availability and details.*

Exhibitor Session (<i>limited availability</i>)	\$1,000
Interest Session Sponsorship	\$750
Conference Swag Bag - limit of one promotional item	\$500
Conference Program Advertising Packages (<i>see previous page</i>)	\$100-995
WACDA Conference App Items	varies

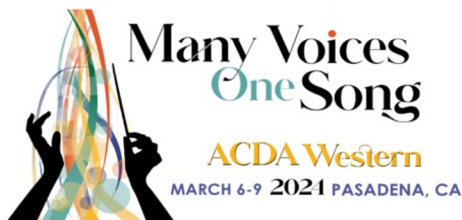
Note: ACDA National Office will release information for Exhibit Booths on September 1st.



Tactus is the official magazine of the Western Region of the American Choral Directors Association. Published three times per year, Tactus is mailed directly to 1,500 working choral directors, and seen by website visitors. Our members and readers represent choral musicians in Arizona, California, Hawaii, Nevada, and Utah who work with church choirs, community choruses, professional ensembles, children's and youth choruses, and school choirs from elementary through college and university.

Each issue of Tactus includes feature articles and profiles, news about upcoming ACDA events, first-person essays on the choral profession, and practical items on vocal technique, pedagogy, repertoire, and much more!

For more information on ad pricing in Tactus only, see our website, acdawestern.org.



2024 WACDA CONFERENCE SPONSORSHIP PAYMENT FORM

Thank you for your sponsorship of the March 6-9 WACDA Regional Conference in Pasadena, California. Please indicate your level of sponsorship by checking beside the requested package:

PACKAGE RATES

<input type="checkbox"/> Platinum Package (limit of 2)	\$5,000	<input type="checkbox"/> Bronze Package	\$500
<input type="checkbox"/> Gold Package	\$2,500	<input type="checkbox"/> College & University	\$1,200
<input type="checkbox"/> Silver Package	\$1,000		

ADDITIONAL SUPPORT OPPORTUNITIES

<input type="checkbox"/> Exhibit Hall Step-and-Repeat Logo Inclusion	\$1,000
<input type="checkbox"/> Exhibitor Session (limited availability)	\$1,000
<input type="checkbox"/> Interest Session Sponsorship	\$750
<input type="checkbox"/> Conference Bag Swag (as available)	\$500
<input type="checkbox"/> Conference Program Advertising Packages	\$100-\$995

Specify package here: _____

CONTACT INFORMATION *please print clearly*

Company: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Type of Company: _____

CONFERENCE APP OPPORTUNITIES

<input type="checkbox"/> Dedicated Menu Listing (limit of 2)	\$500
<input type="checkbox"/> Map Sponsor (limit of 1)	\$500
<input type="checkbox"/> Session Sponsorship (limited availability)	\$250
<input type="checkbox"/> Banner Ads (10 seconds)	\$100
<input type="checkbox"/> Activity Feed Sponsored Posts	\$150

Please note: The Winter Issue of *Tactus* will serve as the WACDA Conference Program

ACDA MEMBERSHIP

Circle A, B, C, or D

ACDA membership is not required to advertise in the programs

A: Current member # _____

B: Renew membership # _____

☐ Individual \$125 ☐ Institution \$135 ☐ Industry \$150

C: We'd like to join ACDA today

☐ Individual \$125 ☐ Institution \$135 ☐ Industry \$150

Go to acda.org for a description of membership types & benefits

D: We are not a member of ACDA

PAY BY CREDIT CARD _____ - _____ - _____ - _____ CW: _____

Visa, MasterCard, and American Express Only

Expiration Date: ____ / ____ / 20 ____

Amount to charge: _____

Name on Card: _____

Card Billing Address: _____

Billing City, State, ZIP _____

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that no refunds will be given. I understand that payment is due in full before sponsorship is confirmed. ACDA is not responsible for electronic submission failures.

Authorized Signature: _____ Date: _____

DEADLINE FOR PAYMENT: December 1, 2023

Scan and send this form to Lou De La Rosa at pastpresident@acdawestern.org