



2022 Sponsorship Program

NEW YORK 2022 CONGRESS

January 11 – 13, 2022 | New York City

Opportunity of Now

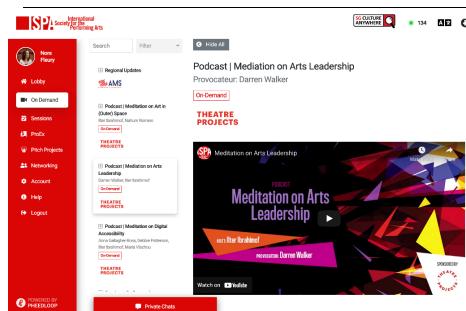
Align your brand with the hybrid ISPA Congress in New York City and online around the world

International Society for the Performing Arts (ISPA)

ISPA is a global network of more than 500 leaders in the performing arts with representation from more than 52 countries and all regions of the globe. ISPA members include facilities, performing arts organizations, artist managers, competitions, funders, consultants and other professionals working in the performing arts.

ISPA Congresses 100 Strong!

For the past nearly 75 years ISPA has brought together performing arts leaders to discover the next great idea, strengthen relationships, and rejuvenate their passion for the arts at ISPA Congresses. In 2017 we celebrated ISPA's 100th congress in Montréal! Join us as we continue our storied history and chart into a hybrid future.

