

The PA Spring Arts Conference has been in existence for over 20 years. We draw all types of presenters including colleges and universities, performing arts centers, festivals, community concerts associations, community arts councils, and more. Your sponsorship or gift help us keep our registration fee low so that it stays affordable for all to attend. Your sponsorship or gift allow these people, who may have never attended a large booking conference know who you are as well. Any questions? Please contact PA Presenters administrator Cathy Little at [cathy@papresenters.org](mailto:cathy@papresenters.org) or conference chair Hank Knerr at [hank.knerr@iup.edu](mailto:hank.knerr@iup.edu).

### **Opening Reception at the Jimmy Stewart Museum – \$3,000**

- Name placement with event on signs, website, conference booklet
- Announced acknowledgement at event and Thursday morning breakfast announcements
- Full-page ad in conference booklet
- Five minutes to address attendees at a time mutually agreed upon
- May place materials within reception space

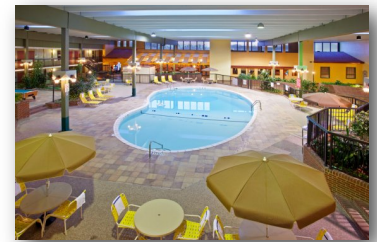


### **Thursday Keynote Lunch, On Campus – \$2,000**

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Thursday morning breakfast announcements
- Five minutes to address attendees at breakfast
- Full-page ad in conference booklet

### **Thursday Plenary Breakfast, Holiday Inn – \$1,500**

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Thursday morning breakfast announcements
- May place materials within reception space
- Five minutes to address attendees at this hot-menu breakfast
- Full-page ad in conference booklet



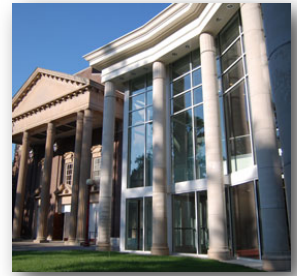
### **Late-Night Gathering, Holiday Inn – \$1,500**

After the showcases on Wednesday or Thursday or both, join the group for snacks, drinks, and good company back at the host hotel—the Holiday Inn—up until 12 midnight.

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Friday morning breakfast announcements
- May place materials within reception space
- Full page ad in conference booklet
- The late-night gathering may include intimate club-type independent showcasing to be determined by the conference committee upon written request by the agent or artist sponsor/s

### Friday Lunch on Campus – \$1,500

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Friday Lunch announcements.
- May place materials within lunch space
- Five minutes to address attendees at lunch
- Full-page ad in conference booklet



### Friday Breakfast, On Campus – \$1,000

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Friday morning breakfast announcements
- Five minutes to address attendees at breakfast
- Half-page ad in conference booklet

### New Colleague Gathering at the Artists Hand Gallery – \$750

- Name placement with event on signs, website, conference booklet
- Announced thank you at event and Thursday morning breakfast announcements
- Half-page ad in conference booklet



### Educational Session Sponsor – \$500

- Name placement with event on signs, website, conference booklet
- Third-page ad in conference booklet

### Friday “One for the Road” Bags – \$500

A selection of treats for the road, including bottled water, snack pack, and candy

- Name placement with event on signs, website, conference booklet
- Third-page ad in conference booklet



### SWAG Sponsors – \$150

Help stuff the conference bag with your unique giveaway or your promotional piece. You provide the item, and we put it in the bag with the Stuff We All Get.

- Name placement with event on signs, website, conference booklet
- Announcement ad in conference booklet



### Customized Possibilities

Don't see a sponsorship that matches your need to your budget? Want to think big? Need to think a bit smaller? We will be happy to work with to custom design a sponsorship that works for you. Just contact Cathy Little at [cathy@papresenters.org](mailto:cathy@papresenters.org) or Hank Knerr at [hank.knerr@iup.edu](mailto:hank.knerr@iup.edu) to discuss your ideas.

## Sponsorship Ad Sizes

The conference booklet will be 11”h x 8.5”w with advertising space provided as a benefit of sponsorship. Size of ad space is determined as follows:

- |   |                  |                   |
|---|------------------|-------------------|
| • Full Page                                       | 10.25”h x 7.75”w | \$1,250 and above |
| • Half Page/Vertical                              | 7.75”h x 3.75”w  | \$750 to \$1,249  |
| • Half Page/Horizontal                            | 4.75”h x 7.75”w  | \$750 to \$1,249  |
| • Third Page/Horizontal                           | 3”h x 7.75”w     | \$500 to \$749    |
| • Quarter Page/Vertical                           | 4.75”h x 3.75”w  | \$500 to \$749    |
| • Quarter Page/Horizontal                         | 2”h x 7.75”w     | \$250 to \$499    |
| • Announcement Size                               | 2.5”w x 3”h      | \$100 to \$249    |
| • Listing   |                  | under \$100       |
| • Inside front or inside back cover: Add \$500.00 |                  |                   |

*Advertising is only available to sponsors and juried showcase artists.*

## Ad Specifications

- Submission deadline is May 3, 2013.
- Ads are requested to be camera ready and to size specified above.
- **Preferred formats**
  - Minimum resolution requested is 300 dpi; printing clarity cannot be guaranteed if less than 300 dpi.
  - The program will print black and white, so a grayscale document are preferred. However, if in color, we can convert the document for you but contrast and balance may be affected.
  - Photoshop document in jpg/jpeg, eps, tif, pdf, png, etc. or Adobe Acrobat PDF document
  - PDFs should be generated for high resolution/print quality.
  - MS Word documents are HIGHLY discouraged as they do not provide high-level print clarity. If you prefer to use Word, you must send the original digital images that you place in the Word file.
- Questions? Ready to send? [cathy@papresenters.org](mailto:cathy@papresenters.org) or [hank.knerr@iup.edu](mailto:hank.knerr@iup.edu).



## Agreement and Payment

We will send you an agreement of sponsorship and the full amount will be due by April 15, 2013. Payments can be made by check or credit card (through Paypal) and can be paid in installments if needed.

**CONFERENCE INFORMATION WILL BE AVAILABLE ONLINE BY JANUARY 2, 2013.**

**WWW.PAPRESENTERS.ORG**