



C A A C A A

Sponsorship Packages

**PROMOTE VISUAL
ART AND DESIGN
INTO THE 21ST
CENTURY WITH
CAA.**

**SPONSOR
THE LEADING
ORGANIZATION
FOR VISUAL ARTS
PROFESSIONALS
AND HIGHER
EDUCATION.**

All sponsor packages can be customized to your organization's specific needs.

About CAA

CAA is the preeminent leadership organization in the visual arts serving a global community of artists, designers, and scholars. Since our founding in 1911, CAA has been at the forefront of progressive ideas, advocating for marginalized groups and underserved communities, promoting diverse research and multidisciplinary artistic practices, and expanding access and opportunities for academics and artists.

The Annual Conference, an internationally recognized program, has been the primary venue for CAA's advocacy for more than 100 years. Each year the leaders in the field present their newest research and the ideas and practices cultivated and presented by CAA members have helped lead to cutting-edge policies in academia and beyond.



exchange ideas

build community

The CAA Annual Conference is the largest gathering of arts professionals in the world. Individuals and representatives of arts organizations from across the globe gather each year to exchange ideas and build community.

Conference attendees are art historians, visual artists, teachers, curators, students, designers, scholars, educators, publishers, and arts administrators who have meaningful connections to CAA and the conference; they got their first job offer from interviewing at CAA, received their first book deal, attended a discussion that opened their eyes to new ways of teaching or new methods of research, or they participated in a workshop and gained new skills in art making. Our international community gathers each year to learn and grow. The CAA Annual Conference offers something for everyone.

As of 2022, the Annual Conference has been re-envisioned, with in-person, virtual, and recorded content. Providing content both virtually and in person reduces the carbon footprint of the conference, expands access and affordable options for participation, and provides participants with an opportunity for in-person networking and community building.

Content reflects the vast scholarship and practice of CAA members and includes an impressive number of sessions focusing on climate change, women-centered topics and issues, and social justice issues. The CAA Annual Conference empowers our members to exchange ideas and build community; the sessions allow participants to engage in conversations that redefine and expand the field by adding new voices and perspectives. As an organization, CAA emphasizes promoting diversity, inclusion, and accessibility, a pursuit that drives our work. Supporting and connecting professionals in the arts is at the heart of our mission.

SPONSORSHIPS FOR ORGANIZATIONS PARTICIPATING AS EXHIBITORS IN THE ANNUAL CONFERENCE BOOK AND TRADE FAIR

For organizations promoting publications, products, programs, or services, the Platinum, Gold, and Silver Sponsorship packages provide maximum visibility and engagement with CAA's highly dedicated membership during the conference. A combination of high visibility and communications benefits ensures everyone at the conference will take notice of your organization's support for CAA.

PLATINUM SPONSORSHIP

\$15,000

\$14,000 of the sponsorship goes toward exhibit sponsorship at the Annual Conference. \$1,000 is a tax-exempt donation to CAA to be used for support of conference attendance through the CAA Pay It Forward conference registration program.

The following benefits are included as part of the sponsorship package:

- Two (2) standard exhibit booths in prime location. Prominent placement with proximity to the entrance of the Exhibit Hall.
- Six (6) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- One (1) dedicated email to CAA full membership. Sponsor will select the date and content of the email, text of up to 300 words with an image, content subject to approval by CAA staff.
- Four (4) notifications on social media. Social media mentions can take place anytime leading up to or during the conference, content subject to approval by CAA staff.
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene. CAA will publicize to its members a call for participation so interested individuals may respond directly to the sponsor for details and schedule.
- One (1) 8-week-long sponsor tile ad on the Annual Conference website. Web ad displayed on Annual Conference website. 30% discount with our advertising network on conference packages across CAA platforms.
- Acknowledgment in CAA executive director's convocation speech.
- Prominent logo placement on Annual Conference website. Sponsor's logo on colleart.org conference sponsor page from October through March.
- Prominent logo placement on Exhibit Hall signage. Inclusion of Sponsor's logo on signage at the entrance to the Book and Trade Fair.
- Prominent logo placement in frontmatter of printed Conference Guide (if available). Inclusion of Sponsor's logo on the introductory page of the Conference Guide distributed to all on-site conference registrants.

ADDITIONAL PLATINUM SPONSORSHIP VIRTUAL CONFERENCE BENEFITS

- An online exhibit booth with prominent placement.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app with a link to your website.



GOLD SPONSORSHIP

\$12,000

\$12,000 goes toward exhibit sponsorship at the Annual Conference.

The following benefits are included as part of the sponsorship package:

- Two (2) standard exhibit booths in prime location. Prominent placement with proximity to the entrance of the Exhibit Hall.
- Six (6) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- Prominent logo placement in frontmatter of printed Conference Guide (if available). Inclusion of Sponsor's logo on the introductory page of the Conference Guide distributed to all on-site conference registrants.
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene. CAA will publicize to its members a call for participation so interested individuals may respond directly to the sponsor for details and schedule.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media.

ADDITIONAL GOLD SPONSORSHIP VIRTUAL CONFERENCE BENEFITS

- An online exhibit booth with prominent placement.
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app with a link to your website.