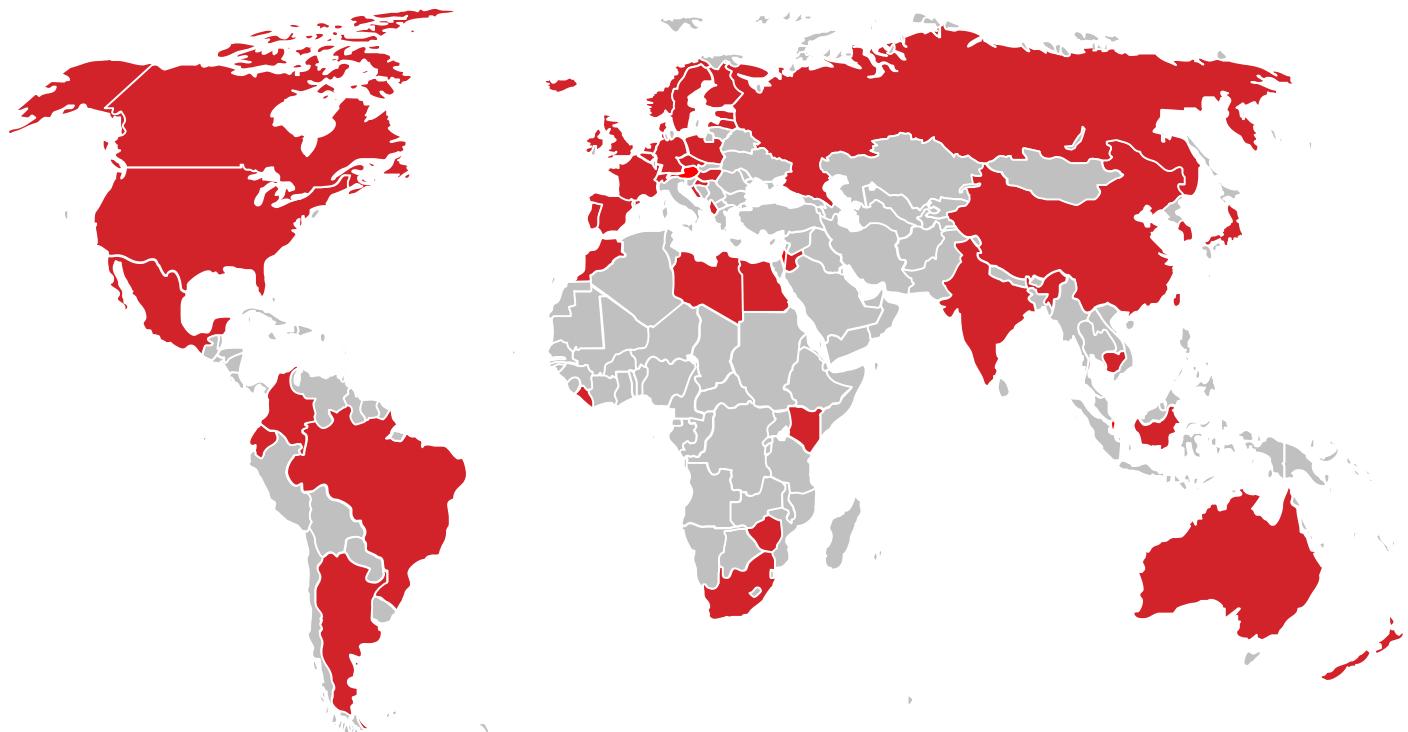


ISPA's audience is the most diverse group in the performing arts conference circuit

At the New York 2020 Congress ISPA hosted over **600 delegates** from **50 countries**. For the New York 2022 Congress we expect a similar crowd, with 300 in-person and 300 online!

ISPA Congress delegates have the opportunity to cultivate meaningful relationships with one another through various activities such as the ProEx Exhibition Hall, the exchange of new works through the Pitch New Works program, networking at receptions and online through the congress app, and in small delegate-led themed discussions at Coffee Klatch.

The map on the right represents the international diversity of the New York 2020 Congress. **Put your company on the map by becoming an ISPA Congress sponsor.**



Planning the hybrid New York 2022 ISPA Congress

Planning Committee

The New York 2022 Congress is Co-Chaired by Pamela Lopez, GAM (Chile) and Rebecca Dawson, Punchdrunk Enrichment (United Kingdom):



They are joined on the committee by:

- Reneltta Arluk (Banff Centre, Canada)
- David Baile, ISPA (USA)
- Lene Bang Henningsen (Denmark)
- Rita Ezenwa-Okoro (Nigeria)
- Nora Fleury, ISPA (USA)
- Allen Moon (USA)



Elevate your brand alongside global voices...



Speakers

ISPA speakers represent an incredible breadth of global voices both in the performing arts as well as other fields.

With a focus on opportunities for the arts at our present cross roads, the New York 2022 Congress will include representation from the most current and relevant speakers today.

On the left are just a few of the trailblazers who have recently spoken at an ISPA Congress:

- Austin Wang, Director, Taipei Performing Arts Center (Taiwan)
- Oussama Rifahi, Board Member, Arab Fund for Arts and Culture (Lebanon)
- Laurie Anderson, Writer, director, visual artist and vocalist (USA)
- Hope Azeda, Founding Artistic Director, Ubumuntu Arts Festival (Rwanda)

... and iconic venues

Venues

Over the course of three days, the New York 2022 ISPA Congress will take delegates into one of New York's iconic venues: the Brooklyn Academy of Music (BAM).

Online, delegates from all over the world will have access to bespoke on-demand content:

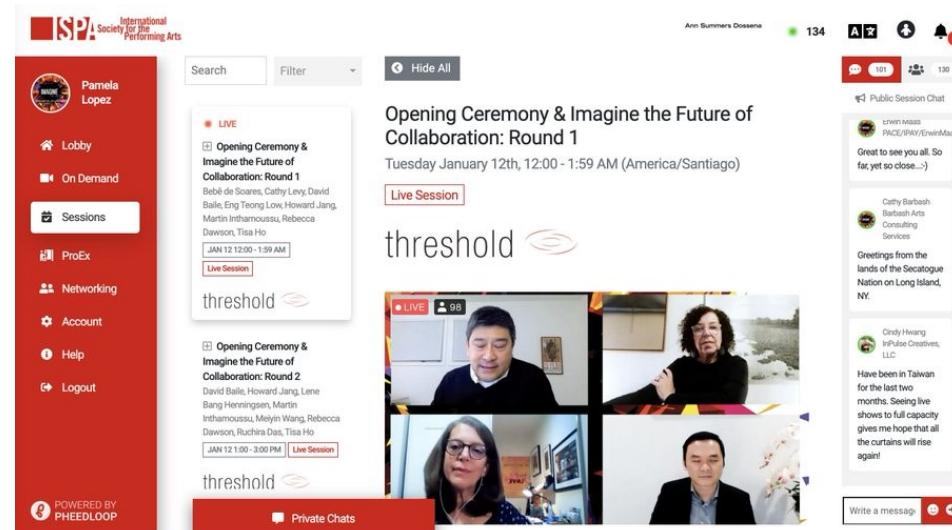
- 3 episodes of ISPA's Podcast *Meditations On*;
- 5 updates on the sector in different regions of the world; and
- All in-person congress sessions after their first air live.

