



**Midwestern & Western Regions of the  
American Music Therapy Association  
Annual Conference  
March 16-19, 2017  
Broomfield, Colorado**

Information for Sponsors, Advertisers,  
Exhibitors, and Contributors

Conference: March 16-18  
CMTEs & Institutes: March 13-16 & 19  
Passages Conference: March 16

Dear Music Therapy Supporter,

This year the Midwestern Region and Western Region Chapters of the American Music Therapy Association, Inc. (MWRAMTA and WRAMTA) are joining together for their first ever combined conference—and because you're an influential member of the community, we'd love to have your support.

Our annual conference will be at the **Omni Interlocken Resort** in Broomfield, Colorado where clinicians will hone their skills, reconnect with each other, and expand their capabilities through continuing education so they can continue to provide high quality music therapy services to members of our community. We anticipate up to 500 attendees from across the United States and around the world.

Your support goes a long way toward helping us build and sustain a vibrant conference program for 2017 and years to come. There are four ways to support us:

- 1. Sponsors** are visually represented and recognized on materials throughout the conference.
- 2. Advertisers** can reach our attendees before, during, and after the conference through our mobile and web channels.
- 3. Exhibitors** will have a dedicated space to work with during the conference, where you can sell your products or services directly to participants.
- 4. Contributors** will receive special recognition for their donations.

Because MWRAMTA and WRAMTA are 501(c)(3) organizations, a portion of your contributions may be tax deductible. All contributions received will be split equally between both regions.

We look forward to working with you collaboratively to target your advertising and marketing efforts toward music therapists and other professionals as part of the 2017 conference in Broomfield.

Sincerely,

Susie Frey & Margaret Rafferty  
MWRAMTA/WRAMTA 2017 Conference Marketing Co-Chairs

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# SPONSORSHIPS

Be a part of all aspects of our conference as a **Conference Sponsor!** The MWRAMTA/WRAMTA conference offers sponsors the opportunity to reach music therapists from 18 states on a variety of platforms including our conference app for smartphone! We offer 5 levels of sponsorship:

## Title Sponsor \$5000 (Limit 1)

*As Title Conference Sponsor, your \$5,000 donation provides you with the following:*

- **Ballroom Naming Rights:** The ballroom, which hosts multiple events throughout the conference, shall be named after your company to ensure constant exposure. Value: \$1500
- **Conference Program App Banner Ad:** The main banner is posted at the top of the screen within the Conference Program App and rotates every six seconds. Value: \$300
- **Product Placement:** Opportunity to put your product (provided by Sponsor) in the hands of conference participants either as a gift or on loan. i.e. if you are an instrument vendor, we would use your brand of instrument in our conference sessions. Value: Priceless
- **Recognition:** Name on every press release on the website and social media. Listing as a “*Title Conference Sponsor*” in the Conference Program, in the Conference Registration and on the MWRAMTA and WRAMTA website. Value: Priceless
- **Commercial:** A 60-second live or recorded commercial to be shared for 3 months prior to the event on media outlets, during Opening Session and both lunches, and on MWRAMTA and WRAMTA social media. Value: \$600
- **Four Complimentary Registrations** Value: \$956
- **Sponsorship Identification:** Premium placement of your banner (provided by Sponsor) with ideal line of sight in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by **March 1, 2017**. Banner may be as large as 12' x 4'. Value: \$600
- **Exhibitor:** Two complimentary exhibitor tables with premium placement for optimum traffic and exposure. All of the value ads awarded to exhibitors are included. Value: \$500
- **Premium Placement of Exhibit Tables (2 tables)** Value: \$400
- **Merchandising Option:** Opportunity to include a bag insert(s) in the Conference Packet given out to all attendees at the Registration Desk. Value: \$75
- **Conference Program App Featured Ad:** A featured advertisement in the Conference Program App. Value: \$100

## Platinum Sponsor \$2500

*As a Platinum Conference Sponsor, your \$2,500 donation provides you with the following:*

