



CMA
Chamber Music America

45th National Conference

JANUARY 5–8, 2023 • NEW YORK CITY

CMA

Chamber Music America

Chamber Music America (CMA), the national network of ensemble music professionals, was founded in 1977 as a funding and information resource for the small ensemble music community. Its mission is to develop, support, and strengthen the chamber music field. It is the only national service organization for professionals and music advocates in the field of chamber music, defined as music composed for small ensembles, with one musician per part, generally performed without a conductor.



Businesses, organizations, and educational institutions are invited to join CMA as partners in presenting its annual National Conference, the premier gathering for all music professionals in the field of ensemble music.

Reach

Exclusive opportunity to network on-site with over 700 attendees and key decision-makers from across the country and abroad, reach national and international audiences, and access new markets.

Publicity

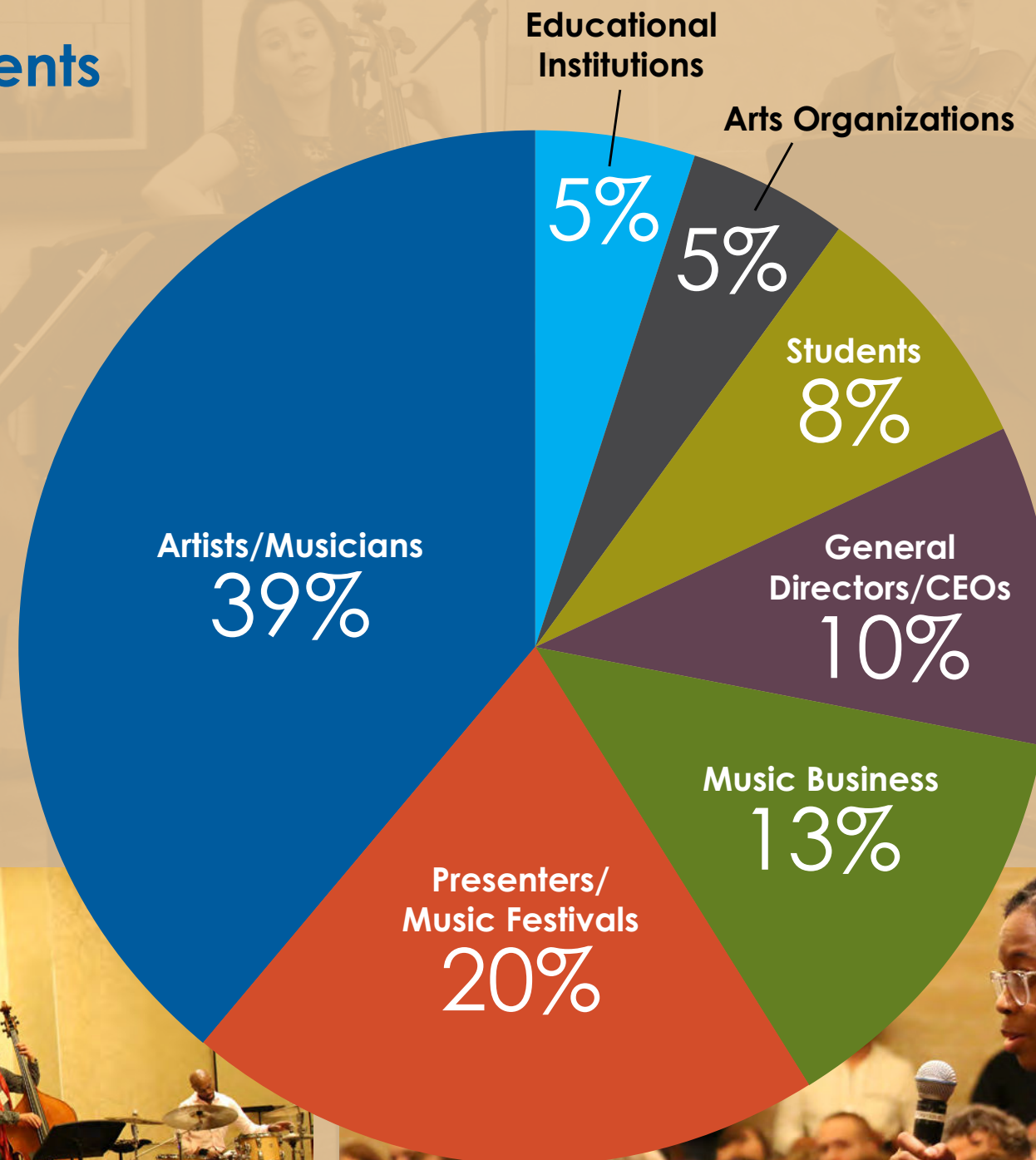
Receive maximum visibility among conference attendees, and build brand recognition through print material, digital campaigns, and visible signage throughout the event space.

Connect

Connect and engage with diverse and passionate ensemble music artists, advocates, and educators who are receptive to companies and organizations who help to advance the field.