Small group discussions and networking through chats will also meaningfully connect delegates online.

Brooklyn Academy of Music



Online



Sponsorship Opportunities

		Investment			Investment
Day Sponsor	Your opportunity to be branded throughout one day of the congress! Every session and event on the selected day will feature you.	\$7,500 US	Badges	Imagine your logo featured prominently on every delegate, walking around New York City for 3 days	\$3,500 US
Title Sponsor	Share the stage with ISPA! Your name on ISPA home page, program cover and all materials. Additional benefits to be agreed.	\$15,000	ProEx Lunch	Picture your name and logo in the center of the ProEx hall. Sponsoring a lunch at ISPA is a sure way to achieve brand recognition.	\$3,500
Donor's Reception	Spend an evening with the most influential group of ISPA members. This new initiative brings together ISPA's Board leadership, sponsors and key partners.	\$1,500	Website	The congress homepage is a coveted sponsorship with the highest viewing rate across the entire website.	\$2,500
ProEx Exhibitor Hall	The most commercial networking event at ISPA, ProEx boasts over 70 exhibitors each year.	\$3,000	Delegate List	Putting your name on the front of the virtual delegate list will ensure that every single attendee notices your brand.	\$4,000
Individual Sessions	Sponsor a session of interest to your company, and align your brand with the top thought leaders in our field.	\$2,500	Regional Updates	These popular on demand updates feature reports on the current trends and developments in five different regions around the world.	\$2,500
Podcast (Meditations On)	Our newly developed podcast features three episodes and is featured on demand during the congress and then ongoing on ISPAstreams.	\$5,000	Opening Reception/ New Member Welcome	Add your name to ISPA's signature event. Held in a gorgeous setting with dining and drinks and dancing, you will be associated with everyone's favorite networking event.	\$10,000
Break Sponsor	With a jet-lagged crowd the coffee breaks are essential. Put your name next to these daily and popular stations.	\$3,000	Other Opportunities	ISPA has a number of other opportunities that can be specifically tailored to your objectives. Award sponsorships, sustainability, app sponsorships plus many more are available at a range of partnership levels.	Various

Sponsorship Levels & Benefits

	Logo on ISPA homepage and brief speech at welcome event*	Opportunity to address delegates*	Medium customizable listing in virtual sponsor exhibiting space.	Listing in press releases Logo in virtual lobby (website & app)	Name & logo on website, onsite signage, email communications footers, and verbal acknowledgement Small customizable listing in virtual sponsor exhibiting space, logo in sponsored session, and “brought to you” in title.
Title \$25,000 +	✓	✓	✓	✓	✓
Impresario \$10,000 - \$24,999		✓	✓	✓	✓
Presenter \$5,000 - \$9,999			✓	✓	✓
Host \$2,500 - \$4,999				✓	✓
Anchor \$1,000 - \$2,499					✓

ISPA is open to tailoring all sponsorship levels to ensure we generate desired returns on your investment. Be sure to ask for information about ISPA's sustained multi-year sponsorship packages which include additional sponsor benefits.

Contact us today

See something you would like to sponsor?
Interested in discussing an alternative opportunity?



Contact

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See you in New York or online!