

2005 Joint Conferences Sponsorship, Advertising & Exhibiting Information

The National Guild of Community Schools of the Arts and the International Network of Schools for the Advancement of Arts Education are pleased to offer you an unprecedented opportunity to rub shoulders with more than 700+ decision makers from 300+ arts education organizations during our joint annual conferences in Pittsburgh, PA, October 26 – 30, 2005.

About the National Guild (www.nationalguild.org)

The National Guild's 300 member schools are non-degree granting nonprofit organizations that collectively:

- Serve more than 380,000 students of all ages and backgrounds in 45 states.
- Employ more than 13,000 teaching artists.
- Spend more than \$215 million on annual operations. (Budgets range from \$25,000 to \$8.5 million.)
- Offer instruction in one or more of the following disciplines: music (94%); visual arts and crafts (31%); dance (29%); theater/drama (28%); literary arts, (10%); media arts, (6%).
- Ensure arts instruction is accessible to all by setting affordable tuition fees and providing financial aid to students unable to pay.
- Partner with other organizations and agencies, including public schools, daycare centers and senior centers, to ensure the broadest possible access to high-quality arts education.

Among the Guild's 300 Member Schools are:

Center of Creative Arts (St. Louis)	Merit School of Music (Chicago)
Cleveland Music School Settlement	Neighborhood Music School (New Haven)
The Colburn School (Los Angeles)	Settlement Music School (Philadelphia)
Harlem School of the Arts (New York)	The Royal Conservatory of Music Community School (Toronto)
Levine School of Music (DC)	Third Street Music School Settlement (NY)

About Network (www.artsschoolsnetwork.org)

Network serves 165 public, private and collegiate arts focused and arts integration schools which:

- Serve more than 65,000 K–12 students in 40 states and Canada.
- Employ more than 3,500 faculty members.

Among Network's 165 Member Schools are:

The Creative and Performing Arts High School of Pittsburgh	Idyllwild Arts Academy (CA)
Detroit High School for the Performing Arts	Interlochen Arts Academy (MI)
Douglass Anderson School of the Arts (Jacksonville)	New World School of the Arts (Miami)
Duke Ellington School of the Arts (DC)	North Carolina School of the Arts (Winston-Salem)
High School for the Performing & Visual Arts (Houston)	Orange County High School of the Arts (CA)

Sponsorship Opportunities

Sponsorship packages allow you to support high quality, accessible arts education while gaining direct access to hundreds of influential arts education leaders. Among the organizations already on board as sponsors are:

- Apple Computer, Inc.
- The Heinz Endowments
- The National Endowment for the Arts
- The Pennsylvania Council on the Arts
- Yamaha

General conference and event-specific sponsorships are available. Sponsorships fall into three categories:

Joint Sponsorships

- Provide the opportunity to reach delegates at both conferences.

Network-Only Sponsorships

- Allow you to focus your resources on Network delegates.

Guild-Only Sponsorships

- Allow you to focus your resources on Guild delegates.

Joint Sponsorships – General Conference Packages

Joint sponsorships offer you the greatest value for your money by ensuring that delegates at both conferences are aware of your involvement and support.

Presenting Sponsor – \$10,000+

- Full page ads in both program books
- 8' x 10' exhibit booth
- 3 registrations with access to all conference events
- Lead logo placement in program books
- Web link with logo on conference websites
- Lead logo placement in conference brochures / cards
- Lead logo placement on conference signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets
- Recognition from stage at all joint sessions

Underwriting Sponsor – \$5,000 – \$9,999

- Full page ads in both program books
- 8' x 10' exhibit booth
- 2 registrations with access to all conference events
- Logo placement in program books
- Web link with logo on conference websites
- Logo placement in conference brochures / cards
- Logo placement on conference signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets
- Recognition from stage at joint opening plenary

Supporting Sponsor – \$2,750 – \$4,999

- Full page ads in both program books
- 8' x 10' exhibit booth
- 2 registrations with access to all conference events
- Sponsor listing in program books
- Web link on conference websites
- Sponsor listing in conference brochures / cards
- Sponsor listing on conference signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets

Sponsor – \$1,500 – \$2,749

- Half-page ads in both program books
- Table top exhibit space
- 1 registration with access to all conference events
- Sponsor listing in program books
- Web link on conference websites
- Sponsor listing in conference brochures / cards
- Sponsor listing on conference signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets

Joint Sponsorships – Special Event Packages

These joint special event sponsorships allow you to focus your resources on one of three high-profile events attended by delegates from both conferences.

