



# 2019 MTAC

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## SPONSORSHIP OPPORTUNITIES

### What is MTAC?

Established in 1897, the Music Teachers' Association of California (MTAC) is a network of more than 4,700 professional music teachers in over 60 affiliated Branches throughout the state. MTAC State and Branch programs provide opportunities for students to develop their musical skills and to be assessed through evaluations and competitions. MTAC is proud to offer exciting new opportunities for sponsors looking to connect with our dynamic teachers, students and parents!





# Supporting Musical Education

Your sponsorship of Convention aligns your organization as MTAC's partner in support of music education with exposure to California's most talented students and teachers. Across the various levels of sponsorship, there are opportunities for exposure not only at the event itself, but also across MTAC's communication channels including its website, email, magazine and social media, reaching MTAC's entire audience both at the event and throughout the year.

## MEMBERS

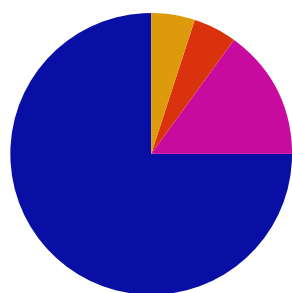
### ACTIVE MEMBERS

4,975

### LARGEST AGE GROUP

35-40

### Member Composition



- INDEPENDENT MUSIC TEACHERS
- COLLEGE/UNIVERSITY INSTRUCTOR
- STUDENT TEACHER
- TEACHER IN OTHER SETTINGS

## LOCATIONS



62  
BRANCHES  
THROUGHOUT  
CALIFORNIA

## STUDENTS/PARENTS

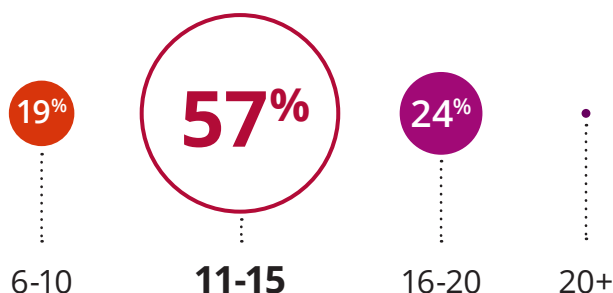
### ACTIVE STUDENTS

28,000

### ACTIVE PARENTS

22,459

### Student Age Groups



## ONLINE PRESENCE

### PRIVATE PORTAL

Exclusive portal for members, teachers, parents, and students

247,045

UNIQUE VISITORS  
PER YEAR

543,216

UNIQUE PAGE  
VIEWS PER YEAR

### PUBLIC WEBSITE

MTAC's main website:  
[mtac.org](http://mtac.org)

108,020

UNIQUE VISITORS  
PER YEAR

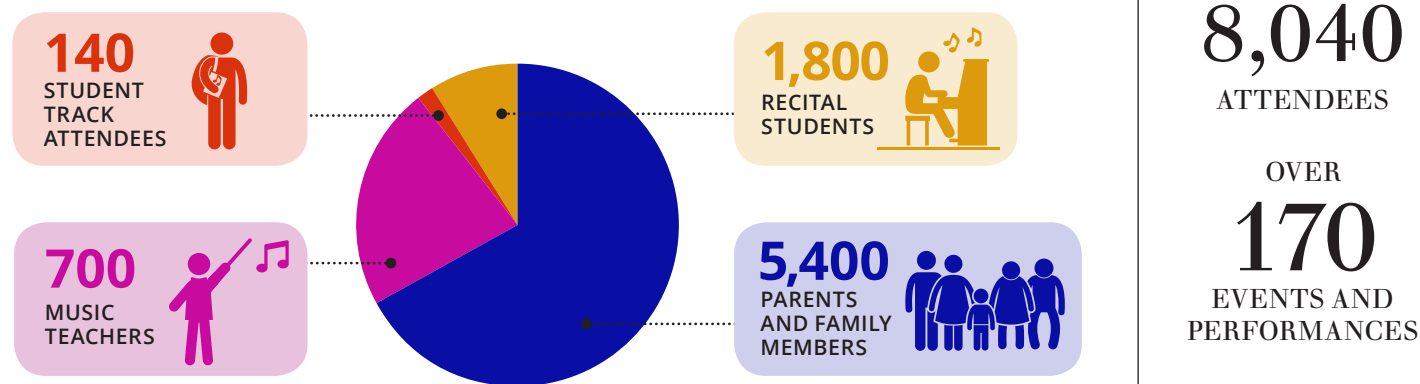
224,654

UNIQUE PAGE  
VIEWS PER YEAR

# About the MTAC Convention

Each year MTAC hosts the State Convention, bringing together world class artists, music educators and students to celebrate music performance and composition. Over 8,000 attendees experience a four-day event filled with seminars, performances, recitals, presentations, and master classes. Sponsorship packages provide many branding and awareness benefits in advance of the convention, at the event itself and even post-convention. The annual State Convention alternates between Northern and Southern California.

