Western Arts Alliance's sponsorship program positions participants as industry leaders. It elevates brands and can raise an organization’s profile. It provides promotional benefits.

But sponsoring also does so much more.

WAA sponsors help support the ecology of the performing arts field. They provide crucial financial assistance that helps to sustain the conference.

Our sponsors power the event.

In WAA’s first year back to a fully in-person conference, sponsor participation is critical. WAA will have an expanded reach as we welcome more colleagues from outside our region and from across Canada. Opportunities range from tried-and-true promotional properties such as branded conference name badges and lounge areas to supporting professional development and hospitality, and more.

Not sure about the best fit? Let's talk. Contact Jennifer Stewart at jstewart@westarts.org

### Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,000+</td>
<td>$3,000</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
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<tr>
<td>Logo on website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Recognition on virtual platform</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Mention at Calgary Opening Plenary</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>On-site logo exposure in Calgary</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Hospitality tickets</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Choice of Premium Benefit</td>
<td>Platinum</td>
<td>Gold</td>
<td>Silver</td>
<td></td>
<td></td>
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<tr>
<td>Logo in conference e-blasts</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Upgraded hotel guestroom*</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Registration credit</td>
<td>✔️</td>
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</tbody>
</table>

*Subject to availability (Marriott only)
**Premium Benefit Descriptions**  
_for Platinum, Gold and Silver Sponsors_

**Silver** sponsors may select **one** of the following options:

- One 30-second promotional video to be played prior to one online professional development workshop (to be scheduled during the supplemental online program) – _three opportunities available_
- One in-person “Amplified” pitch session on August 31 (a five-minute presentation to WAA delegates with A/V support) – _one opportunity available_
- Coffee and tea sponsorship in the exhibit hall on any one day, August 30 through September 1 – _three opportunities available_

**Gold** sponsors may select **one** of the following options:

- Branded lanyards – _one opportunity available_
- Branded name badges – _one opportunity available_
- Official session sponsor of the Opening Plenary in Calgary on August 30 (does not include a speaking opportunity) – _one opportunity available_
- Coffee and tea sponsorship in the exhibit hall for _three days_, August 30 to September 1 – _one opportunity available_
- Daily Preview emails, August 29 – September 1 – _one opportunity available_
  
  Sent first thing each morning of the conference, the Daily Preview email is sent to all attendees’ inboxes and includes highlights for the day. The sponsor provides a 180-character message to be included in all four conference preview emails, one each day.

**Platinum** sponsors may select **one** of the following options:

- WiFi in the exhibit hall (sponsor chooses WiFi password, subject to approval, restrictions apply) – _one opportunity available_
- Pre-show hospitality at the Official Showcase program – _two opportunities available_
- Branded “comfy seating” area in the exhibit hall (sample images available) – _one opportunity available_
- One online professional development workshop to be scheduled during supplemental online program – _one opportunity available_
  
  Submit a proposal and, if selected, work with WAA staff to develop content and identify panelists for the workshop, to be promoted as “sponsored.”
- Welcome Reception (exclusive for $6,500; may be shared) – _one opportunity available_
- Closing Reception (exclusive for $6,500; may be shared) – _one opportunity available_

**Contact:** Jenniffer Stewart at jstewart@westarts.org  
**Custom packages also created with pleasure. Let’s talk!**