Opening Plenary – \$10,000

The joint Opening Plenary session, scheduled for 2–3:30PM on Thursday, October 27, will draw 700 conference delegates representing 300+ schools. This important session will set the tone of both conferences and provide you the opportunity to introduce your company to delegates at the beginning of their time in Pittsburgh. Benefits include:

- Opportunity to briefly address delegates from the stage
- Full page ads in both program books
- 8' x 10' exhibit booth
- 3 registrations with access to all conference events
- Logo placement in program books
- Web link with logo on conference websites
- Logo placement in conference brochures / cards
- Logo placement on conference signs
- Title logo placement on plenary session signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets
- Recognition from stage at all joint sessions

Closing Reception at The Andy Warhol Museum – \$10,000

Scheduled for 6–8PM on Saturday, October 29, this celebratory reception at The Andy Warhol Museum will attract 600+ delegates as well as Pittsburgh-area arts and civic leaders. As sponsor of the conferences' culminating event, you will have the opportunity to make a lasting impression on delegates just before they return home. Benefits include:

- Opportunity to briefly address delegates at the reception
- Full page ads in both program books
- 8' x 10' exhibit booth
- 3 registrations with access to all conference events
- Logo placement in program books
- Web link with logo on conference websites
- Logo placement in conference brochures / cards
- Logo placement on conference signs
- Title logo placement on reception signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets
- Recognition from stage at all joint sessions

Joint Exhibit Hall Reception – \$7,500

Scheduled for 5:30–6:30PM on Thursday, October 27, the Exhibit Hall reception serves as the first joint social event of the conferences. It is expected to draw 400 – 500 delegates for drinks and hors d'oeuvres. Benefits include:

- Opportunity to briefly address delegates at the reception
- Full page ads in both program books
- 8' x 10' exhibit booth
- 3 registrations with access to all conference events
- Logo placement in program books
- Web link with logo on conference websites
- Logo placement in conference brochures / cards
- Logo placement on conference signs
- Title logo placement on reception signs
- Mailing labels for all conference delegates
- Opportunity to include materials in welcome packets
- Recognition from stage at all joint sessions

Ready to become a sponsor?

Please take a moment to complete the sponsor reservation page at the end of this document or call (212) 268-3337 ext. 18.

Guild Only Sponsorships

Interested in focusing your resources on the Guild membership? You can do so through one of three Guild-only event sponsorships. And, for just a bit more, you can upgrade any of these special sponsorships to receive recognition in Network materials as well!

Friday Plenary – \$5,000

The Friday morning plenary session, scheduled for 9–10:00PM on October 28, will draw 350 conference delegates for the conference keynote address by a nationally recognized speaker. This important session provides you the opportunity to introduce your company to delegates during what is sure to be an emotional and intellectual highlight of the conference. Benefits include:

- Full page ad in Guild program book
- 8' x 10' exhibit booth
- 2 registrations with access to all conference events
- Logo placement in Guild program book
- Web link with logo on Guild conference website
- Logo placement in Guild conference brochures
- Logo placement on Guild conference signs
- Mailing labels for Guild conference delegates
- Opportunity to include materials in Guild delegate welcome packets
- Recognition from stage at Friday Plenary

This sponsorship may be upgraded for an additional \$1,000 to include advertising and logo placements, etc. in Network conference materials.

Annual Awards Luncheon – \$5,000

350 conference delegates will attend the Guild's Annual Awards Luncheon on Saturday, October 29, to honor leaders in the fields of arts and education. Past honorees include Howard Gardner, Billy Taylor, Jane Alexander, and David Rockefeller, Jr. Benefits include:

- Full page ad in Guild program book
- 8' x 10' exhibit booth
- 2 registrations with access to all conference events
- Logo placement in Guild program book
- Web link with logo on Guild conference website
- Logo placement in Guild conference brochures
- Logo placement on Guild conference signs
- Mailing labels for Guild conference delegates
- Opportunity to include materials in Guild delegate welcome packets
- Recognition from stage at Awards Luncheon

This sponsorship may be upgraded for an additional \$1,000 to include advertising and logo placements, etc. in Network conference materials.

