

SPONSORSHIP OPPORTUNITIES

INDIANAPOLIS 2023

An abstract painting of a sunset over water. The sky is a mix of blue and orange, with a large, bright orange sun partially obscured by a dark, silhouetted structure. The water below is a deep blue, reflecting the colors of the sky. A diagonal yellow band runs from the top left to the bottom right, partially overlapping the painting and the text.

**M
A
X**

MIDWEST ARTS XPO

WELCOME TO

MAX

Heartland Performing Arts, Inc. brings together performing arts professionals to encourage innovation, create educational opportunities, strengthen touring relationships, and support arts advocacy throughout the central United States. The organization was founded by a coalition of agents, artists, and community arts leaders from 16 states in the Midwest and Mid-America region as a response to the discontinuance of the annual Arts Midwest Conference due to a shift in priorities by Arts Midwest, a regional arts service organization based in Minneapolis, Minnesota.

Heartland Performing Arts, Inc. will produce a new 4-day event called the Midwest Arts Xpo (MAX) which will take place in Indianapolis, IN September 2023 and 2024. In essence, a new version of the Arts Midwest Conference. The XPO will provide education and professional development, intergenerational mentorship for new colleagues, leadership training for mid-career professionals, empower community arts advocacy, and provide networking opportunities to connect artists, agents and arts organizations in both formal and informal settings.

SPONSORSHIP OPPORTUNITIES AND BENEFITS

<p>Founding Donor Circle for Heartland Performing Arts, Inc. and MAX</p>	<p>Spotlight as a Founding Donor in perpetuity highlighting a philanthropic commitment to strengthening creative communities by joining the Circle. Spotlight as a Founding Donor in front of thousands of attendees who will come from multiple states, representing hundreds of venues in communities both large and small. Logo/name placement on all printed materials, websites and social media outlets. Recognition at all conference events</p>	
<p>Major Sponsor 1 Available \$15,000</p>	<p>Opening Plenary Sponsor 90 second pitch/video at Opening Plenary Print ads 1 Registration Social Media Mention Email recognition 2 Artist day passes</p>	<p>Recognition at all conference events Early marketplace assignment- Booth Space included Digital & print brand recognition Nametag ribbon Thank you reception invitation Website Banner</p>
<p>Lead Sponsor 2 Available \$10,000</p>	<p>Networking Reception (one per Lead Sponsor) 90 second pitch at a major event Print ads 1 Registration Social Media Mention Email recognition 2 Artist day passes</p>	<p>Recognition at all conference events- Booth Space included Early marketplace assignment Digital & print brand recognition Nametag ribbon Thank you reception invitation</p>
<p>Gold Sponsor 4 Available \$5,000</p>	<p>Social Media Mention Email recognition Recognition at all conference events Early marketplace assignment</p>	<p>Digital & print brand recognition Nametag ribbon Thank you reception invitation</p>
<p>Silver Sponsor 7 Available \$2,500</p>	<p>Early marketplace assignment Digital & print brand recognition Nametag ribbon Thank you reception invitation</p>	
<p>Bronze Sponsor 9 Available \$1,000</p>	<p>Digital & print brand recognition Nametag ribbon Thank you reception invitation</p>	

MAX VISIBILITY BRANDING OPPORTUNITIES

<p>MAX Visibility Branding Opportunities \$3,000 - \$5,000</p>	<p>Opening Party Closing Party Keynote Speaker Sponsor Hyatt Elevator Window Clings - NEW! Hyatt Escalator Bank - NEW! Hyatt Lobby Water Wall Cling - NEW! Tote Bags (SOLD) Hall Snacks Key Cards Mobile App</p>	<p>1@ \$5,000.00 \$7,500.00 \$5,000.00 2@ \$5,000.00 2@ \$5,000.00 \$5,000.00 \$4,000.00 \$3,000.00 \$3,000.00 \$3,000.00</p>
<p>MAX Visibility Branding Opportunities \$1,000 - \$2,500</p>	<p>Notepads (SOLD) Nametags (SOLD) Hyatt Showcase Cash Bar Stations - NEW! Wi-Fi Booking Calendar Hyatt Morning Coffee Stations - NEW!</p>	<p>\$2,500.00 \$2,500.00 6@ \$1,500.00 \$1,250.00 \$1,200.00 5@ \$1,000.00</p>
<p>MAX Visibility Branding Opportunities \$500 - \$850</p>	<p>Marketplace Map Mints Pens Professional Development Sponsor Conference Support</p>	<p>3@ \$850.00 \$500.00 \$500.00 2@ \$500.00 \$500.00</p>

NEW! MAX VISIBILITY BRANDING OPPORTUNITIES

HYATT ESCALATOR
BANK



HYATT ELEVATOR
WINDOW CLINGS



HYATT LOBBY
WATER WALL CLING





Leadership. Innovative Problem Solving. Creating Community.

These are attributes that best describe the coalition of founding performing arts leaders who collectively came together to create this new organization. We hope you will consider becoming a sponsor and facilitate arts programming that will enrich thousands of communities in rural, suburban and urban Mid-America.

For Sponsorship Opportunities and Updates please contact:

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