



PODIUM 2024

OPEN VOICES, OPEN MINDS
VOIX LIBRES, ESPRITS OUVERTS

Sponsorship & Advertising

(647) 606-2467

info@choralcanada.org

www.podium2024.ca

Image: PODIUM 2018 in St. John's, NL

Photo by Paul Daly



OPEN VOICES,

..... *open minds*

Podium, Canada's national bilingual choral Conference and Festival, is the top meeting place for the Canadian choral and group singing arts sector and community.

Choral Canada and Alliance chorale du Québec will co-present this multi-day celebration from May 16-19, 2024, in Tiohtià:ke/Montréal, on the unceded traditional territory of the Kanien'keha:ka, as well as online through our conference app. Podium will bring together hundreds of delegates and thousands of singers and audience members from across the country and beyond who are passionate about group singing.

Held every 2 years since 1982 in a different location across the country, each Podium is unique and shaped by the many individuals who come together to plan this exceptional event of music, networking, knowledge sharing, and community building. After having to cancel the planned 2020 Podium due to the pandemic, presenting partners Choral Canada and Alliance chorale du Québec are excited to finally host Podium in Montréal for the first time and only the second time in the province of Québec (PODIUM 1996 was in Quebec City).

PODIUM 2024's slogan 'Open Voices, Open Minds' reflects a celebration of the full return to group singing in all its forms. Key themes will look to the future of group singing, including, but not limited to, the role of the choral arts in important topics such as social justice, climate change action, diversity, and inclusion.

We will create a fun, welcoming, and bilingual atmosphere where both anglophones and francophones can fully participate in all of PODIUM 2024's activities together. We are working to ensure all those who wish to participate in PODIUM 2024 feel that they are included and can access this national gathering in a variety of ways.



In recognition of your contribution, each package includes a combination of benefits designed to maximize your interactions throughout the event.

ENGAGE with our conference delegates attending the conference in person at the Delta Hotels by Marriott Montreal or with the many virtual delegates we will also be hosting via our Webex Events digital conference app.

Bring your business to the busy Exhibitor Marketplace, centrally located in a high-traffic area of the venue where all in-person delegates will gather throughout the conference. Opportunities to engage with virtual delegates via the conference app with video calls, drop-in video meeting spaces, and a virtual marketplace walk-through will expand the Marketplace reach beyond Montréal.

Leverage brand VISIBILITY to both conference delegates and festival audience members, prior to the four-day event and during Podium itself.

PODIUM 2024 will offer advertising opportunities on Conference website pages and link directly to the box office with great visibility for Festival concert sponsors. Our digital conference platform allows us to include branding opportunities and easily highlight sponsorships. Advertising in our focused Conference and Festival programs will speak directly to the attendees. Dedicated social media posts can reach beyond Podium to the wider Canadian choral community.

Sponsors can also benefit from ACCESS to the Conference, Festival concerts and other supporting events.

Use this as an opportunity to speak directly with our delegates and to learn what is important to them. Attend the Festival concerts that your organization is supporting and join us in celebrating the immense talent and variety of choral music and group singing in Canada.

The packages listed in the following pages are ideas and conversation starters. You may have other thoughts on what has worked well in the past; we would love to hear them and look forward to working with you!



Meghan Hila
Executive Director, Choral Canada
info@choralcanada.org



Roxanne Croteau
Executive Director, Alliance chorale du Québec
dg@chorales.ca

PODIUM IN NUMBERS...

2,500+
CONCERT
ATTENDEES

2,000+
SINGERS
PERFORMING

450+
IN-PERSON &
ONLINE
DELEGATES

100+
VOLUNTEERS

80+
CHOIRS &
SINGING GROUPS

50+
LECTURES &
WORKSHOPS

HIGHLIGHTS

- 🍁 Incredible CONCERTS in the afternoon and evening
- 🍁 FREE public choral events throughout downtown Montréal
- 🍁 IN-PERSON Exhibitor Marketplace
- 🍁 CRITICAL CONVERSATIONS (featured panel discussions)
- 🍁 CONDUCTING MASTERCLASSES for emerging conductors
- 🍁 CLOSING GALA with SPECIAL INTERNATIONAL GUEST CHOIR
- 🍁 CONFERENCE APP and VIRTUAL Exhibitor Marketplace

