

# APAP | NYC

January 9 - 13, 2026



Elda Almeida at globalFEST at APAP|NYC 2025  
(Adam Kissick/APAP)

## SPONSORSHIP OPPORTUNITIES

# APAP|NYC 2025 IN REVIEW

- 3,081 attendees
- 34 Countries, 5 Continents, and 50 U.S. States represented

Five days of:

- 800+ showcase performances
- 317 exhibitors and
- 25 learning, discovery, informational and networking sessions

Works & Process at the Guggenheim at APAP|NYC 2025  
(Adam Kissick/APAP)



# APAP|NYC

**For nearly 70 years, performing arts professionals—the majority of them decision-makers—have converged annually at the APAP conference. Today, APAP|NYC is the leading global gathering of the performing arts presenting, booking, and touring industry.**

A community of leaders, building connections and driving commerce, learning across generations and functions, and discovering new artists, with a commitment to diversity, equity, accessibility, and inclusion—that is APAP!

**Engage as a sponsor and maximize your exposure to the performing arts at the annual conference and year-round.**

**We will work with you to design a program to accomplish your marketing goals and build brand awareness.**

To reserve your sponsorship, contact us at [sponsorship@apap365.org](mailto:sponsorship@apap365.org).



# Sponsorship Opportunities

<b>SUSTAINING</b> <b>\$10,000</b> Opening Plenary The APAP Honors Breakfast Networking Lounge Wifi/Lanyards Opening Reception Closing Plenary and Breakfast Discovery Zone	<b>SUPPORTING</b> <b>\$5,000</b> Conference Daily Email Accessibility Coffee Stations (five available) Coat Check	<b>CONTRIBUTING</b> <b>\$2,500</b> Volunteer T-Shirt Media Wall Video (five 30-second spots available) Charging Station (four available)	<b>PARTICIPATING</b> <b>\$1,500</b> Advertising Bundle Signage Bundle
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*Sponsors select one of the above options based on their sponsorship level.*

Additional Sponsorship Benefits	SUSTAINING (\$10,000)	SUPPORTING (\$5,000)	CONTRIBUTING (\$2,500)	PARTICIPATING (\$1,500)
Verbal thanks from stage during Opening Plenary	X	X	X	X
Recognition on opening slides at each plenary session	X	X	X	X
Logo with link in the sponsor section of the conference website	X	X	X	X
Logo rotation in sponsor carousel on conference landing page	X	X	X	X
Logo on conference online platform	X	X	X	X
Logo in rotation on Hilton media wall	X	X	X	X
Organization name and link in Conference eNews (October - January)	X	X	X	X
Logo and organization link on Interactive Conference Map	X	X	X	
One full conference registration	X	X		
Banner ad or video on conference online platform	X	X		
Banner logo on Interactive Conference Map	X	X		
Priority exhibitor listing on Interactive Conference Map	X			
Tile ad on APAP website (8 available/while supplies last)	X			
One sponsored email to APAP membership	X			
Recognition during selected recorded (year-round) event	X			
Complimentary conference EXPO booth/space/logo inclusion	X			
Access to Hilton Hospitality Suite	X			
Invitation to Conference VIP event as guest of APAP CEO	X			
One year of complimentary APAP membership	X			
One banner ad in Conference eNews OR Two banner ads in Spotlights Member eNewsletter				X*
Selected conference signage and placement				X*

\*Participating Sponsors select either Advertising Bundle or Signage Bundle.

# Sustaining Sponsor

**\$10,000**

Sustaining Sponsors choose one of the following exclusive options:

## Opening Plenary Sponsor

As the exclusive Opening Plenary Sponsor, you will be recognized live by the session host and have the opportunity to promote your brand with a 60-90 second video. Be the first sponsor highlighted by sponsoring our opening event!

## Opening Reception Sponsor

An exclusive sponsorship of this dynamic networking event includes your logo projected and sponsor graphics displayed, and the opportunity to promote your brand with a 60-90 second video. See and be seen at this exciting kick-off celebration!

## The APAP Honors Breakfast Sponsor

As the exclusive sponsor of this popular annual ceremony, you will be recognized live by the session host and sharing a 60-90 second video. Spotlight your brand while we spotlight the outstanding achievements of our peers in the performing arts!

## Networking Lounge Sponsor

Help attendees connect at the APAP|NYC conference with an exclusive sponsorship of the APAP Networking Lounge! Located next to the Grand Ballroom, this hot spot is a great place to showcase your brand.

## Wifi/Lanyards Sponsor

This exclusive sponsorship of two conference essentials makes for a winning combo! Plus, your name will be featured in digital communications and throughout the conference.

## Closing Plenary and Breakfast Sponsor

This exclusive sponsorship includes you being recognized live by the session host and sharing a 60-90 second video. This event is the conference's grand finale, full of reflection and gratitude. Let us thank you for sponsoring this event!

**(continued on next page)**

## Discovery Zone Sponsor

The Discovery Zone in the EXPO Commons is the hot new space dedicated to networking events, Saturday through Monday during the conference. An exclusive sponsorship includes branded on-site signage and inclusion in digital communications.