- **Conference Program App Banner Ad:** The main banner is posted at the top of the screen within the Conference Program App and rotates every six seconds. Value: \$300
- **Product Placement:** Opportunity to put your product (provided by Sponsor) in the hands of conference participants either as a gift or on loan. i.e. if you are an instrument vendor, we would use your brand of instrument in our conference sessions. Value: Priceless
- **Recognition:** Listing as a “*Platinum Conference Sponsor*” in the Conference Program, in the Conference Registration and on the MWRAMTA and WRAMTA websites. Value: Priceless
- **Commercial:** A 60-second live or recorded commercial to be shared during Opening Session and on MWRAMTA/WRAMTA social media. Value: \$400
- **Three Complimentary Registration/s** Value: \$ 717
- **Sponsorship Identification:** Placement of your banner (provided by Sponsor) with ideal line of sight in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by **March 1, 2017**. Banner may be as large as 3' x 5'. Value: \$600
- **Exhibitor:** Two complimentary exhibitor tables. All of the value ads awarded to exhibitors are included. Value: \$400
- **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the Registration Desk. Value: \$75
- **Conference Program App Featured Ad:** A featured advertisement in the Conference Program App. Value: \$100

## **Gold Sponsor \$1000**

*As a Gold Conference Sponsor, your \$1,000 donation provides you with the following:*

- **Product Placement:** Opportunity to put your product (provided by Sponsor) in the hands of conference participants either as a gift or on loan. i.e. if you are an instrument vendor, we would use your brand of instrument in our conference sessions. Value: Priceless
- **Recognition:** Listing as a “*Gold Conference Sponsor*” in the Conference Program, in the Conference Registration and on MWRAMTA and WRAMTA websites. Value: Priceless
- **Commercial:** A 30 -second live or recorded commercial to be shared during Opening Session. Value: \$200
- **Two Complimentary Conference Registrations** Value: \$478
- **Sponsorship Identification:** Placement of your banner (provided by Sponsor) in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by **March 1, 2017**. Banner may be as large as 3' x 5'. Value: \$600
- **Exhibitor:** A complimentary exhibitor table. All of the value ads awarded to exhibitors are included. Value: \$200
- **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out total attendees at the Registration Desk. Value: \$75
- **Conference Program App Featured Ad:** A featured advertisement in the Conference Program App. Value: \$100

## **Silver Sponsor \$750**

*As a Silver Conference Sponsor, your \$750 donation provides you with the following:*

- **Recognition:** Listing as a “*Silver Conference Sponsor*” in the Conference Program, Conference Registration and on the MWRAMTA and WRAMTA websites. Value: Priceless
- **One Complimentary Conference Registration** Value: \$239
- **Sponsorship Identification:** Placement of your banner (provided by Sponsor) in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by **March 1, 2017**. Banner may be as large as 3' x 5'. Value: \$600
- **Exhibitor:** A complimentary exhibitor table will be provided. All of the value ads awarded to exhibitors are included. Value: \$200
- **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the registration desk. Value: \$75
- **Conference Program App Featured Ad:** A featured advertisement in the Conference Program App. Value: \$100

## **Bronze Sponsor \$300**

*As a Bronze Conference Sponsor, your \$300 donation provides you with the following:*

- **Recognition:** Listing as a “*Bronze Conference Sponsor*” in the Conference Program and Conference Packet. Value: Priceless
- **Sponsorship Identification:** Placement of your banner (provided by Sponsor) in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by **March 1, 2017**. Banner may be as large as 1' x 2'. Value: \$200
- **Exhibitor:** A complimentary exhibitor table. All of the value ads awarded to exhibitors are included. Value: \$200
- **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the registration desk. Value: \$75
- **Conference Program App Featured Ad:** A featured advertisement in the Conference Program App. Value: \$100

## **We Will Need the Following from Each Sponsor (Title, Platinum, Gold, Silver, Bronze):**

- Company Logo
- Business Name
- Description (a paragraph describing your business)
- Address
- Contact Information:
  - Up to 3 Phone Numbers
  - Up to 2 Email Addresses
  - Up to 2 Website Address
  - Twitter URL
  - Facebook URL
  - LinkedIn URL
  - Additional Images (JPG or PNG Format)
  - Downloadable PDF File (Under 10 mg)

# *Exhibits*

## Exhibitor Tables

Exhibiting at the conference is an excellent way to sell your products to music therapists and/or share information about your business and services. Exhibitor Tables will be strategically placed in the main hallway where all participants must pass through to get to conference sessions and events. This area will be the hub of action throughout the conference! Exhibitors are encouraged to have someone at their table Thursday, March 16<sup>th</sup> from 6:30 to 10:00 pm, and Friday/Saturday March 17<sup>th</sup>/18<sup>th</sup> from 8:00 am to 6:00 pm. Overnight storage is available.

