

# AGO 2024 SAN FRANCISCO

JUNE 30 TO JULY 4



## ***YOUR GENEROSITY MAKES CONVENTION 2024 COME ALIVE!***

**On behalf of the Convention Steering Committee and members of the San Francisco and Palo Alto/Peninsula Chapters of the American Guild of Organists, we welcome you to the 2024 convention, June 30 to July 4.** Plan to enjoy an exhilarating week in San Francisco that celebrates your partnership and offers exposure to organists, artists, and the local music ecosystem. Concerts are spread throughout the Bay Area for maximum visibility of our shared work. We offer so many exciting engagement opportunities, from booths for exhibitors in an enhanced lounge-like exhibit floor to a variety of engagement opportunities in print, digital, and in person.

The vitality and longevity of organ music and organ practice are truly bolstered by this once-in-a-generation event. Our key themes for this year's convention are Diversity, the Environment, and Technology: living hallmarks of the Bay Area ecosystem that are reflected in the musical art that is made here. These themes are woven throughout the convention.

**We seek sponsors to make this event a powerful opportunity to support and uplift every organist.** We have selected eight composers who reflect the convention's themes to create new music. Of the eight commissioned composers, four are women, and six are Latinx or non-white. We split the commission budget equally between male and female composers. Artists include those born in every decade from the 1950s to the 1980s, and half of the selected composers currently live outside the United States.

All sponsors will be listed on our website, will be included in a variety of event materials, and will be highlighted on our social media channels. We will curate unique packages for our sponsors that focus on the exposure and recognition your support deserves. **We are expecting 1200 participants to attend the SF AGO 2024 Convention.** Our attendees are artists, players and teachers, educational institutions, and others within the organ industry. Many in the SF music scene will attend our public concerts and be exposed to your message, product, and services.

We invite you to partner with us to make the 2024 convention a success!

With Gratitude,

**Matthew Burt**  
SF AGO Steering Committee Chair

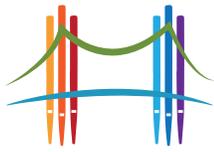
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For more information please reach out to our Steering Committee Chair, Matthew Burt at [chair@sago2024.org](mailto:chair@sago2024.org).

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*American Guild of*  
**ORGANISTS**



## SPONSORSHIP PACKAGES AND LEVELS

The San Francisco AGO Steering Committee is pleased to partner with you to bring the 2024 convention to life. Producing a convention of this caliber is a collective effort, and our sponsors are essential to the success and impact of the convention.

**We invite you to partner with us to bring world-class organ music to San Francisco!**

### Exclusive Event and Convention Leading Named Sponsorships

#### Grace Cathedral and St. Ignatius Concerts

Several named sponsorship opportunities are available to support the production of concerts in iconic spaces such as Grace Cathedral and St. Ignatius Church. Lead sponsors can curate their own recognition packages with many elements to create visibility and showcase gratitude for your engagement. Both concerts have public-facing showings with large audiences. Donors can support the underwriting of public tickets for the concert with recognition to local non-profit partner organizations for their generosity!

#### At \$25,000 - \$50,000, benefits include:

- Event Sponsor status for the concert and receptions
- Named recognition from the stage at all concerts at the venue for your organization
- Full-page display ad in program book
- Maximum exposure on the convention app, website, and registration page
- Presentation time from the Exhibit Hub stage on the exhibit floor
- Prominently displayed signage at each sponsored event and on the convention floor
- Social media exposure and press releases to local radio and print media

### Sponsor an International Artist, Commissioned work, Signature concert

#### At \$10,000 - \$25,000, some benefits include:

- Concert Sponsor status for the concert with signage at the concert venue
- Named recognition from the stage at the concert venue for your organization
- Half-page display ad in program book
- Prominent exposure placement on the convention app, website, and registration site

### Exhibit Hub Sponsorship Benefits

We are very thankful to offer the opportunity for in-person connection at our convention. Through sponsorship, you will obtain access to opportunities in the Exhibit Hub, from hosting day's end reception and gatherings, having a meet and greet with an artist and your team for convention attendees, to naming rights to the entire Exhibit Hub floor. We will feature a central area on the convention floor that offers attendees an opportunity to gather, hear presentations, and socialize, including a stage for entertainment.

