



2026 SPONSORSHIP PROGRAM

2026 NEW YORK CONGRESS

RESILIENCE: A GLOBAL DIALOGUE

Align your Brand with ISPA's 2026 New York Congress and a delegation of the world's foremost international 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 55 regions on six continents. ISPA members include presenters, venues, producers, artist managers, competitions, funders, consultants and other professionals working in the performing arts.

ISPA Congresses

For 77 years, ISPA has brought performing arts leaders together 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 2026 New York Congress, ISPA expects to host **more than 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 2026 NEW YORK CONGRESS

PLANNING COMMITTEE

Co-Chairs



JOSEPHINE RIDGE

Banff Center for Arts and
Creativity (Canada)



PAUL TAM

West Kowloon Cultural District
Authority (Hong Kong)

Planning Committee Members Include:

- **Reem Allam**, NYU Abu Dhabi (United Arab Emirates)
- **Emily Ansenk**, Holland Festival (The Netherlands)
- **David Baile**, ISPA (United States)
- **Mara Driscoll**, ISPA (United States)
- **Brandall Jones**, Kenny Leon's True Colors Theater Company (United States)
- **Shoshana Polanco**, TEATRA (Mexico)

ELEVATE YOUR BRAND ALONGSIDE GLOBAL VOICES



Speakers

ISPA speakers represent a remarkable breadth of global voices both in the performing arts as well as other fields. With a focus on issues and opportunities for the arts in our rapidly changing world, the 2026 New York 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:

- **Mariko Silver**, President and CEO, Lincoln Center for the Performing Arts (United States)
- **Dorcy Rugamba**, Artistic Director, Kigali Triennial (Belgium/Rwanda)
- **Peter Jin Hong**, EQ and Artificial Intelligence Advisor (Canada)
- **Roy Luxford**, Creative Director, Edinburgh International Festival (United Kingdom)
- **Romina Muñoz**, Minister of Culture and Heritage (Ecuador)
- **Ophelia Jiadai Huang**, Director of International Projects, Shanghai Dramatic Arts Center (China)



AND NEW YORK VENUES

Venues

The 2026 New York Congress will take place at **The Times Center**.

Located in the in the iconic New York Times Building, The Times Center is a state-of-the-art space in midtown Manhattan's theater district.

The Opening Night Reception will be held at the **Hard Rock Cafe**, the legendary rock 'n' roll venue located in the heart of Times Square

SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$15,000 - Share the stage with ISPA! Your name on ISPA home page, program cover and all materials. Additional benefits to be agreed.

Day Sponsor: \$7,500 - Your opportunity to be branded throughout one day of the congress! Every session and event on the selected day will feature you.

Donor's Reception: \$1,500 - Spend an evening with the most influential group of ISPA members. This initiative brings together ISPA's Board leadership, sponsors and key partners.

ProEx Exhibitor Hall: \$3,000 - The most commercial networking event at ISPA, ProEx boasts more than 70 exhibitors each year.

Individual Session: \$3,500 - Sponsor a session of interest to your company, and align your brand with the top thought leaders in our field.

Awards Ceremony: \$5,000 - The awards ceremony acknowledges 4-6 leaders in our field. This unique event closes the congress and will remain in delegates thoughts.

Break Sponsor: \$3,000 - With a jet-lagged crowd the coffee breaks are essential. Put your name next to these daily and popular stations.

Badges: \$3,500 - Imagine your logo featured prominently on every delegate, walking around New York City for 3 days

ProEx Lunch: \$3,500 - 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.

Website: \$2,500 - The congress homepage is a coveted sponsorship with the highest viewing rate across the entire website.

Delegate List: \$4,000 - Putting your name on the front of the delegate list will ensure that every single attendee notices your brand.

Regional Updates: \$4,000 - These popular updates feature reports on the current trends and developments in five different regions around the world.

Opening Reception/ New Member Welcome: \$10,000 - Add your name to ISPA's signature event. Held in a gorgeous New York venue with dining and drinks, you will be associated with everyone's favorite networking event.

Individual Awards: \$2,000 each - Individual awards include the Distinguished Artist Award, International Citation of Merit, Patrick Hayes Award, and Angel Award. Each award is presented to a distinguished leader in the field at the Awards Ceremony.

***All investments shown in USD**

SPONSORSHIP LEVELS AND BENEFITS



TITLE: \$15,000

- Opportunity to deliver a **2-minute live multimedia presentation** to the full delegation. Incorporate **slides, video, and narration** to share your message with greater impact. Ideal for more in-depth exposure.
- Opportunity to air a **1-minute video or slide reel daily** between sessions. Great for conveying a compelling narrative and highlighting your organization's mission.
- Company name **credited with Congress title**.
- Advertisement in ISPA's **electronic congress program**.
- Name & logo on **website, onsite signage, email, communications footers, and verbal acknowledgement**.

IMPRESARIO: \$10,000 - \$14,999

- Opportunity to air a **1-minute video or slide reel daily** between sessions. Great for conveying a compelling narrative and highlighting your organization's mission.
- Opportunity to **address the full delegation on stage**.
- Advertisement in ISPA's **electronic congress program**.
- Name & logo on **website, onsite signage, email, communications footers, and verbal acknowledgement**.

PRESENTER: \$5,000-\$9,999

- Opportunity to air a **30-second video or slide reel daily** between sessions. Perfect for brief, impactful storytelling or visual promotion.
- Advertisement in ISPA's **electronic congress program**.
- Name & logo on **website, onsite signage, email, communications footers, and verbal acknowledgement**.

HOST: \$2,500-\$4,999

- Opportunity to air a **featured slide daily** between sessions. Ideal for promoting your logo, website, or key message.
- Advertisement in ISPA's **electronic congress program**.
- Name & logo on **website, onsite signage, email, communications footers, and verbal acknowledgement**.

ANCHOR: \$1,000-\$2,499

- Advertisement in ISPA's **electronic congress program**.
- Name & logo on **website, onsite signage, email, communications footers, and verbal acknowledgement**.

*ALL INVESTMENTS SHOWN IN USD

CONTACT US TODAY



Contact

David Baile | Chief Executive Officer
ISPA | International Society for the Performing Arts



+1 (212) 206 8490 x 6



WWW.ISPA.ORG



DBAILE@ISPA.ORG



630 9TH AVENUE, SUITE 213, NEW YORK, NY
10036-4752