OVERVIEW

\$15,000	LEADING SPONSOR (1 Festival and 1 Conference)
\$7,500	PREMIUM SPONSOR (2 available)
\$4,500	<i>CHOIRBURST</i> SPONSOR (2 available)
\$3,500	CLOSING RECEPTION SPONSOR (2 available)
\$3,000	GOLD SPONSOR (4 available)
\$2,000	VIRTUAL CONFERENCE DAILY SPONSOR (4 available)
\$1,500	FESTIVAL CONCERT SPONSOR (7 available)
\$650	COFFEE BREAK SPONSOR (5 available)
\$500	CONNECTIONS SERIES SPONSOR (3 available)
\$500	POP-UP CONCERTS SPONSOR (10 available)

Co-Presenters

Choral Canada and Alliance chorale du Québec (ACQ)

Hotel Partner

Delta Hotels by Marriott Montreal

Staff Team

Meghan Hila – Executive Director, Choral Canada

Roxanne Croteau – Executive Director, Alliance chorale du Québec

Ryan Doyle Valdés – PODIUM 2024 Project Manager

Marie-Claire Fafard-Blais – Project & Comms Coordinator, Alliance chorale du Québec

Colin Frotten – Program and Communications Manager, Choral Canada

Clémence Modoux - Youth Programs Coordinator, Alliance chorale du Québec

Donald Roussel – Administrative Assistant, Alliance chorale du Québec

Volunteer Planning Committee

Co-Chairs: Louis Babin and Régis Rousseau

Susan Astington, Irène Brouillette, Andrée Dagenais, Bruno Dufresne, Judith Edmison, Laurier Fagnan, Marlène Gosselin, Leo Li, Yifan Liu, John Guzik, Bruce Mullock, Nayda Navas, Jocelyne Rancourt, Marie-Claire Saindon and Lorenzo Somma.

LEADING SPONSOR

ENGAGEMENT BENEFITS

- **Welcome speech at Choral Canada's Pre-Podium Exclusive Cocktail Party**
 - Opportunity to network with featured guests and Choral Canada members
- **Welcome speech at PODIUM 2024's Closing Gala**
 - Network with PODIUM delegates and members of the public at the final event
- **Exhibitor Marketplace**
 - Complimentary in-person booth (1 x 6' table) with access to in-person delegates for the duration of the conference
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Title Sponsor** of the CONFERENCE -or- FESTIVAL
- **Logo placement** on Podium volunteer t-shirts -or- delegate tote bag
- **Top logo placement** on all print materials and website
- **Full-page colour advertisement** in CONFERENCE and FESTIVAL programs
- **2 x web banner advertisement** (with link) on podium2024.ca
- **1 x banner advertisement** (with link) 950x380px on CONFERENCE app
- **1 x dedicated email newsletter** to all members and e-newsletter subscribers of both co-presenters (prepared by sponsor, bilingual EN/FR)
- **2 x dedicated social media posts** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in every CONFERENCE delegate bag
- **1 x insert/give-away** to include in every FESTIVAL program

ACCESS BENEFITS

- **2 x complimentary delegate registration passes**
- **4 x complimentary tickets** to the CONFERENCE Closing Reception
- **4 x complimentary FESTIVAL passes** (includes access to all FESTIVAL Concerts)

See advertising specifications and submission details on page 16.

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\$15,000
2 opportunities available

PREMIUM SPONSOR

ENGAGEMENT BENEFITS

- **Exhibitor Marketplace**
 - Complimentary in-person booth (1 x 6' table) with access to in-person delegates for the duration of the conference
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Verbal recognition** as a sponsor at all CONFERENCE and FESTIVAL events
- **Logo placement** on Podium volunteer t-shirts -or- delegate tote bag
- **Premium logo placement** on all print materials and website
- **Full-page colour advertisement** in CONFERENCE program -or- FESTIVAL program -or- SONGBOOK
- **1 x web banner advertisement** (with link) on podium2024.ca
- **1 x banner advertisement** (with link) 950x380px on CONFERENCE app
- **1 x dedicated email newsletter** to PODIUM delegates (prepared by sponsor, bilingual EN/FR)
- **2 x dedicated social media posts** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in every CONFERENCE delegate bag

ACCESS BENEFITS

- **1 x complimentary delegate registration pass**
- **2 x complimentary tickets** to the CONFERENCE Closing Reception
- **2 x complimentary FESTIVAL passes** (includes access to all FESTIVAL Concerts)

See advertising specifications and submission details on page 17.

