

## Sponsor Prospectus – ANCA® Choralfest® 2019

The Australian National Choral Association (ANCA®) incorporated was established in 1990 to stimulate interest, participation and nurture the growth of choral music in Australia. Comprised of over 900 members Australia-wide with over 20 years' industry experience, ANCA® provides a sturdy foundation for all types of choirs.

ANCA® is proud to host the 2017 Choralfest® from 30 June – 3 July 2017 in Fremantle WA. The city of Fremantle provides unique opportunities with a range of interesting venues within ten minutes walk of each other. It is anticipated that there will be times when the Trade displays can be open to the public.

The event is promoted both Australia-wide and internationally into Asia and New Zealand, attracting a broad international audience. In 2019 we anticipate around 40 choirs will be in attendance with over 1500 choir members and conductors plus an expected 150-200 delegates, this is an ideal time to display your products and services to the Australian Choral Community. There is no other event quite like it which draws in so many sectors of the choral community – teachers (primary, secondary and tertiary), educators, university lecturers and conductors, singers, composers, choir managers and committee members. Since choirs tend to sing all types of music possible, a wide range of musical genres will also be represented – classical, crossover, pop, jazz, music theatre, folk, gospel, sacred. Choral conductors have found Choralfest® to be their regular “shot in the arm” not just because of the musical and workshop aspects but also because of the exposure to trade displays where they peruse and buy music and educational aids for the coming year.

Don't miss out on an ideal opportunity to connect with choral conductor and organisers at the moment when they are most open to new materials, and services. The opportunities for your involvement are:

### Major Sponsorship: \$5,000 (Only one available per category of business)

- Acknowledgement during the Opening Plenary with the opportunity to welcome delegates
- Inclusion of “Proudly sponsored by (your company name/ logo)” on the front cover of the Conference Handbook, on the conference website and in email communications with hyperlink to sponsors website.
- The inclusion of two advertisements in the Conference Handbook. One full colour A4 page (*Subject to availability - to be included on outside back cover in inside front or back cover, the second black and white full page A4, available on a first booked basis - finished artwork to be supplied by sponsor*)
- Prominent position with 2 Trade spaces (2 trestle tables) *A third space may be made available if space permits or other options extended in discussion with the organisers.*
- Shown as sponsor of a Key Presenter with logo on the program (*to be agreed with organisers*)
- Banner included on the stage for keynote presentations if desired in most prominent position
- During the Conference, a PowerPoint presentation will be shown at the beginning of each day acknowledging your company as a sponsor. Your logo will be included in the 'Master' of the presentation as 'Proudly sponsored by...'
- A separate promotional slide to be included in Powerpoint presentations
- The inclusion two items in the Conference Satchels (materials to be supplied by sponsor)
- Inclusion of up to 3 people with 'traders registration' at the conference with tickets included to concerts
- 'In Kind' support in discussion with the conference committee

## Key Sponsor \$3,000

- Acknowledgement during the Opening Ceremony
- Allocation of 2 trade spaces (2 trestle tables)
- The inclusion of a full colour A4 page advertisement in the Conference Handbook (*Subject to availability - to be included on the inside front or back cover, available only a first booked basis, black and white advert will be used if colour options not available - finished artwork to be supplied by sponsor*)
- Banner included on the stage for keynote presentations if desired (side of stage)
- Inclusion of (your company name/ logo on the front cover of the Conference Handbook, on the conference website and in email communications with hyperlink to sponsors website.
- Inclusion of 2 people with 'traders registration' at the conference with tickets included to concerts
- The inclusion one item in the Conference Satchels (materials to be supplied by sponsor)
- 'In Kind' support in discussion with the conference committee

## Trader or Static Display

- **Trader:** \$600 (\$250 for 1 Day – *subject to availability*)
- **Provide a Static Display:** \$125

## Advertising and Inserts

- **Advertising in the Conference Handbook:** Full-Page \$150; Half-Page \$80; Quarter-Page \$50
- **Inserts in Conference Bags:** \$85

## In-Kind Sponsorship

- Such as provision of bags, lanyards/nametags, loan of instruments, promotions through your network etc. (Your logo and details will be included in the Sponsor's Page in the Handbook and acknowledged during the Conference)

## Other Options

- **Session Sponsorship:** Your Logo will appear on the Timetable for that Session \$125
- **Sponsor a Concert:** \$550- \$1500 (A range of concerts will be held throughout Fremantle and in Perth CBD) Your banner at the venue, logo on the program and opportunity to welcome attendees – please discuss with organisers
- **Sponsor the cost of the Handbook:** Full-Page Advert in Handbook, Inserts in bags and other acknowledgements (*talk to the organisers about options*)

## Prizes

- **Provision of prizes:** Available to all Sponsors/Advertisers (these provide interest and encouragement for participants and exposure for your business)

**I/We wish to:**

- Be a Major Sponsor. Amount: \$ 5000 Please specify details:.....
  - Be a Key Sponsor. Amount: \$ 3000 Please specify details:.....
  - Set up a trading table:
    - Whole Conference \$600  Part Conference \$250/day. Please specify days:.....
  - I will have an extra person help at my table (*If you wish to have more than one person help with your display then trader registration, is an extra \$45 per person – catering not included*). Please include names and days attending:.....
  - Provide a Static Display for \$125 for the Four Days.
  - Advertise in the Conference Handbook:
    - Full-page: \$150  Half-page: \$80  Quarter-page: \$50
    - A copy of the Conference Handbook: \$45 including postage. (*Option for advertisers only; traders receive a copy at the conference*).
  - Place Advertising Materials/Samples in Participants' bags for \$85  
Details:.....
  - 'In Kind' Sponsorship (Bags, Instruments etc.). Please specify details: .....
  - \*Sponsor a Plenary or Teaching Session for \$125. Please specify details:.....
  - \*Sponsor a concert \$550 - \$1500. Please specify details:.....
  - Sponsor the cost of the Handbook. Please specify details: .....
  - \*Sponsor Key Presenter. Please specify details:.....
- \* Your logo and other appropriate acknowledgement to be agreed to be placed in the Handbook & at the Event.*
- In addition to my paid involvement I would like to provide a 'Sign Up' Prize  
Details:.....
  - Assist in distributing brochures/postcards.  
Number & details.....
  - Promote this Event in our own Publication/Newsletter.  
Details.....

**Sponsor Details**

**Name of Organisation:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**RETURN TO:**

**Address:** ChoralFest® Office  
3/6 Atherton Rd, Oakleigh VIC 3166

**Phone:** 03 92541000

**Fax:** 03 8610 1936

**Email:** [anca.choralfest@gmail.com](mailto:anca.choralfest@gmail.com)

*On receipt of this agreement, an invoice will be sent to you with more detailed specs for advertising as well as other information regarding your involvement. This information will also be made available on the website*