Saturday Topic Table Breakfast – \$2,500

200 conference delegates will attend the Topic Table Breakfast on Saturday morning, October 29 to participate in round table discussions on issues of mutual concern. Benefits include:

- Opportunity to briefly address delegates at the Topic Table Breakfast
- 1 Guild conference registration
- Table-top exhibit space
- Half-page ad in Guild program book
- Logo placement in Guild program book
- Web link on Guild conference website
- Logo placement in Guild conference brochures
- Logo placement on Guild conference signs
- Mailing labels for Guild conference delegates
- Opportunity to include materials in Guild delegate welcome packets

This sponsorship may be upgraded for an additional \$750 to include advertising and logo placements, etc. in Network conference materials.

Ready to become a sponsor?

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Network Only Sponsorships

Interested in focusing your resources on the Network membership? You can do so through one of five Network-only event sponsorships. And, for just a bit more, you can upgrade any of these special sponsorships to receive recognition in Guild materials as well!

Network Opening Reception – \$5,000

Network will host a welcoming reception for 350 of its delegates from 5–7PM on Wednesday, October 26.

Benefits include:

- Full page ad in Network conference program
- Table top exhibit space
- 1 Network conference registration
- Logo placement in Network program book
- Logo and link on Network conference website
- Logo placement on Network reminder postcards
- Logo placement on Network conference signs
- Logo placement on event signs
- Mailing labels for all Network delegates
- Recognition from the stage at reception
- Opportunity to briefly address participants during reception

This sponsorship may be upgraded for an additional \$1,000 to include advertising and logo placements, etc. in Guild conference materials.

Network Awards Luncheon – \$5,000

Network will host an awards luncheon featuring Marvin Hamlisch. All 350 Network delegates are expected to attend this event on Friday, October 28 from 11:30AM–1PM.

Benefits include:

- Full page ad in Network conference program
- Table top exhibit space
- 1 Network conference registration
- Logo placement in Network program book
- Logo and link on Network conference website
- Logo placement on Network reminder postcards
- Logo placement on Network conference signs
- Logo placement on event signs
- Mailing labels for all Network delegates
- Recognition from the stage at reception
- Opportunity to briefly address participants at the luncheon

This sponsorship may be upgraded for an additional \$1,000 to include advertising and logo placements, etc. in Guild conference materials.

Continental Breakfast – \$2,000

Network will host an opening session continental breakfast on Thursday and 2 continental "job-alike" breakfasts on Friday and Saturday mornings.

Benefits include:

- 1 Network conference registration
- Listing in Network program book
- Web link on Network conference website
- Listing on Network reminder postcards
- Logo placement on event signs
- Listing on Network conference signs
- Mailing labels for all Network delegates
- Recognition from the stage at breakfast
- Opportunity to briefly address participants during breakfast
- Opportunity to include promotion materials in Network delegate packets

This sponsorship may be upgraded for an additional \$750 to include advertising and logo placements, etc. in Guild conference materials.

Ready to become a sponsor?

Please take a moment to complete the sponsor reservation page at the end of this document or, for Network-only sponsorships, call (304) 258-1799.

Advertising

Three advertising options are available: joint advertising in the Network and Guild program books, Guild-only advertising, and Network-only advertising. Institutional, Corporate-Association, and Affiliate members of one or both organizations are eligible for discounted rates.

	1/4 Page Member Rate	1/4 Page Non-Member	1/2 Page Member Rate	1/2 Page Non-Member	Full Page Member Rate	Full Page Non-Member	Back Cover Member
Network Program	\$100	\$150	\$180	\$270	\$340	\$510	\$500
Guild Program	\$100	\$150	\$180	\$270	\$340	\$510	\$500
Both Programs	\$175	\$265	\$315	\$475	\$595	\$895	\$900

All advertising is black & white. Ads must be submitted as PDF files. Full page ads are 7.5" wide by 10" high. Half page ads are 7.5" wide by 4.75" high. Quarter page ads are 3.5" wide by 4.75" high. The reservation deadline is August 31, 2005.