***Naming Rights and Hub Event Sponsorship confer benefits that drive traffic to your booth and enhance your convention sales, recognition, and value!***

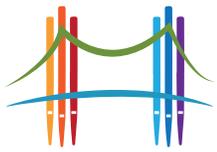
#### Opportunities include:

- \$25,000 | Run of Convention Sponsorship: your company name graces the entire Exhibit Hub floor with massive recognition and exposure throughout
- \$15,000 | Naming Rights for the Main Stage in the Exhibit Hub
- \$10,000 | Naming Rights for the Closing Reception
- \$ 5,000 | Late night Exhibit Hub Gathering Sponsorships (3 opportunities)
- \$3,500 | Branded Logo recognition on the Hotel Lobby hospitality table

### Reception and Hospitality Sponsorships

There is ample opportunity to become a named sponsor of one of our many receptions or social gatherings. This can be independent of an exhibit hall space or concert sponsorship or in addition to these sponsorships. Some examples include:

- Sponsor a Meet the Artist gathering in the Exhibit Hub \$1,000-\$2,500
- Sponsor Closing Reception Entertainment \$2,500 - \$5,000
- Lanyard sponsor \$4,500
- Selfie Station Sponsor \$6,000
- Cookie/Fruit Break station \$10,000
- Branded Hotel Keys \$7,500-\$10,000
- Tote Bags for all convention attendees \$12,000
- Digital Signage over escalators \$5,000-\$15,000



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## Let us curate a package of unique sponsorship opportunities for you!

### Exhibit Hub Sponsors receive many special benefits:

- Exhibit floor presentations, lectures, and information-sharing opportunities
- Enhanced Signage and recognition on pop-up banners around the convention center
- Spotlight opportunities, mentions during convention programming, during closing remarks at the end of each evening
- Special placement in the exhibit hall directory and printed materials
- Banner shout-outs to drive traffic to your booth on the conference app

All of our sponsorship packages come with a robust presence in our printed materials, website, marketing materials, convention app, and social media. How much exposure do you want? Let us curate a focused package that works for your organization.

## Print Materials

The primary print materials we use to ensure members access to information such as schedules, programming and convention events, signage, and more offer the opportunity to share your name with attendees. Our attendee list is composed of artists, players, teachers, educational institutions, and others that have a connection with the organ community.

- Printed convention program
- Concert programs
- Signage: Custom Banners, workshop, concert, and exhibit floor signage

## Let us tailor a print recognition program that works for your organization!

### TO LEARN MORE OR TO MAKE A DONATION:

Please contact **Brian Larsen**, Giving Committee Chair, via email at [donate@sfago2024.org](mailto:donate@sfago2024.org) or by phone at **650.485.9179**.  
Tax EIN: 94-6074578 | All gifts are tax deductible to the extent allowed by law.  
Please consult your tax advisor for more information.

## Marketing and Social Media

Members and non-members regularly visit the convention website to access information about the convention, including registration, accommodations, performers, venues, maps, exhibitors, sponsors, etc.

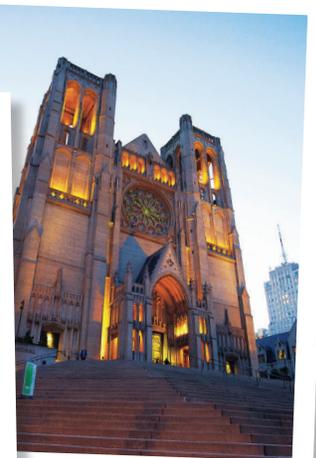
The mobile app (for iOS and Android devices) is becoming the standard tool for communicating with conference attendees. Information such as attendee schedules, maps, stoplists, and performer bios will be available via the app. More than 85% of attendees will download the app, and the app will be consulted over 50,000 times.

There is also the opportunity to have a presence on the Registration Website. All attendees will register online, and as they do, they will be exposed to your messaging. This opportunity begins as early as registration opens, set for Fall 2023. Social media offers another opportunity for widespread recognition of sponsorship.

- Social Media: boosted posts on Instagram and Facebook
- Registration platform exposure
- Convention App presence and banner advertising

## Workshop Sponsorship, \$600

This is a great opportunity for sponsorship recognition at a workshop. This includes name recognition in the program book for the specific workshop and acknowledgment at the workshop with signage and a mention from the podium.



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