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\$7,500
2 opportunities available

CHOIRBURST SPONSOR

ENGAGEMENT BENEFITS

- **Exclusive Featured Sponsor**
 - Only sponsor on-site; provided with 1 x 6' table (managed by sponsor) for branded materials and engaging with hundreds of choristers and visiting public
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking, and virtual meetings

VISIBILITY BENEFITS

- **Verbal recognition** as a sponsor at all Choirburst events
- **Premium logo placement** on all Choirburst print materials and website
- **Logo placement** on all Podium Conference and Festival print materials and website
- **Half-page colour advertisement** in CONFERENCE program -or- FESTIVAL program -or- SONGBOOK
- **1 x web banner advertisement** (with link) on podium2024.ca
- **1 x dedicated social media posts** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in delegate registration package

ACCESS BENEFITS

- **1 x complimentary delegate registration pass**
- **2 x complimentary tickets** to the CONFERENCE Closing Reception
- **2 x complimentary FESTIVAL passes** (includes access to all FESTIVAL Concerts)

See advertising specifications and submission details on page 16.

..... **\$4,500**

2 opportunities available (1 Saturday and 1 Sunday)

CLOSING RECEPTION

ENGAGEMENT BENEFITS

- **Network with PODIUM delegates** and members of the public at the final event
- **1 x 6' table** provided for branded materials, managed by sponsor
- **Prominent space provided for pop-up banners** and sponsor signage
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Logo placement** on all print materials and website
- **Full-page black & white advertisement** in CONFERENCE -or- FESTIVAL program
- **1 x web banner advertisement** (with link) on podium2024.ca
- **1 x banner advertisement** (with link) 950x380px on CONFERENCE app
- **1 x dedicated social media post** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in delegate registration package
- **Branded materials/take-aways** prominently displayed at the event

ACCESS BENEFITS

- **2 x complimentary tickets** to the CONFERENCE Closing Reception
- **2 x complimentary tickets to a FESTIVAL Concert** of your choice

See advertising specifications and submission details on page 17.

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\$3,500

2 opportunities available

GOLD SPONSOR

ENGAGEMENT BENEFITS

- **Exhibitor Marketplace**
 - Complimentary in-person booth (1 x 6' table) with access to in-person delegates for the duration of the conference
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Logo placement** on all print materials and website
- **1/2 page B&W advertisement** in CONFERENCE -or- FESTIVAL program
- **1 x web banner advertisement** (with link) on podium2024.ca
- **1 x banner advertisement** (with link) 950x380px on CONFERENCE app
- **1 x dedicated email newsletter** to PODIUM delegates (prepared by sponsor, bilingual EN/FR)
- **2 x dedicated social media posts** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in delegate registration package

ACCESS BENEFITS

- **1 x complimentary delegate registration pass**
- **2 x complimentary tickets** to the CONFERENCE Closing Reception
- **2 x complimentary FESTIVAL passes** (includes access to all FESTIVAL Concerts)

See advertising specifications and submission details on page 16.

