western arts alliance

2022 Sponsorship Opportunities

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

“What we are doing with sponsorship and advertising is part of a long-range plan, and it’s working. We’ve created a presence for our brand, and the consistent sponsorship has helped our bookings.”

-Rodney Marsalis, CEO Marsalis Mansion Artists, LLC & WAA sponsor
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) – one opportunity remaining
- One in-person “Amplified” pitch session on August 31 (a five-minute presentation to WAA delegates with A/V support) – SOLD
- Coffee and tea sponsorship in the exhibit hall on any one day, August 30 through September 1 – SOLD

Gold sponsors may select one of the following options:

- Branded lanyards – SOLD
- Branded name badges – SOLD
- Official session sponsor of the Opening Plenary in Calgary on August 30 (does not include a speaking opportunity) – one opportunity available – SOLD
- Coffee and tea sponsorship in the exhibit hall for three days, August 30 to September 1 – one opportunity available – SOLD
- Daily Preview emails, August 29 – September 1
  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 (except where noted, these benefits are available at $5,000):

- WiFi in the exhibit hall (sponsor chooses WiFi password, subject to approval, restrictions apply)
- Pre-show hospitality at the Official Showcase programs – one opportunity remaining
- Branded “comfy seating” area in the exhibit hall (sample images available) – SOLD
- Welcome Reception (exclusive for $5,000; may be shared) – SOLD
- Closing Reception (exclusive for $5,000; may be shared)