League of American Orchestras

SPONSORSHIP PROSPECTUS

Play your part in advancing the orchestral experience for all!

82nd National Conference

June 2-4, 2027

Hyatt Regency Atlanta



Photo: Amy Raab Photography

HOSTED BY

Atlanta Symphony Orchestra

Why Sponsor the League Conference 2027?

From visibility to credibility, sponsoring the League's National Conference has many benefits for your business. Establishing a presence, whether big or small, for your company at the Conference gives you a powerful platform for meeting new customers, reaching out to your existing clientele, and building a more established and reliable brand.

3	1000+	6	4+
DAYS OF CONFERENCE	ATTENDEES	BUSINESS PERSPECTIVE SESSIONS	SPONSORSHIP LEVELS

As a conference sponsor, you will:

- Reconnect with existing clients and make new connections.
- Develop and strengthen your brand.
- Generate lucrative, highly targeted business leads.
- Network with peers.
- Develop a deepened understanding of orchestral trends through attending conference sessions.



Photo: Amy Raab Photography

Let the League create the perfect package for you:

- Choose from many branding and presentational options.
- Strengthen your message through year-round advertising on a variety of platforms.
- Many packages are thoughtfully created to spec, in collaboration with you and your team.

ACT NOW! Contact Steve Alter, Director of Conferences and Business Engagement
646 822 4051 or salter@americanorchestras.org

Sponsorship Packages

All Sponsors receive:

- Company Logo on the conference website and a link to sponsors website
- Inclusion in sponsor logo rotation on the home page of the conference website
- Company Logo on conference sponsor signage
- Sponsorship recognition on the conference app
- List of attendees with emails (where permission has been given)



Photo: Amy Raab Photography

Build Your Perfect Package

Below you will find our basic sponsorship packages with associated benefits, BUT many of our offerings are built to spec, based on your wants and needs. *If you don't see something that speaks to you, please contact Steve Alter at* **salter@americanorchestras.org** *to set up a time to discuss further.*

BRONZE PACKAGES — $4,725-$6,250

Bronze packages receive:

- One full conference registration
- One 10 x 10 exhibit booth in the exhibit area
- One invitation to the League's annual Donor Dinner at conference
- One year of standard business membership with the League
- 20% discount on any ad placed in Symphony.org in calendar year 2027
- Inclusion of a flyer, postcard, or item in delegate welcome bags

Plus, select one of the following "Bronze Specific" additional benefits (based on availability)

- Choose from one of 10 Elective Content Sponsorships (includes a 3-minute opportunity to say hello to the crowd at the top of the session).
- Choose from one of 15 Constituency Track sponsorships (including a 3-minute opportunity to say hello to the crowd at the top of their first closed meeting). Available constituency track sponsorships include Executive Directors of orchestras by budget size, Conductors, Composers, Musicians, Volunteer Leaders, etc.

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SILVER PACKAGES $6,251-$9,250

Silver packages receive bronze package entitlements, and the following enhancements:

- One additional full conference registration (2 total)
- Premium location placement of sponsor's booth in the exhibit area
- One additional invitation to the League's annual Donor Dinner at conference (2 total)
- One complimentary 6-week banner ad placement on Symphony.org in calendar year 2027
- 50% discount on an advertisement in the conference program book.

Plus, select one of the following benefits (based on availability)

- One of the additional "Bronze Specific" benefits mentioned above
- Sponsorship of an All-Delegate Coffee Break in the exhibit area (2 available)

GOLD PACKAGES $9,251-$15,500

Gold packages receive all bronze package entitlements, and the following enhancements:

- Up to four full conference registrations (based on package)
- Upgrade to double sized exhibit booth (10' x 20') in premium location
- One additional invitation to the League's annual Donor Dinner at conference (3 total)
- One complimentary 6-week rectangle or leaderboard ad placement on Symphony.org in calendar year 2027
- One complimentary full-page ad in the conference program book.
- 30% discount on any print ad purchased in Symphony magazine's Annual Print Edition (on newsstands June 2027)

Plus, select one of the following benefits (based on availability)

- **At $9,251-$13,500:** Co-sponsorship of one of the two General Sessions (based on availability) regularly attended by the majority of conference delegates
- **At $13,501 and up:** Choose to sponsor one of the two General Sessions or the All-Delegate Reception (based on availability) regularly attended by the majority of conference delegates.
- Or one of the additional bronze or silver benefits mentioned above

PLATINUM PACKAGES $15,501 and up

Platinum packages receive all bronze package entitlements, and the following enhancements:

- Up to five full conference registrations
- One additional invitation to the League's annual Donor Dinner at conference (4 total)
- Acknowledgement of the sponsorship from the podium at the Opening Session.
- One complimentary 12-week leaderboard placement or a sponsored content story on Symphony.org in calendar year 2027
- One promotional e-blast in calendar year 2027
- Additional enhancements to be discussed

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Additional Brand-Based Opportunities

Year-Round Official Badge Holder and Lanyards Sponsor
$7,850 + the cost of the item

Program Book Sponsor
$6,250

Delegate Bag Sponsorship
$4,250 + cost of the item

Photo Station Sponsorship
$5,000 + photo booth rental and branding

Sponsorship of a Charging Station
$5,000 + charging station rental

Sponsorship of the Conference App
$5,500

Sponsorship of the League's WIFI at Conference
$5,000

Sponsorship of Swag Gifts
$1,000 + cost of swag item

Hotel Branding Opportunities including window clings, ballroom directional footprints, elevator and escalator wraps, etc. can be discussed in coordination with the League and the onsite graphics provider.

Ads in the Conference Program Book

FULL PAGE AD	HALF PAGE ADS
$685	$420



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Business Perspective Sessions

Packages start at $7,850

Create and deliver your content at one of six "Business Perspective Sessions" throughout the Conference. These 75-minute sessions are the perfect opportunity to deliver your content to the field. These sessions are open to all delegates and should be pedagogical in nature. While we realize that these sessions are "sponsored sessions", we strongly encourage that your topic/s appeal to multiple facets of the orchestral field and articulate concrete learning objectives. Topics should be timely and relevant to the focus of the Conference. The League maintains refusal rights on any content that it doesn't deem appropriate. All session producers will be assigned a League staff member to work with them on developing content and presentation style. **These sessions will be chosen by January 8, 2027.**

> *Interested parties are asked to submit title, description of session, presenter/s names, titles, organizations, and learning outcomes to* **salter@americanorchestras.org** *no later than* ***Monday, December 14, 2026.***

Conference Focus Areas

The League of American Orchestras' 2027 National Conference will focus on eight areas that we believe are central to orchestras' long-term sustainability:

1. **Broadening and Redefining Audience and Community Relationships**
2. **Accelerating the Pace of Change in Equity, Diversity, and Inclusion**
3. **Youth Development and Participation**
4. **Financial and Organizational Sustainability**
5. **Change Leadership**
6. **Music and Health**
7. **Artificial Intelligence**
8. **Organizational Culture**

The League especially invites organizations and applicants from backgrounds that have been historically underrepresented in the orchestral field. Preference will be given to topics that satisfy the following objectives:

- Promote active learning and participation
- Provide scalable content for large and small budget orchestras and youth orchestras
- Highlight successes and/or address key issues or challenges in the orchestral field
- Employ tangible strategies
- Include speakers and/or examples from multiple organizations of varying sizes, types, roles, or regions

Additional "Supporting" sponsorships with modified benefits are available at levels below $4,725.

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