## CONVENTION ATTENDEE BREAKDOWN



## Sponsorship Levels

<b>PLATINUM LEVEL</b> \$10,000	<ul style="list-style-type: none"><li>• A comprehensive 12 month program offering the highest level of engagement with MTAC</li><li>• Includes premium visibility in Signage, Events, Digital Advertising, Print and more</li></ul>
<b>GOLD LEVEL</b> \$7,500	<ul style="list-style-type: none"><li>• Convention-focused program</li><li>• Provides a high profile in Signage, Events, Digital Advertising, Print elements with other value adds</li></ul>
<b>SILVER LEVEL</b> \$2,500	<ul style="list-style-type: none"><li>• Convention-focused program</li><li>• Visibility in many key elements including Signage, Events, Digital Advertising, Print and more</li></ul>
<b>BRONZE LEVEL</b> \$1,250	<ul style="list-style-type: none"><li>• Convention-focused program</li><li>• Value priced participation in Signage, Events, Digital Advertising, Print and Miscellaneous elements</li></ul>

*See next page for details*

2019 MTAC Convention Sponsorship Sell Sheet		PLATINUM	GOLD	SILVER	BRONZE
SIGNAGE	Column Wrap <i>High visibility sign located in the convention center area</i>	✓			
	Convention Posters Sign <i>A sign adjacent to a series of posters showing photos and bios of 2019 program winners</i>	✓			
	Room Signs <i>Signs for each of performance and meeting rooms (over 170 signs total)</i>	✓			
	Exhibit Direction Signs <i>Directional signs leading to exhibit hall</i>	✓	✓		
	Hotel Map Posters <i>Large maps of the hotel located in the registration and convention center areas</i>	✓	✓	✓	✓
EVENTS	Business Meeting (Logo and Mention) <i>Private meeting for representatives of all MTAC branches (approx. 125 attendees)</i>	✓	✓	✓	✓
	Friday Social (Logo and Mention) <i>Convention kickoff event open to all (approx. 175 attendees)</i>	✓	✓		
	Saturday Reception <i>Private reception for guest artists and state leadership (approx. 140 attendees)</i>	✓	✓		
	Branch President's Breakfast <i>Private meeting for branch executives from all MTAC branches (approx. 70 attendees)</i>	✓			
DIGITAL	Member Website Banner and Page <i>Exclusive banner ad on private MTAC website for teachers and parents</i>	✓			
	Public Website Convention Slider <i>Exclusive slider on the MTAC public website</i>	✓	✓		
	Public Website Sponsor Page <i>Webpage on MTAC public website recognizing all sponsors</i>	✓	✓	✓	✓
	Member Email Blasts <i>Email communications to members pre and post convention</i>	✓	✓	✓	
	Registration Logos <i>Logos displayed to attendees during convention registration process</i>	✓	✓		
	Pre-Session Trailers (Video or Logo) <i>Display sponsor :30 video or logo on video screens prior to convention sessions</i>	✓	✓		
	Social Media Mentions <i>Highlight sponsor via MTAC official social media vehicles</i>	✓			
PRINT	California Music Teacher Journal Post Convention Spotlight <i>Editorial coverage in California Music Teacher Journal</i>	✓	✓		
	California Music Teacher Journal Post Convention Ad (Logo) <i>Full page ad in California Music Teacher Journal recognizing all sponsors</i>	✓	✓	✓	✓
MISC.	Pens <i>Logo imprinted on pens distributed in convention attendee packets (exclusive)</i>	✓			
	Paper Pads Logo <i>Include sponsor logo on paper pads distributed in every convention attendee welcome kit</i>	✓			
	Lanyards Logo <i>Include sponsor logo on lanyards distributed to every convention attendee</i>	✓			
	Flowers Signage <i>Sign accompanying fresh flower displays at the Installation Banquet, President's Breakfast and Student/Artist Events</i>	✓	✓	✓	✓
SPONSORSHIP COST		\$10,000	\$7,500	\$2,500	\$1,250

Elements subject to change.