### Additional Benefits for all Sustaining Sponsors include:

- One full conference registration
- Verbal thanks during Opening Plenary Session
- Recognition on the opening slide show at each plenary session
- Logo with link in the Sponsors section of the APAP|NYC website
- Logo rotation within the Sponsor Carousel on the conference website, the conference online platform, and the Hilton media wall
- Organization name and link in Conference eNews, running October through January
- Banner, Priority Listing, Logo and Link on Interactive Conference Map
- Banner ad or video on conference online platform
- Tile ad on APAP website (8 available, while supplies last)
- One sponsored email to APAP membership
- Recognition during a selected recorded (year-round) event
- Complimentary conference EXPO booth space and logo inclusion
- Invitation to Conference VIP event
- Complimentary one-year membership
- Access to Hilton Hospitality Suite

APAP|NYC EXPO Commons  
(Adam Kissick/APAP)





# Supporting Sponsor **\$5,000**

Supporting Sponsors choose one of the following options:

## Conference Daily Email Sponsor

*(one opportunity available)*

Distributed each morning before activities begin, the Daily Email delivers essential updates. As the exclusive Daily Email Sponsor, your brand will be highlighted in the email sent to all attendees, all five days of the conference.

## Accessibility Sponsor

*(one opportunity available)*

The exclusive Accessibility Sponsor will be recognized at the start of each session and in the Conference Daily Email, making the APAP|NYC experience possible to those that need it with services, including ASL interpreters and captioning.

## Coffee Stations Sponsor

*(five opportunities available)*

Sponsor a coffee station inside of the EXPO Commons. Help attendees take a break and get refreshed. Enjoy the perks of the sponsorship that gives them that extra boost!



A Carnegie Hall Well-Being Concert at the Cathedral of St John the Divine at APAP|NYC 2025 (Adam Kissick/APAP)

## Coat Check Sponsor

*(one opportunity available)*

As the exclusive Coat Check Sponsor, your company name will be featured on prominent signage, as well as in digital communications. Conference attendees appreciate this service and will appreciate you!

## Additional Benefits for all Contributing Sponsors include:

- One full conference registration
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each plenary session
- Logo with link in the Sponsors section of APAP|NYC website
- Logo rotation within the Sponsor Carousel on the conference website, THE conference online platform, and the Hilton media wall
- Organization name and link in Conference eNews, running October through January
- Logo and organization link on Interactive Conference Map (opportunity-dependent)
- Banner logo on Interactive Conference Map
- Banner ad or video on conference online platform





Contributing Sponsors choose one of the following options:

## Volunteer T-Shirt Sponsor

*(one opportunity available)*

With this exclusive sponsorship, put your logo on the t-shirt worn by conference volunteers and have your branding seen throughout the conference.

## Charging Station Sponsor

*(four opportunities available)*

Sponsor a conference charging station and have your logo displayed prominently where attendees fuel up their devices.

## Media Wall Video Sponsor

*(five 30-second spots available)*

Have your company visuals featured in a 30-second video on our prominent Media Wall, located across from Registration. Your video will cycle with four other sponsors and APAP's messaging, 24/7 from Friday through Monday of the conference.

## Additional Benefits for all Contributing Sponsor include:

- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each plenary session
- Logo with link in the Sponsors section of APAP|NYC website
- Logo rotation within the Sponsor Carousel on the conference website, the conference online platform, and the Hilton media wall
- Organization name and link in Conference eNews, running October through January
- Logo and organization link on Interactive Conference Map (opportunity-dependent)





# Participating Sponsor

**\$1,500**

All Participating Sponsors choose one of the following options:

## Advertising Bundle

Select between one banner ad in Conference eNews or two banner ads in Spotlights member eNewsletter.

## Signage Bundle

Feature your message on selected conference signage and placement.

## Benefits of Participating Sponsor Include:

- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each plenary session
- Logo with link in the Sponsors section of the APAP|NYC website
- Logo rotation within the Sponsor Carousel on the conference website, the conference online platform, and the Hilton media wall
- Organization name and link in Conference eNews, running October through January



Aja Monet at Le Poisson Rouge Showcase at APAP|NYC 2025  
(Adam Kissick/APAP)

# Additional Advertising Opportunities

**Package discounts available!**

**Stay front and center of the minds of APAP members, around conference time and year-round!**

## **CONFERENCE eNEWS BANNER ADS**

- Get attention leading up to and during the APAP|NYC conference with our bi-weekly Conference eNews, sent October through January to 7,000+ APAP members and past conference attendees with the average open rate of 52%. 600x150 pixel banner ads, limit 3 per publication date. Prices start at \$600/each.

## **SPOTLIGHTS MEMBER eNEWSLETTER BANNER ADS**

- Raise your year-round visibility through APAP'S bi-weekly membership newsletter, sent to a list of 5,000+ engaged members, with an average open rate of 50%. 600x150 pixel banner ads, limit 3 per publication date. Prices start at \$500/each.

## **SPONSORED EMAILS**

- Send an email from APAP with your dedicated advertising message to APAP's membership and prospect list of 7,000+ performing arts professionals. Our sponsored emails have an open rate between 27-44%, and we can share with you any leads that click-through on your call-to-action. Limited availability. Price \$900 per email.

For more information, email the APAP Team!  
**[sponsorship@apap365.org](mailto:sponsorship@apap365.org)**

For other ways you can support APAP, email  
**[development@apap365.org](mailto:development@apap365.org)**