SILVER SPONSORSHIP

\$8,000

\$8,000 goes toward exhibit sponsorship at the Annual Conference.

The following benefits are included as part of the sponsorship package:

- One (1) standard exhibit booth in prime location.
- Prominent placement with proximity to the entrance of the Exhibit Hall.
- Four (4) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- Prominent logo placement in frontmatter of printed Conference Guide (if available). Inclusion of Sponsor's logo on the introductory page of the Conference Guide distributed to all on-site conference registrants.
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene. CAA will publicize to its members a call for participation so interested individuals may respond directly to the sponsor for details and schedule.

ADDITIONAL SILVER SPONSORSHIP VIRTUAL CONFERENCE BENEFITS

- An online exhibit booth with prominent placement.
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app with a link to your website.

OPERATIONAL AND PROGRAM SPONSORSHIPS DESIGNED FOR HIGH-LEVEL SUPPORT OF CAA PRIORITIES

Operational and program sponsorships directly support key, ongoing development and programming. Your support furthers CAA's operational growth, sustains longstanding major program features, and strengthens future development while providing you with maximum visibility, broad engagement and a key part in CAA's legacy as the leading authoritative source for visual art professionals and higher education.

TECHNOLOGY SPONSORSHIP ***(price variable, \$50k+)***

Join CAA's strategic repositioning by supporting major upgrades and the acquisition of new technological infrastructure. Promote art and design with CAA as we implement a multiyear transformation that will strengthen and grow the evolving priorities of the professional membership. Technology platforms, digital tools, along with communication applications, are a key to sustaining CAA far into the 21st century. Your sponsorship will support the continued primacy of CAA's position as the leading authority and source for visual art professionals and higher education.

The following benefits are included as part of the sponsorship package:

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each Annual Conference session.
- One (1) promotional item for distribution at the Annual Conference. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- Six (6) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- Two (2) dedicated sponsor emails to CAA full membership (can be used throughout the year). Sponsor will select the date and content of the email, text of up to 300 words with an image, content subject to approval by CAA staff.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media.
- Your logo on the conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app (if available) with a link to your website.
- Acknowledgment in CAA executive director's convocation speech.

CONVOCATION SPONSORSHIP

\$30,000

CAA's Annual Conference convocation brings the membership together to highlight some of the most notable recent achievements and events in this official start to the Annual Conference. Distinguished members are formally recognized, a prominent member of the profession provides the keynote address, and the executive director delivers an overview of the year's progress with an eye to future goals. Your sponsorship directly supports this celebratory anthology of achievements in one of the most highly attended events of the Annual Conference.

The following benefits are included as part of the sponsorship package:

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each Annual Conference session.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media.
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app (if available) with a link to your website.
- Acknowledgment in CAA executive director's convocation speech.
- Option to have your organization's promotional materials displayed at a reception hosted before or after convocation for VIP guests (if available).



ANNUAL ARTIST INTERVIEWS SPONSORSHIP

\$30,000

Outside of convocation, this interview series draws the largest crowds at the Annual Conference. Past interviewees include Judy Baca, Judith Bernstein, Guadalupe Maravilla, Julie Mehretu, Yoko Ono, Catherine Opie, William Pope.L, and many others. Your sponsorship directly supports this recognition of the highest level of artistic practice and education.

The following benefits are included as part of the sponsorship package:

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each the Annual Artist Interviews.
- Six (6) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app with a link to your website.
- Acknowledgment in introduction to the Annual Artist Interviews sessions.

DISTINGUISHED SCHOLAR SESSION SPONSORSHIP

\$30,000

One of the longest-standing panels at CAA, the Distinguished Scholar Session recognizes a leader in the field of art history. Past honorees include Rosalind Krauss, Linda Nochlin, Kaja Silverman, and Leo Steinberg, among many others. Your sponsorship directly supports this remarkable session, showcasing the highest level of achievement in visual art research and education.

The following benefits are included as part of the sponsorship package:

- Your logo featured on a slide acknowledging your sponsorship presented at the start of the Distinguished Scholar Session.
- Six (6) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) promotional item for distribution. Sponsor may include one item to be distributed on-site to conference attendees and press contacts.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app (if available) with a link to your website.
- Acknowledgment in introduction to Distinguished Scholar Session.

ANNUAL CONFERENCE APP SPONSORSHIP

\$20,000

Support one of the conference's most popular and frequently used communication channels. The Annual Conference app is the go-to source for conference attendees seeking the latest up-to-the-minute information and program updates. Through support of the mobile app, you gain some of the widest visibility with conference attendees during the sessions.

The following benefits are included as part of the sponsorship package:

- Your logo featured prominently throughout the conference mobile app.
- Four (4) conference registrations. All-access conference registration grants the bearer access to all sessions and Book and Trade Fair.
- One (1) dedicated email to CAA full membership. Sponsor will select the date and content of the email, text of up to 300 words with an image, content subject to approval by CAA staff.
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal.
- Four (4) notifications on social media
- Your logo on the Annual Conference website with a link to your website.
- Your logo in the sponsor section of Annual Conference app with a link to your website.