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\$3,000
4 opportunities available

(daily sponsor)

VIRTUAL CONFERENCE

ENGAGEMENT BENEFITS

- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

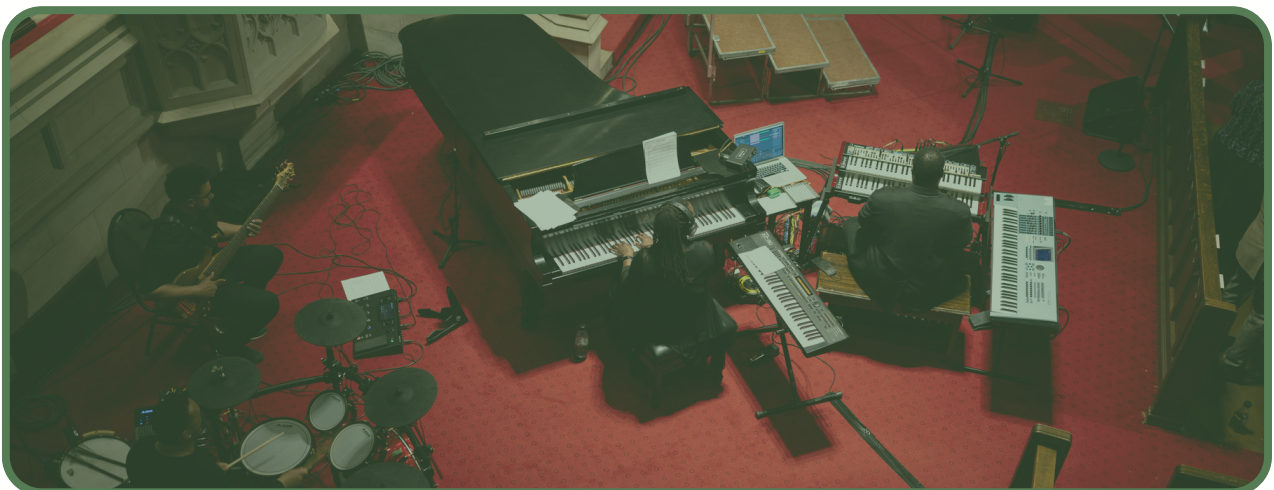
VISIBILITY BENEFITS

- **Logo placement** at the beginning and end of each virtual session recording
- **Logo placement** on all print materials and website
- **1 x banner advertisement** (with link) 950x380px on CONFERENCE app
- **2 x dedicated social media posts** (prepared by sponsor, bilingual EN/FR)
- **1 x insert/give-away** to include in delegate registration package
- **2 x push notifications** sent to all delegates on the day via conference app acknowledging the daily sponsor

ACCESS BENEFITS

- **3 x complimentary virtual conference delegate passes**

See advertising specifications and submission details on page 17.



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\$2,000

4 opportunities available

FESTIVAL CONCERT

ENGAGEMENT BENEFITS

- **1 x 6' table** provided for branded materials, managed by sponsor
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Listed as Concert Sponsor** on concert listing web page and conference agenda
- **Verbal recognition** at the beginning of the sponsored concert
- **Prominent logo banner placement** at the concert (provided by sponsor)
- **1/2 page B&W advertisement** in FESTIVAL program (artwork provided by sponsor)
- **Logo placement** on all print materials and website

ACCESS BENEFITS

- **2 x complimentary tickets** to the sponsored concert

See advertising specifications and submission details on page 16.



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\$1,500

7 opportunities available

COFFEE BREAK

ENGAGEMENT BENEFITS

- **1 x 6' table** provided for branded materials, managed by sponsor
- Answer questions and connect with delegates
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Logo placement** on coffee break signage
- **Branded coffee break notification** sent to all CONFERENCE delegates via digital conference platform
- **Branding on the Podium schedule** (eg. Morning Break sponsored by Company A)

See advertising specifications and submission details on page 17.



..... **\$650**

5 opportunities available

CONNECTIONS SERIES

ENGAGEMENT BENEFITS

- **1 x 6' table** provided for branded materials, managed by sponsor
- Answer questions and connect with delegates and Connection Series participants
- Sponsor representative gives 1-minute opening remarks
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Logo placement** on Connection Series signage
- **Branded Connection Series notification** sent to all CONFERENCE delegates via digital conference platform
- **Branding on Podium schedule** (eg. Connection Series sponsored by Company A)

See advertising specifications and submission details on page 16.