Table fees are as follows:

AMTA Member:	<b>\$100</b>
Non-AMTA Member	<b>\$200</b>

We will need the following from each Exhibitor:

- Company Logo
- Business Name
- Description (a paragraph describing your business)
- Address
- Contact Information
  - Up to 3 phone numbers
  - Up to 2 email addresses
  - Up to 2 website addresses
  - Twitter URL
  - Facebook URL
  - LinkedIn URL

# *Advertisements*

## Bag Sponsor

We would like to give our participants a reusable shopping bag (rather than a paper or plastic one) to hold all of their bag inserts and exhibit purchases. You can provide us with 550 preprinted bags of your own design (minimum size is 12"x10") or we can order them for you with your logo and/or our conference logo. Only one bag sponsorship is available.

Your own bag:	<b>\$200</b>
We order the bag:	<b>\$900</b>

## Name Badge Sponsor

We would like to provide attendees with a name badge holder. You can provide us with 550 holders of your own design or we can order them for you with your logo and or our conference logo. Only one name badge sponsorship is available.

Your own name badge holder:	<b>\$200</b>
We order your name badge holder:	<b>\$900</b>

## Bag Inserts

Another great way to get in front of each and every conference attendee is through bag inserts. Bag inserts ensure that your flier, brochure, or gift is included in each and every conference attendee bag given at the Registration Welcome Table. MWRAMTA or WRAMTA are not responsible for any duplication of these marketing pieces. Content is subject to review and approval. You may submit any of the following:

- Tri fold brochure
- Catalog
- Flier up to 8 1/2 x 11 inches
- Gift

Please include at least 550 copies/gifts. **Cost for one submission is \$100.00.** Discounts for multiple submissions are available! Bag inserts must be received by **Susie Frey no later than March 1, 2017.** She can be contacted at [smhall56@yahoo.com](mailto:smhall56@yahoo.com) to coordinate arrangements.

# *Conference Program App*

The Conference Program App is made available to anyone interested online for free well in advance of the conference and remains available for at least 90 days after the conference. The mobile Conference Program App is formatted for a web-based application. It includes information about conference events and sessions, acknowledgement of sponsors, advertisements, a map of the conference area, a map of the local area restaurants and attractions, and other pertinent information. Conference Program App advertising is an efficient way to reach conference attendees, network with music therapy colleagues, share special news, thank someone, recognize important milestones, and support the MWRAMTA and WRAMTA. All advertisements can be in full color! *Attendees frequently look through the app previous to the conference, throughout the three plus days of conference and even use it as a resource after they leave!*

## **Conference Program App Main Banner Ad**

The Main Banner Ad is prominently posted at the top of the screen and rotates every six seconds. Users can tap on your advertisement to view other resources within the app or on the web. An effective banner can drive traffic to your booth or website, increase industry visibility, and boost sales. Ten available. **\$300 each**

For a **\$100 fee**, we will create the banner for you.

**BOTH** of the following sizes are needed for the banner advertisement:

- 640x150 pixels. (PNG image files only)
- 552x150 pixels. (PNG image files only)

## **Conference Program App Featured Ad**

As a Featured Advertiser your company will be listed alphabetically in our Featured Ads section. Within the App menu, a user clicks on the Featured Ads icon. Advertisers are prominently listed in alphabetical order. Once a user clicks on your company's name they will be linked to a full screen display promotion provided by your company. This is a great opportunity to drive traffic to your website, feature specials, offer discounts, educate, and connect with conference participants. **\$100 each**.

We will need the following:

- Company Logo
- Business Name
- Downloadable PDF file (under 10 mb)

Advertisements for the Conference Program App must be submitted to **Susie Frey, Marketing Co-Chair** at [smhall56@yahoo.com](mailto:smhall56@yahoo.com) and **received no later than March 1, 2017**.

# *Silent Auction*

## **Silent Auction Donations**

Preparations are now underway for the first ever MWRAMTA/WRAMTA's Silent Auction. Don't miss out on being a part of our biggest fundraiser! The Silent Auction is an exciting opportunity for your donated item/service to be displayed and bid upon while conference attendees have the opportunity to network and shop. In exchange, you will receive excellent exposure and advertising to a variety of music therapists and other professionals from eighteen states. Your company name, address, phone number and donation will be listed in the Auction Brochure which will be distributed to our members prior to the Auction. You will also be recognized on the bid sheets at the Silent Auction.