Conference Constituents



Sponsorship Overview

Each year, CMA's National Conference brings over 700 chamber music professionals, educators, presenting organizations, training institutions, and festivals to New York City for four days of convening. Conference attendees have the opportunity to exchange best practices, discuss key issues, and learn about industry trends.

At every conference, classical, contemporary, and jazz ensembles perform, and distinguished speakers inspire. CMA's National Conference has previously received coverage in national media outlets such as NPR, *Broadway World*, and *Jazz Times*.

Sponsors of the CMA National Conference will have the opportunity to interact with industry leaders at conference sessions and networking events, including:

- Opening Keynote Address
- Special NextGen programming for young professionals
- Opening reception
- Pre-Conference Workshop
- Saturday Night Soiree
- Ensemble showcase events
- Various concurrent sessions exploring relevant issues in the chamber music field



As a National Conference sponsor, you can:

Register for the Conference:

Sponsors receive a number of conference registrations based on sponsorship level, and gain unlimited access to all conference events.

Receive Sponsorship Acknowledgment:

Sponsors will be acknowledged in all conference-related digital and print material, including conference website and print program, concert programs, and post-conference coverage in *Chamber Music* magazine.

Market to Conference Attendees:

Sponsors will be featured in weekly *Accent* e-newsletter leading up to the conference, and will receive lists of registered conference attendees following the conference.

Add a Welcome Bag Insert:

Sponsors have the opportunity to provide an insert in all conference tote bags.

Set up an Exhibit Table:

Sponsors can set up exhibit tables in the conference exhibition area, and interact with conference attendees between sessions and performances. Featured activities hosted at the exhibit table will be highlighted in the conference schedule, and publicized on the conference website and CMA's social media channels.

Attend the Saturday Night Soirée (Gold and Silver Sponsors only):

Join CMA for an evening of music and celebration! Sponsors can connect with conference attendees from around the country, and enjoy live performances. Admission includes an open bar and light hors d'oeuvres.

Advertise with CMA

(Gold and Silver Sponsors only):

Sponsors receive complimentary full page print ads in *Chamber Music* magazine. Quarterly issues are sent by mail to over 3,700 people.

Sponsor Individual Sessions

(Gold and Silver Sponsors only):

Receive exclusive sponsorship of individual events at the conference including concurrent sessions, NextGen programming, Saturday Night Soirée, Pre-Conference Workshops, Keynote, and "New Music from CMA" Concert. Session sponsors will be acknowledged in conference brochures, receive verbal recognitions at sponsor-specific events, and have visible physical signage in event space.

Sponsorship Packages and Benefits

	Bronze \$5,000	Silver \$10,000	Gold \$15,000
All-access conference registrations	1	2	4
Branding and sponsorship acknowledgment in conference-related publications	X	X	X
Logo recognition at on-site registration station	X	X	X
Banner ad in a weekly CMA Accent e-newsletter prior to conference	X	X	X
Email list of conference attendees for post-conference marketing	X	X	X
Promotional material insertion in attendee tote bags	X	X	X
Exhibit table during conference	X	X	X
Admission for CMA's Saturday Night Soirée		2	4
Full page print ad in conference program	X	X	X
Full page print ad in <i>Chamber Music</i> Magazine		1	2
Dedicated Email sent to CMA members		1	1
Exclusive sponsorship opportunity: NextGen Sessions, Saturday Night Soirée, Pre-Conference Workshops, opening reception, exhibit hall coffee breaks		1	1
Exclusive sponsorship opportunity: Opening Keynote Address OR "New Music from CMA" Concert		1	1

To participate as a CMA 2023 National Conference sponsor,

please contact Brenden O'Hanlon, Advertising Manager at bohanlon@chamber-music.org or Erica Murase, Associate Director of Development at emurase@chamber-music.org

Sponsorship benefits will begin immediately upon execution of your Sponsorship Agreement. CMA welcomes additional promotional ideas, and is available to customize a sponsorship package that suits your marketing priorities.

Conference Schedule

	Thursday, January 5	Friday, January 6	Saturday, January 7	Sunday, January 8
Morning	Pre-Conference Workshop	Opening Keynote	General Session	General Session
Afternoon	Pre-Conference Workshop	Conference Luncheon/ Membership Meeting NextGen Session Exhibits Open Ensemble Showcases	NextGen Session Sessions Exhibits Open Ensemble Showcases	Exhibits Open Concert: <i>New Music from CMA</i>
Evening	Pre-Conference Workshop Welcome and Orientation Sessions	Opening Reception	Saturday Night Soirée	

Conference schedule is tentative and subject to change.
A detailed schedule will be provided to all sponsors
prior to the conference.



CMA

Chamber Music America

45th National Conference

JANUARY 5–8, 2023 • NEW YORK CITY

Sponsorship Contacts

Brenden O'Hanlon

Advertising Manager

bohanlon@chamber-music.org

Erica Murase

Associate Director of Development

emurase@chamber-music.org

Chamber Music America

12 West 32nd Street, 7th Floor

New York, NY 10001

(212) 242-2022

www.chambermusicamerica.org

www.conference.chamber-music.org