..... **\$500**

3 opportunities available

POP-UP CONCERTS

ENGAGEMENT BENEFITS

- Sponsor representative gives 1-minute opening remarks
- Sponsor representative welcome to distribute branded materials to attendees
- Sponsor representative available to answer questions and connect with attendees
- **Virtual Sponsor Booth on Conference App**
 - Includes opportunities for customized calls-to-action, links, engagement, networking and virtual meetings

VISIBILITY BENEFITS

- **Logo placement** on pop-up concert signage
- **Branded pop-up concert notification** sent to all CONFERENCE delegates via digital conference platform
- **Branding on the Podium schedule** (eg. Pop-Up sponsored by Company A)

See advertising specifications and submission details on page 17.



..... **\$500**

10 opportunities available

ADVERTISING

Advertising in the **PODIUM 2024 Conference program, Songbook, website** and/or **conference app** provides direct access to hundreds of individuals who work, learn, and participate in the Canadian choral arts sector and community. To access a broader audience that includes choristers from across the country as well as local choral enthusiasts, advertising opportunities are available in the **PODIUM 2024 Festival Program** and on the **PODIUM 2024 website**.

Placement and Specifications	Rates (all rates are subject to 14.975%)		
	Member/ Exhibitor Rate	Non- Exhibitor/ Non- Member Rate	Montreal Tourism Business Rate**
PRINT AND DIGITAL PROGRAM ADVERTISING			
Receive a 20% discount when you purchase an ad of the same dimension in two or more publications: CONFERENCE, FESTIVAL, or SONGBOOK.			
Outside back cover (colour, 8.5x11, full bleed)*	\$620	\$920	\$620
Inside front or back cover (colour, 8.5x11, full bleed)*	\$520	\$770	\$520
Full page (black & white 7.5x10)	\$420	\$620	\$420
Half page vertical (black & white 3.625x10)	\$320	\$470	\$320
Half page horizontal (black & white 7.5x4.875)	\$320	\$450	\$320
Quarter page vertical (black & white 3.635x4.875)	\$220	\$320	\$220
WEB ADVERTISING			
Full Banner (full colour, with link, 820 px wide x 150 px tall)***	\$275/month		
1/2 Banner (full colour, with link, 400 px wide x 150 px tall)***	\$175/month		
CONFERENCE APP ADVERTISING			
Banner (full colour, with link, 950 px wide x 380 px tall)	\$300	\$450	\$300

* Available only if not reserved as part of a sponsorship package.

** Community businesses can access this rate by offering an incentive to delegates. Incentives could include a PODIUM delegate discount or other promotion.

*** Limited number of ads available.

ADVERTISING (continued)

Submission Details

- CONFERENCE and FESTIVAL programs will be printed and available in digital format for both delegates (CONFERENCE program) and the public Festival audience (FESTIVAL program).
- The SONGBOOK will be provided in digital format.
- Ads should be forwarded by email to podium@choralcanada.org. You will receive confirmation of receipt within 1 week of submission. If you don't hear from us, please follow up as your ad may not have been received.
- Please send your files in the following formats:
 - Print files: save as high resolution minimum 300 dpi and send as PDFs.
 - Digital ads: save as 72 dpi resolution in RGB colour space (not CMYK), and send as .JPG or .PNG file
- Please ensure your fonts and hyperlinks are embedded in the PDF files.
- If you have a pre-existing ad you would like to use but that does not match the exact specifications above, please contact us at podium@choralcanada.org – we may be able to find a solution.

**The deadline for purchasing advertising space
AND to submit your artwork is **March 31, 2024.****





PODIUM

**CONGRÈS ET FESTIVAL CHORAL
CHORAL CONFERENCE & FESTIVAL**

TIOHTIÀ:KE · MONTRÉAL, QC
16 AU 19 MAI · 2024 · MAY 16-19



**For more information and to book your
sponsorship and/or advertising:**

Meghan Hila

Executive Director, Choral Canada

(647) 606-2467

info@choralcanada.org

230 St. Clair Avenue West, Toronto, ON M4V 1R5



Choral Canada
Canada Choral



ALLIANCE CHORALE
DU QUÉBEC
Plus de voix, plus d'harmonie

Québec 



Canada Council
for the Arts | Conseil des arts
du Canada

FONDATION
SOCAN
FOUNDATION