Your generous donation to the Silent Auction will allow us to provide scholarships to music therapy interns, award professional development grants, educate local communities about the benefits of music therapy, provide music therapy services to local communities following natural disasters and tragic events and much more.

Bidding will take place on Friday, March 3, 2017 from 11:30am-12:45pm and Saturday, March 4, 2017 from 11:30a-1:00pm. All Silent Auction items will have a bid sheet promptly displayed nearby. The minimum starting bid will be listed on the top line of the Bid Sheet.

Your donation is tax deductible and we are happy to provide our Tax ID number upon request.

For Donors interested in contributing to the Silent Auction, please see the "Marketing Agreement" (page 9) and include a description of the donation/s as well as an expected retail value. Be sure to indicate how your donation/s will be coming to us (you'll ship them to us, we need to pick it up, or you will drop it off at the conference).

## *Conference Location & Information*

### **Omni Interlocken Resort**

500 Interlocken Boulevard

Broomfield CO 80021

Telephone: 303-438-6600

Web: <https://www.omnihotels.com/hotels/denver-interlocken>

- Room rates are only \$114.00 for 4 occupants plus tax.
- Reservations must be made by February 20, 2017. Be sure to mention you are with MWRAMTA or WRAMTA in order to ensure the great room rate!
- Complimentary wireless Internet in guestrooms, public areas, and function space.
- Two outdoor heated pools open year-round.
- Parking at the hotel is complimentary.



# MWRAMTA/WRAMTA MARKETING AGREEMENT

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

*As Authorized Agent for the above business, I agree to participate in the MWRAMTA/WRAMTA 2017 Annual Conference as noted below. I further agree to compensate MWRAMTA/WRAMTA as specified for this participation and accept the provisions of said participation. I agree to hold MWRAMTA/WRAMTA harmless in the event of cancellation of this conference for reasons that are beyond the control of MWRAMTA/WRAMTA*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **Sponsorships**

- Title Sponsor: \$5000
- Platinum Sponsor: \$2500
- Gold Sponsor: \$1000
- Silver Sponsor: \$750
- Bronze Sponsor: \$300

## **Advertisements** *Circle one where applicable*

- Bag Sponsor: \$200 / \$900
- Name Badge: \$200 / \$900
- Bag Insert: \$100

*Description:* \_\_\_\_\_

## **Exhibitor Tables**

- AMTA Member: \$100
- Non-AMTA Member: \$200

## **Conference App**

- Main Banner: \$300 (*You provide*) \$400 (*Let us design it for you!*)
- Featured Advertisement: \$100

## **Silent Auction**

- Silent Auction Donation \$ \_\_\_\_\_ (estimated retail value)

Description: \_\_\_\_\_

How will MWRAMTA/WRAMTA receive this item?

- It will be shipped to the address below prior to **March 13, 2017**
- A member of the local committee may pick it up (local only)
- Delivered to the conference prior to Opening Session on **March 16, 2017**

**Total Amount Paid:** \$ \_\_\_\_\_.

- Cash
- Check (***Please make your check payable to WRAMTA or Kevin Hahn***)
- Credit Card. For credit card payments, please go to <http://www.wramta.org/sponsors/>

*Terms: This contract is the only invoice/receipt that you will receive; however, you will be issued a donation letter from MWRAMTA/WRAMTA We do not bill for conference sponsorships, advertising, or exhibitor space. Please remit your payment in full with this form or pay online using a credit or debit card.*

**Mail Completed Form and Payment To:** Susie Frey, MWRAMTA/WRAMTA Conference Mktg Co-Chair  
2421 Chase Street, Edgewater, CO 80214 Tel: 303-995-5634 Email: [smhall56@yahoo.com](mailto:smhall56@yahoo.com)

*On behalf of the MWRAMTA and WRAMTA 2017 Annual Conference Committee, we sincerely thank you for your generous contribution of a monetary donation, product or service enhancing a successful conference for us all.  
Susie Frey & Margaret Rafferty, Marketing Co-Chairs, MWRAMTA*

For Office Use Only: Postmark Date:    /    /    Paid in Full: Yes No    Cash Check #    Notes:

MWRAMTA and WRAMTA are both 501(3)(c) organizations