Conference Facts & Figures at a Glance:

Virtual 2021

300+ virtual sessions during the 2021 CAA Annual Conference in February 2021

~10,000 session views

Approximately 85% of attendees were US-based

The majority of CAA's conference attendees were between the ages of 22 and 49

Approximately 2/3 of CAA's ~7,000 members were women

80% of attendees to the Annual Conference were satisfied or very satisfied

In-person Chicago 2020

300+ panels at 2020 CAA Annual Conference in Chicago, February 12–15, 2020

~3,500 total attendees

30+ professional development workshops open to the public

40+ roundtable discussions open to the public

Approximately 250+ Pay-as-You-Wish attendees

51% of CAA attendees spent more than \$1,000 at the 2020 Annual Conference

Economic Impact of the in-person component:

CAA 2020 in Chicago:

Generated an estimated \$5.6 million in total impact

Generated an estimated \$275,000 in local taxes

Supported 1,200 jobs

Source: Choose Chicago

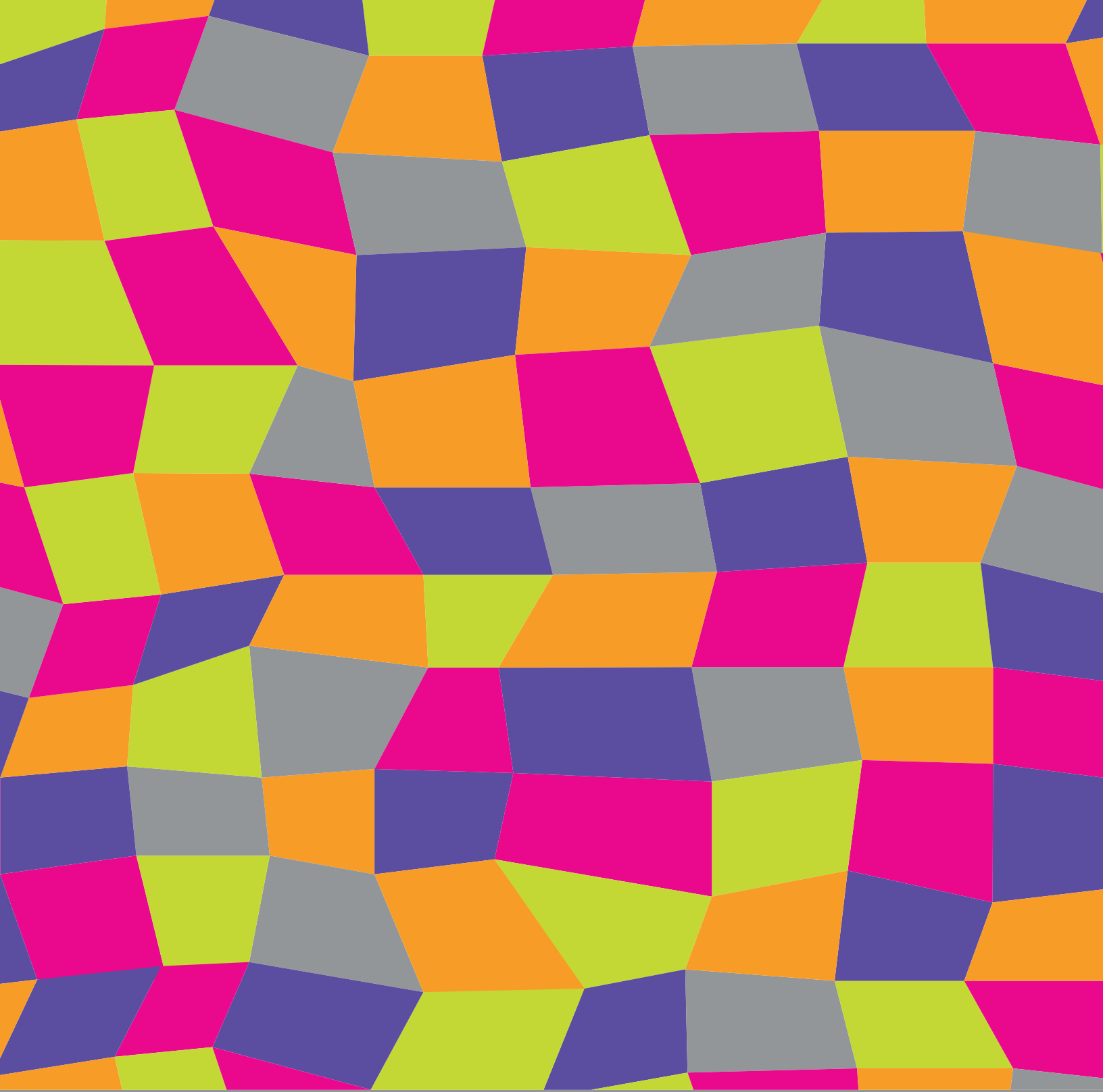
CAA 2019 in New York City:

Generated an estimated \$8 million in total impact

Generated an estimated \$450,000 in local taxes

Supports 1,400 jobs

Source: NYC & Company/Destinations International Event Impact Calculator



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**Advancing
Art&Design**