



# Many Voices One Song

ACDA Western

MARCH 6-9 2024 PASADENA, CA

Judy Bowers  
Children's Honor Choir

Emily Ellsworth  
Youth SATB Honor Choir

Julie Yu  
High School SSAA Honor Choir

Rollo Dilworth  
Gospel SATB Honor Choir

## PROMOTIONAL opportunities



*Western*  
American Choral Directors Association



# SPONSORSHIP PACKAGE OPTIONS



## PLATINUM PACKAGE | \$5,000 (limit of 2)

- Evening Concert Session Sponsor - submit brief promo video to be shown prior to concert *(video should be 30 seconds or less)*
- 2 Single Booths - preferential location with 4 badges
- ACDA Conference App - Dedicated Menu Listing for one day and daily Activity Feed Sponsored posts
- 2 Interest Session Sponsorships - logo on ACDA Conference App, session signage and verbal acknowledgment
- Full Page Ads  
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion  
Exhibit Hall "Step-and-Repeat" Banner *(large photo backdrops used for event photography during red carpet and fashion events)*  
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available - included in program, to be held during Interest Sessions
- 20 Social Hour Drink Tickets
- Conference Swag Bag - limit of one promotional item

## GOLD PACKAGE | \$2,500

- 1 Single Booth - preferential location with 2 badges
- ACDA Conference App - daily Activity Feed Sponsored posts
- 1 Interest Session Sponsorship - logo on ACDA Conference App, session signage and verbal acknowledgment
- Half Page Ads  
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion  
Exhibit Hall "Step-and-Repeat" Banner *(large photo backdrops used for event photography during red carpet and fashion events)*  
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available - included in program, to be held during Interest Sessions
- 10 Social Hour Drink Tickets
- Conference Swag Bag - limit of one promotional item





## SILVER PACKAGE | \$1,000

- ACDA Conference App - one Activity Feed Sponsored Post
- Interest Session Sponsorship - logo on ACDA Conference App, session signage and verbal acknowledgment
- Quarter Page Ads  
WACDA Conference Program (color), Honor Choir Program (b/w), Fall & Spring issues of Tactus (color)
- Banner Ad on WACDA website and ACDA Conference App
- Logo Inclusion  
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Exhibitor Showcase Available (*limited* availability) - included in program during Interest Sessions



- Social Hour Sponsorship - mingle with our community and receive verbal acknowledgement
- Conference Swag Bag - limit of one promotional item



## BRONZE PACKAGE | \$500

- Logo Inclusion  
Conference web page, Tactus magazine, and conference email
- Recognition in Conference and Honor Choir Programs
- Social Hour Sponsorship - mingle with our community and receive verbal acknowledgement
- Conference Swag Bag - limit of one promotional item

## COLLEGE & UNIVERSITY PACKAGE | \$1,200

- 1 Single Booth in the exhibit hall - with 2 badges
- 1 Single Table in the college fair
- Half Page Ad in the Honor Choir Program (b/w)
- Conference Swag Bag - limit of one promotional item
- 20% discount for all conference and Tactus advertising, (does not include advertisement in Cantate)



# ACDA CONFERENCE APP

## OPPORTUNITIES & DESCRIPTIONS



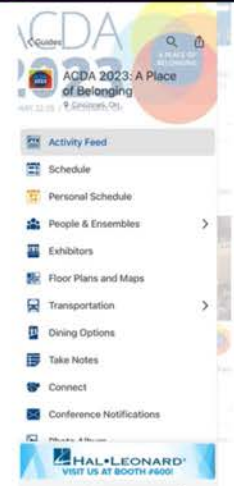
### Map Sponsor (\$500)

- Limit one
- Your name and icon here on every map page
- Can link to website and/or exhibitor location



### Dedicated Menu Listing

- Custom Icon
- Can be linked to specific space in the app or to a website
- Available only to Platinum Packages (limit of 2)



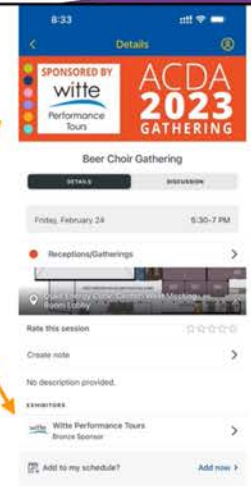
### Activity Feed Sponsored Post (\$150)

- Default View of Guide
- Avatar Icon - 180 px x 180 px Circle
- Post Title and Copy
- Card Image - 650 px x 450 px (largest graphic possibility)
- Set publish time (including before the conference begins)



