



# 2023 Sponsorship Program

NEW YORK 2023 CONGRESS

January 10 – 12, 2023 | New York City

**Urgency of Now**

# Align your brand with the ISPA Congress in New York City a singular delegation of global arts leaders

## 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 regions on six continents. ISPA members include facilities, performing arts organizations, artist managers, competitions, funders, consultants and other professionals working in the performing arts.

## ISPA Congresses

For nearly 75 years, ISPA has brought together performing arts leaders to discover the next great idea and strengthen relationships, fostering connection and exchange. Delegates from around the world participate in speaker sessions, networking events, roundtable discussions, performances, and more.

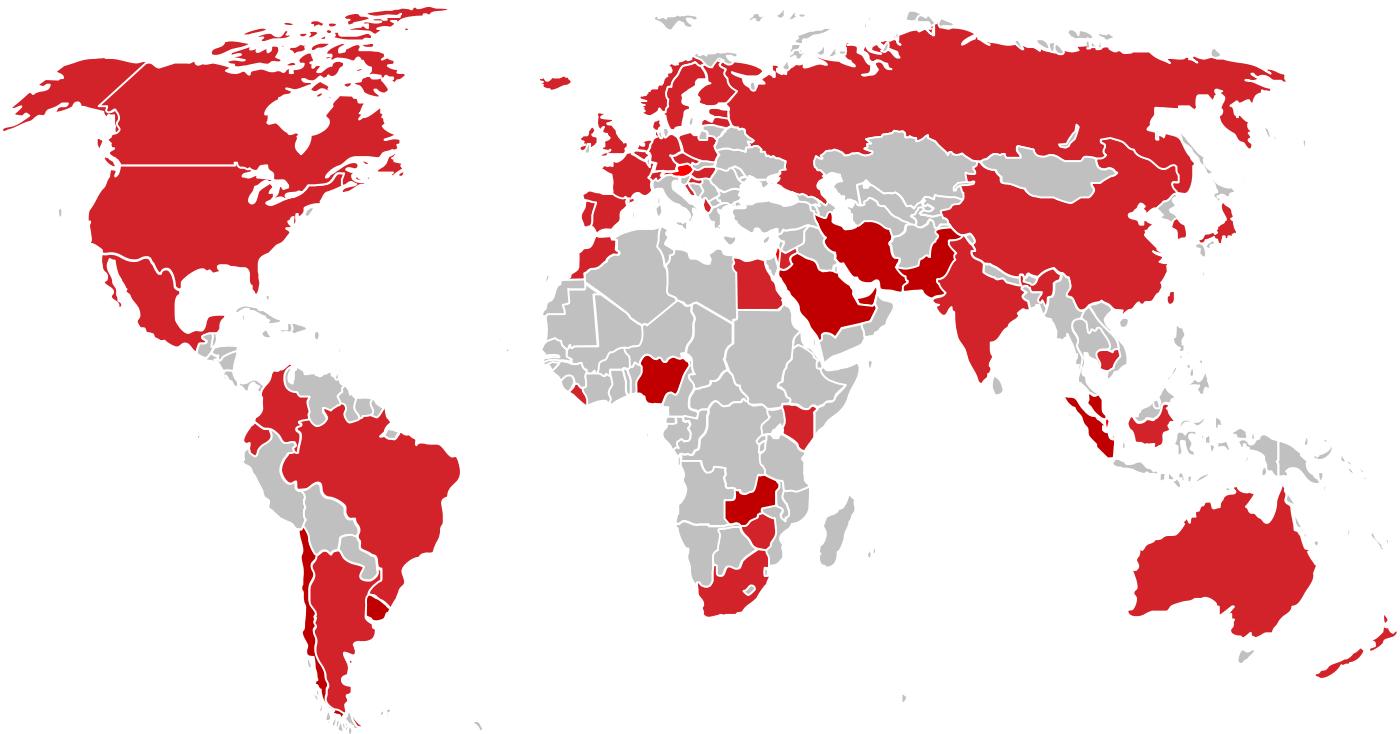


# ISPA's audience is the most internationally diverse body in the performing arts conference circuit

At the New York 2023 Congress, ISPA expects to host **400 delegates** from **50 countries**.

