



# 2023 MTAC

## SPONSORSHIP OPPORTUNITIES

### What is MTAC?

Established in 1897, the Music Teachers' Association of California® (MTAC) is a network of more than 4,000 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

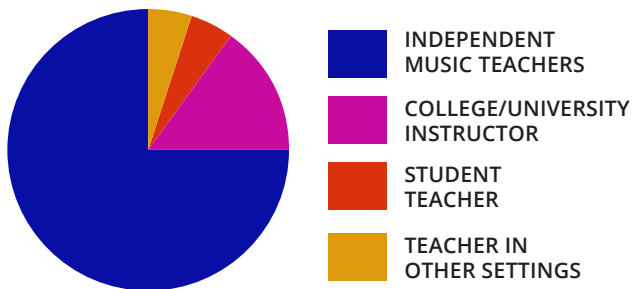
### ACTIVE MEMBERS

4,000

### LARGEST AGE GROUP

35-40

### Member Composition



## LOCATIONS



## STUDENTS/PARENTS

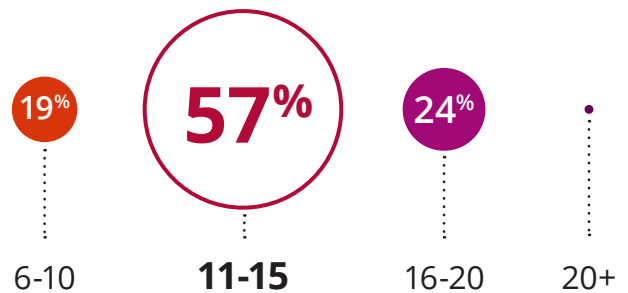
### ACTIVE STUDENTS

23,000

### ACTIVE PARENTS

20,298

### Student Age Groups



## ONLINE PRESENCE

### PRIVATE PORTAL

Exclusive portal for members, teachers, parents, and students

229,982

UNIQUE VISITORS  
PER YEAR

10.8MM

UNIQUE PAGE VIEWS  
PER YEAR

### PUBLIC WEBSITE

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

182,286

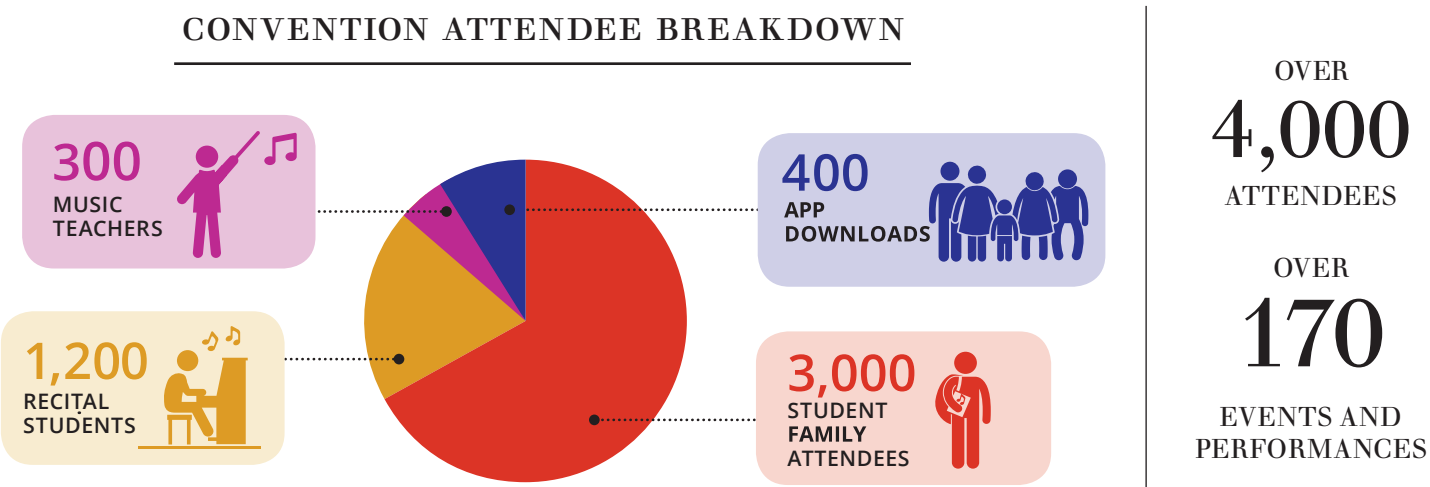
UNIQUE VISITORS  
PER YEAR

323,540

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 4,000 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.



## Sponsorship Levels

<b>PLATINUM LEVEL</b> \$8,000	<ul style="list-style-type: none"><li>• A comprehensive 12 month visibility 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> \$4,000	<ul style="list-style-type: none"><li>• Convention-focused visibility</li><li>• Provides a high profile in Signage, Events, Digital Advertising, Print elements with other value adds</li></ul>
<b>SILVER LEVEL</b> \$2,000	<ul style="list-style-type: none"><li>• Convention-focused visibility</li><li>• Visibility in many key elements including Signage, Events, Digital Advertising, Print and more</li></ul>
<b>BRONZE LEVEL</b> \$1,000	<ul style="list-style-type: none"><li>• Convention-focused visibility</li><li>• Value priced participation in Signage, Events, Digital Advertising, Print and Miscellaneous elements</li></ul>
<b>FRIENDSHIP LEVEL</b> \$250 and above (Branches only)	<ul style="list-style-type: none"><li>• Convention-focused visibility</li><li>• Offers low cost opportunity to support MTAC with participation in Digital Advertising and Print</li></ul>

See next page for details

## 2023 MTAC Convention Sponsorship Sell Sheet

		PLATINUM	GOLD	SILVER	BRONZE	FRIENDSHIP*
SIGNAGE	Convention Posters Sign <i>A sign adjacent to a series of posters showing photos and bios of 2023 program</i>	✓	✓	✓	✓	✓
	Room Signs <i>Signs for each performance and meeting rooms (over 170 signs total)</i>	✓	✓			
	Exhibit Direction Signs <i>Directional signs</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)</i>	✓	✓	✓		
	Kickoff Social <i>Convention kickoff event, open to all (approx. 175 attendees)</i>	✓	✓			
	Saturday Reception <i>Reception for guest artists and state leadership (approx. 200 attendees)</i>	✓	✓			
	Branch President's Breakfast (Logo and Mention) <i>Private meeting for Branch executives from all MTAC Branches (approx. 70)</i>	✓	✓			
DIGITAL	Convention App Rotating Banner <i>Exclusive banner ad on private MTAC Convention App for teachers and parents</i>	✓	✓			
	Public Website Sponsor Page <i>Webpage on MTAC public website recognizing all sponsors</i>	✓	✓	✓	✓	✓
	Email Blasts <i>Email communications to members and Convention attendees pre and post Convention</i>	✓	✓	✓	✓	✓
	Registration Logos <i>Logos displayed to attendees during convention registration process</i>	✓	✓			
	Title Page of Sponsors Before Program Recitals <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 channels</i>	✓	✓	✓	✓	✓
	California Music Teacher Journal Post Convention Ad (Logo) <i>Full page ad in California Music Teacher Journal recognizing all sponsors</i>	✓	✓	✓	✓	
PRINT						
EXHIBITS	Exhibit Booth <i>One (1) exhibit booth at on-site exhibit hall and one (1) exhibitor profile in virtual marketplace accessible on the Convention App.</i>	✓	✓			
SPONSORSHIP COST		\$8,000	\$4,000	\$2,000	\$1,000	\$250

Elements subject to change.

\*Open to Branches only