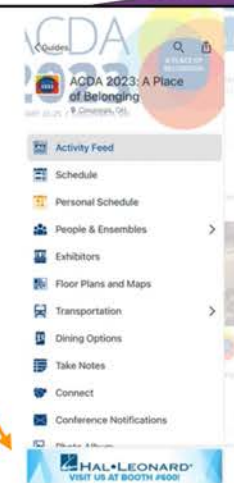
### Session Sponsor Ad (\$250)

- Large Banner at Top - 640 px x 240 px
- Cross linked to Exhibitor listing
- Can add text into Session description if desired



### Banner Ads (\$150)

- 600 px x 110 px Banner
- Bottom of Menu
- Small Real-Estate - should be simple
- Linked to website
- Rotates randomly every 10 seconds



*Other Opportunities Available!  
Please contact us for more information*



# ACDA CONFERENCE PRINT ADVERTISING

## OPPORTUNITIES & DESCRIPTIONS

DESCRIPTION OF PRINT ADVERTISING	¼ page rate	½ page rate	Full page rate
<b>Total Conference Package: 4 ads</b> <ul style="list-style-type: none"> <li>Conference Program / Winter <i>Tactus</i> (color)</li> <li>Honor Choir Program (b/w)</li> <li>2 <i>Tactus</i> issues (color)</li> </ul>	\$500.00	\$600.00	\$995.00
<b>Regular Conference Package: 3 ads</b> <ul style="list-style-type: none"> <li>Conference Program / Winter <i>Tactus</i> (color)</li> <li>2 <i>Tactus</i> issues, pre- <u>and</u> post-conference (color) <b>OR</b></li> <li>1 <i>Tactus</i> pre- <u>or</u> post-issue (color) and Honor Choir Program (b/w)</li> </ul>	\$400.00	\$500.00	\$900.00
<b>Mini-Conference Package: 2 ads</b> <ul style="list-style-type: none"> <li>Conference Program / Winter <i>Tactus</i> (color)</li> <li>1 <i>Tactus</i> issue, pre- or post-conference (color)</li> </ul>	\$200.00	\$375.00	\$700.00
<b>Conference Program / Winter <i>Tactus</i> only: 1 ad</b> Full color	\$150.00	\$250.00	\$450.00
<b>Honor Choir Program only: 1 ad</b> Black & White	\$100.00	\$200.00	\$300.00

### Conference Packages Details

Full Page, Half Page, Quarter Page – **Conference Program / Winter *Tactus***, color advertisements only

Full Page, Half Page, Quarter Page – ***Tactus* magazine** going to all 1500 members, color ads only

*Fall & Spring* issues. Ads placed in the interior of the magazine without preference.

Full Page, Half Page, Quarter Page – **Honor Choir Program**, Black & White advertisements only

### Conference Program Deadline

Reserve space by November 1, 2023

### Honor Choir Program Deadline

Reserve space by December 1, 2023

### Tactus Publication Dates & Deadlines

#### Fall

Published September, 2023

Reserve space by August 1, 2023

Submit artwork by August 15, 2023

#### Conference Issue

Published January, 2024

Reserve space by November 1, 2023

Submit artwork by November 15, 2023

#### Spring

Published May, 2024

Reserve space by March 1, 2024

Submit artwork by March 15, 2024





## ADDITIONAL SUPPORT OPPORTUNITIES

*Below are additional ways you can support our conference.  
Please contact us regarding availability and details.*

Exhibitor Session ( <i>limited availability</i> )	<b>\$1,000</b>
Interest Session Sponsorship	<b>\$750</b>
Conference Swag Bag - limit of one promotional item	<b>\$500</b>
Conference Program Advertising Packages ( <i>see previous page</i> )	<b>\$100-995</b>
WACDA Conference App Items	<b>varies</b>

*Note: ACDA National Office will release information for Exhibit Booths on September 1st.*



Tactus is the official magazine of the Western Region of the American Choral Directors Association. Published three times per year, Tactus is mailed directly to 1,500 working choral directors, and seen by website visitors. Our members and readers represent choral musicians in Arizona, California, Hawaii, Nevada, and Utah who work with church choirs, community choruses, professional ensembles, children's and youth choruses, and school choirs from elementary through college and university.

Each issue of Tactus includes feature articles and profiles, news about upcoming ACDA events, first-person essays on the choral profession, and practical items on vocal technique, pedagogy, repertoire, and much more!

For more information on ad pricing in Tactus only, see our website, [acdawestern.org](http://acdawestern.org).