ISPA Congress delegates include many of the world's leading performing arts professionals. Delegates have the opportunity to exchange new works through the Pitch New Works program, discover and promote opportunities through the ProEx Professional Exchange marketplace, cultivate relationships through small breakout discussions at Coffee Klatch, and build professional alliances and collaborations through structured networking events.

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



# Planning the New York 2023 ISPA Congress

## Planning Committee

The New York 2023 Congress is Co-Chaired by Pamela Lopez, Cultural Management Consultant (Argentina/Chile) and Govin Ruben, TerryandtheCuz(Malaysia/Australia):



They are joined on the committee by:

- Renelta Arluk (Canada)
- David Baile, ISPA (USA)
- Rebecca Dawson (United Kingdom)
- Mara Driscoll, ISPA (USA)
- Rita Ezenwa-Okoro (Nigeria)
- Magnus Nordberg (Sweden)
- Piotr Turkiewicz(Poland)



# 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 crossroads, the New York 2023 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:

- Eng Teong Low, Deputy Chief Executive, National Arts Council (Singapore)
- Reem Allam, Executive Manager and Artistic Programmer, Downtown Contemporary Arts Festival (Egypt)
- Regina Myer, President, Downtown Brooklyn (USA)
- Martin Inthamoussú, President and CEO, SODRE (Uruguay)

# ... and New York venues

## Venues

Over the course of three days, the New York 2023 ISPA Congress will take delegates into one of New York's premier venues: the Kaye Playhouse.

The Kaye was dedicated by President Franklin Delano Roosevelt in 1942, and has hosted such iconic artists as Phillip Glass, Merce Cunningham, and Martha Graham.

In addition to being a major venue for theatergoers on Manhattan's Upper East Side, the Kaye is the centerpiece of the performing arts at Hunter College.

## The Kaye Playhouse at Hunter College



# Sponsorship Opportunities

		Investment			Investment
<b>Title Sponsor</b>	Share the stage with ISPA! Your name on ISPA home page, program cover and all materials. Additional benefits to be agreed.	\$15,000 US	<b>Badges</b>	Imagine your logo featured prominently on every delegate, walking around New York City for 3 days	\$3,500 US
<b>Day Sponsor</b>	Your opportunity to be branded throughout one day of the congress! Every session and event on the selected day will feature you.	\$7,500	<b>ProEx Lunch</b>	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
<b>Donor's Reception</b>	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	<b>Website</b>	The congress homepage is a coveted sponsorship with the highest viewing rate across the entire website.	\$2,500
<b>ProEx Exhibitor Hall</b>	The most commercial networking event at ISPA, ProEx boasts more than 70 exhibitors each year.	\$3,000	<b>Delegate List</b>	Putting your name on the front of the delegate list will ensure that every single attendee notices your brand.	\$4,000
<b>Individual Sessions</b>	Sponsor a session of interest to your company, and align your brand with the top thought leaders in our field.	\$2,500	<b>Regional Updates</b>	These popular updates feature reports on the current trends and developments in five different regions around the world.	\$2,500
<b>Podcast (Meditations On)</b>	Our newly developed podcast features three episodes and is featured on demand during the congress and then ongoing on ISPAstreams.	\$5,000	<b>Opening Reception/ New Member Welcome</b>	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
<b>Break Sponsor</b>	With a jet-lagged crowd the coffee breaks are essential. Put your name next to these daily and popular stations.	\$3,000	<b>Other Opportunities</b>	ISPA has a number of other opportunities that can be specifically tailored to your objectives. Award sponsorships and sustainability 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*	Advertisement in ISPA's electronic congress program	Listing in press releases	Name & logo on website, onsite signage, email communications footers, and verbal acknowledgement
<b>Title</b> \$15,000 +	✓	✓	✓	✓	✓
<b>Impresario</b> \$10,000 - \$24,999		✓	✓	✓	✓
<b>Presenter</b> \$5,000 - \$9,999			✓	✓	✓
<b>Host</b> \$2,500 - \$4,999			✓	✓	✓
<b>Anchor</b> \$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!**