Maximize your visibility while supporting WAA!
Generate buzz for a sensational new artist.
Raise the profile of your organization.
Launch a new brand into the industry.
Stand out in the crowd.
Be recognized as a leader.

Western Arts Alliance’s sponsorship program supplies powerful branding and promotional leverage as it underwrites our annual program and keeps the conference accessible and affordable. Sponsorship opportunities range from tried-and-true properties such as the Annual Luncheon and conference tote bags, to custom packages based on your budget, goals and brand. Not sure what you might want to do? Let’s talk. We’re happy to put together a proposal with options to boost your profile and prospects.

2017 Sponsorship Opportunities

**Hospitality**

**Annual Luncheon: $10,000 (may be split)**
Our largest sit-down event at the conference, this opportunity is WAA’s only sponsored performance opportunity and highlights your artist for a spotlight presentation to a captive audience. The 2017 Annual Luncheon is scheduled for Thursday, September 7th at downtown music venue, The Triple Door.

**Opening Reception: $7,500 (may be shared)**
The Opening Reception is the first social event of the conference and the only one that is included in the price of conference registration making it the best-attended hospitality event of the week and an integral part of every delegate’s experience.
Closing Night Event: $6,000 (may be shared)
Get the last word... by sponsoring WAA’s Closing Event! This one is all about kicking back and having fun.

Exhibit Hall Break: $3,500 (may be shared)
Hospitality breaks give our exhibitors and delegates a moment to take a breather and recharge, and we deliver that tasty and quick bite right to the exhibit hall.

Juried Showcase Hospitality: $2,500 (may be shared)
The half-hour before the start of the Juried Showcase is always buzzing with excitement and the anticipation of discovery as attendees enjoy light nosh and libations before curtain. This is among the conference’s most popular networking and socializing events.

CODA Reception: $2,500 (may be shared)
This sponsorship affords you the opportunity to address a captive and influential audience of past and present WAA Board Members at an intimate reception. Sponsors may take up to five minutes at the beginning of the event to speak to the group about their product or company and then join in on the mingling and conversation in a relaxed atmosphere.

Coffee & Tea Service: $1,500 (may be shared)
You’ll be a champ among your colleagues for making coffee and tea service available during hall hours on either the first or second day of the conference.

Morning Yoga: $1,000 for one morning (three mornings available)
What better way to begin your marathon conference days than feeling centered, relaxed and focused? This sponsorship brings gentle, all-level, early morning yoga to WAA attendees in a small class setting. Classes will be taught by professional yogi, Danny Mankin.

Branding
Conference Tote Bags: $4,000
Carry your dollar the farthest by the sponsoring the WAA Conference tote bag. Versatile and reusable, this practical tote will be carted all throughout the conference and then brought back home for an extended life well beyond.

Room Keys: $3,000
Keycards provide a colorful marker that will be used over and over throughout the day. Display your logo, artist photos, or advertise a showcase listing.
Lanyards: $3,000
Be omnipresent while you let everyone do your advertising for you. No one can go anywhere without their credential, so here’s the sponsorship that delegates literally live in!

Column Wraps: $2,500 per column (discount for multiple)
This one is perhaps our best opportunity for huge, impactful graphics. Column wraps in the prefunction area will greet attendees immediately upon entry into the Commons area.

Charging Station: $2,500 each (two available)
12% power and it’s only lunch time?! You’ve got ‘em covered. With your branded mobile device charging station, no one needs to leave the Exhibit Hall for an outlet and power cord when batteries needs a boot.

Elevator Clings: $2,000 per elevator (discount for multiple)
Get your message out to WAA delegates in a highly-trafficked, pivotal conference location—the Pike Street elevator bank on the second floor. Your artwork displayed 7-feet high x 4-feet wide will pack a huge punch!

Credential Name Badge Sheet: $1,000
Get noticed at registration as attendees see your organization’s logo as they assemble their credential. Your logo will be placed on the backside of conference badges, prominent below the At-a-Glance Schedule.

Highlighter/Pen: $1,500
Picture this: a presenter, fishing in their pocket for a pen, and they pull out... yours! Your name at every presenter’s fingertips – what more could you want? Be the one to provide them with this essential conference tool.

Bag Insert: $500
With this sponsorship, WAA will insert just about any promotional item or single piece of printed material into the presenters’ tote bags handed out at registration.
Professional Development

Opening Plenary—WAA Awards Ceremony & Keynote Address:
$3,000 (may be shared)
This high-profile sponsor opportunity supports the most important speaker at the conference while honoring the hard work and achievement of your peers. Convey your organization’s values by helping to bring brilliance to our conference and supporting the best and the brightest in the field.

Professional Development: $1,000 (per session)
Take a two-minute speaking opportunity at the top of a Speed Leads session, the New Colleagues Orientation, or the Commons Walk-Through to acquaint participants with your service, roster, brand or venue.

Technology

WiFi in the Exhibit Hall: $5,000 (may be shared)
WiFi in The Commons is an expectation among conference attendees, but we can’t do it without a generous sponsor, or a coalition of the willing. Be the one (or part of the group) to make WiFi happen for all.

Mobile App: $5,000
The schedule, sessions, showcases, and all event locations are placed at the fingertips of hundreds of WAA delegates. For conference attendees, the conference app has become as indispensable as the smart phone or tablet on which they view it.

Sponsorship Benefits

Sponsor benefits are tied to the level at which an organization sponsors. Benefits may include:
- priority placement in the exhibit hall
- complimentary exhibit space
- logo exposure across multiple platforms
- access to the WAA Presenter Subscription List
- complimentary conference registration(s)
- digital and print ads
- ever-present signage at the conference
- hotel room upgrades

Please contact Jennifer Stewart at jstewart@westarts.org or 503.274.4729, or visit westarts.org for complete sponsorship benefits at all levels.