Exhibiting

There will be a shared exhibit hall for both conferences. Institutional, Corporate-Association, and Affiliate members of both organizations are eligible for discounts on space rentals.

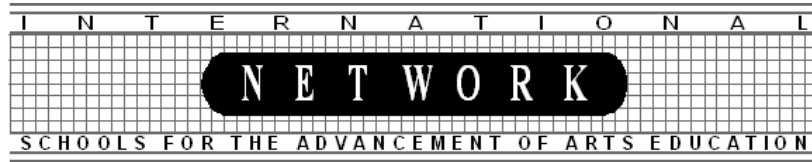
The exhibit hall will be open from 2–8PM on Thursday, October 27; 8AM–5PM on Friday, October 28; and 8AM–5PM on Saturday, October 29. A reception for Guild and Network conference delegates will be held in the exhibit hall from 5:30–6:30PM on Thursday, October 27.

Six-foot skirted table tops and 8' x 10' booths are available. Table tops include 2 chairs. Exhibit booths include skirted table, two chairs, wastebasket and sign. (Additional furniture and equipment as well as electrical service and internet access are available at cost.)

	6' Table Top Member	6' Table Top Non-Member	8' x 10' Booth Member	8' x 10' Booth Non-Member
Guild / Network	\$350	\$450	\$500	\$650

Ready to advertise and/or exhibit?

Please take a moment to complete the reservation page at the end of this document or call (212) 268-3337 ext. 18.



2005 Joint Conferences Sponsorship, Advertising & Exhibiting Reservation Form

Please reserve the following sponsorship package for me / my company:

Joint Sponsorships

- Conference Presenting Sponsor: \$10,000 and above
- Conference Underwriting Sponsor: \$5,000-\$9,999
- Conference Supporting Sponsor: \$2,750-\$4,999
- Conference Sponsor: \$1,500-\$2,749
- Opening Plenary Sponsor: \$10,000
- Warhol (Closing) Reception Sponsor: \$10,000
- Exhibit Hall Reception Sponsor: \$7,500

Guild-Only Sponsorships

- Friday Plenary Sponsor: \$5,000
- Annual Awards Luncheon Sponsor: \$5,000
 - Upgrade Friday Plenary or Annual Awards Luncheon Sponsorship to Include Network Benefits: \$1,000
- Topic Table Breakfast Sponsor: \$2,500
 - Upgrade Topic Table Breakfast Sponsorship to Include Network Benefits: \$750

Network Sponsorships

- Opening Reception Sponsorship: \$5,000
- Awards Luncheon Sponsor: \$5,000
 - Upgrade Opening Reception or Awards Luncheon Sponsorship to Include Guild Benefits: \$1,000
- Thursday Continental Breakfast: \$2,000
- Friday Continental Breakfast: \$2,000
- Saturday Continental Breakfast: \$2,000
 - Upgrade Continental Breakfast Sponsorship to Include Guild Benefits: \$750

Please reserve the following program book advertising space for me / my company:

- Back page, both books: \$900 (members only – call first)
- Full page, both books: \$595 (member), \$895 (nonmember)
- Full page, Guild only: \$340 (member), \$510 (nonmember)
- Full page, Network only: \$340 (member), \$510 (nonmember)
- Half page, both books: \$315 (member), \$475 (nonmember)
- Half page, Guild only: \$180 (member), \$270 (nonmember)
- Half page, Network only: \$180 (member), \$270 (nonmember)
- Quarter page, both books: \$175 (member), \$265 (nonmember)
- Half page, Guild only: \$100 (member), \$150 (nonmember)
- Half page, Network only: \$100 (member), \$150 (nonmember)

Please reserve the following exhibit space for me / my company:

- 8' x 10' Booth: \$500 (member), \$650 (nonmember)
- 6' table top: \$350 (member), \$450 (nonmember)

Name: _____ Company: _____

Street Address: _____

City, State, Zip: _____

Phone, Email: _____

Check payable to National Guild enclosed Invoice me Bill my: Visa MC Amex Discover

Account Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Return by 8/31/05 to: Kenneth Cole, NGCSA, 520 8th Ave, Ste 302, NY, NY 10018 or fax to: (212) 268-3995. Or call (212) 268-3337 ext. 18