Prospectus

Advertising and Sponsorship

01 Partnership Opportunities

The American Harp Society will bring its inaugural national Harp Ensemble Festival to the Marriott Dallas Allen Hotel & Convention Center on June 17-20, 2027. The purpose of the Ensemble Festival is to encourage musical collaboration, the building of community through harp ensembles, and to inspire harpists of all ages and levels to advance their ensemble performance skills.

Hundreds of harpists in public school student groups, American Harp Society Chapter ensembles, private studio groups, and ensembles of friends from across Texas and the U.S. will gather in Allen, TX for four days of performances, adjudication, and workshops. These visitors will take advantage of the area transportation resources, dining options, local Dallas-Fort Worth Metroplex and Texas attractions before, during and after their festival experience. Evening concerts featuring renowned international artists will also be open to the wider public arts community.

We invite you to partner with the American Harp Society (AHS) and its Dallas Chapter in meeting your business goals, benefiting local businesses, and supporting the education of harpists of all ages and the Greater Dallas-Fort Worth cultural community. Let us customize the perfect sponsorship and/or advertising package for you.

02 General Information

Contacts

AHS 2027 Harp Ensemble Festival Co-Chairs
Laura Brandenburg
Kela Walton
ahsfestival27@gmail.com

Advertising & Sponsorship
Megan Sesma, AHS Executive Director
execdirector@harpsociety.org

Website
2027 AHS Harp Ensemble Festival
https://www.harpsociety.org/ensemble2027

AHS 2027 Harp Ensemble Festival Dates: June 17-20, 2027

Harp Ensemble Festival Location

Marriott Dallas Allen Hotel & Convention Center

777 Waters Creek Blvd
Allen, TX 75013

03 Advertising

Program Book Advertising

Advertising your business, products, services, educational institution, workshops, and/or festivals at the AHS 2027 Harp Ensemble Festival is a great way to reach a highly-targeted audience of students, teachers, and professional harpists. Advertising is available whether or not you are attending the AHS 2027 Harp Ensemble Festival. Advertising discounts are offered for sponsors at the Bluebonnet level and up.

Advertising is available in our full color printed 8.5” x 11” commemorative program book in the following sizes:

	Standard Rate	Discounted Rate
Full Page Full Color Back Cover	$2,000	$1,500
Full Page Full Color Inside (front or back) Cover	$1,500	$1,250
Full Page Full Color Portrait Ad	$1,200	$1,000
Half Page Full Color Landscape Ad	$600	$550
Quarter Page Full Color Portrait Ad	$300	$275

Print advertising at the above rates also includes recognition of your company as an advertiser in the AHS 2027 Harp Ensemble Festival mobile app. Additionally a downloadable PDF of the program book will be available to all attendees.

For an even greater impact, consider a customizable sponsorship package! See the next pages...

04 Sponsorship Opportunities

A sponsorship for the American Harp Society 2027 Harp Ensemble Festival offers businesses and organizations exceptional access to the diverse audience of hundreds of musicians and visitors to the festival, along with online promotion before, during, and after the event. There are six customizable levels of sponsorship available: Platinum Presenting, Gold, Silver, Bronze, Bluebonnet, and Friends of the AHS.

To discuss your goals and sponsorship package, please send your inquiry to execdirector@harpsociety.org with your contact information, and we will be in touch.

Platinum Presenting Sponsor $20,000

Platinum Presenting Sponsor benefits offer access for promoting their industry leadership to the AHS Harp Ensemble Festival attendees, and is limited to one or two sponsors from non-competing industries. Platinum Presenting Sponsors will receive:

Four (4) complimentary event registrations (includes all concerts).

Eight (8) additional complimentary tickets to all evening concerts.

Company name and/or logo as appropriate (determined by AHS) on:

- All Harp Ensemble Festival publicity materials
- The cover & Sponsors page of the program book
- The website through July 2027, including a link back to your company's website
- The Harp Ensemble Festival event app

Two (2) full page advertisements in the AHS 2027 Harp Ensemble Festival printed program book, and discounted rates for additional advertising.

Twice daily push notifications through the event app to attendees during the event. Copy to be supplied by sponsor. Daily notifications may be special offers, giveaways, promotions, etc.

Sponsor provided literature and/or small giveaway item will be included in the tote bag received by all Harp Ensemble Festival attendees. Quantity to be confirmed.

Opportunity to personally welcome attendees from the stage at the Opening Night Concert and/or at the welcome reception.

Logo and/or name mentioned in all e-newsletters and monthly social media posts from the month following the sponsorship commitment through July of 2027.

Company logo, appropriately sized and placed at the top, on at least 4 sponsor signs to be displayed in the registration area, other main gathering points, and at all evening concerts.

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

05 Sponsorship Opportunities

Gold Sponsor $15,000 - $19,999

Each Gold Sponsor receives:

Three (3) complimentary event registrations (includes all concerts).

Six (6) additional complimentary tickets to all evening concerts.

Company name and/or logo as appropriate (determined by AHS) on:

- All Harp Ensemble Festival publicity materials
- The first page & Sponsors page of the program book
- The website through July 2027, including a link back to your company's website
- The Harp Ensemble Festival event app

One (1) full page advertisement in the AHS 2027 Harp Ensemble Festival printed program book, and discounted rates for additional advertising.

Once daily push notifications through the event app to attendees during the event. Copy to be supplied by sponsor. Daily notifications may be special offers, giveaways, promotions, etc.

Sponsor provided literature and/or small giveaway item will be included in the tote bag received by all Harp Ensemble Festival attendees. Quantity to be confirmed.

Verbal recognition at the Opening Night Concert.

Option to designate a selected event or activity (choose one) for special custom recognition, which may include welcoming attendees, verbal recognition by host, program book recognition, signage or other recognition as agreed:

- Friday or Saturday evening public concert
- Commemorative Program Book
- Festival Attendee Tote Bags
- Ensemble Award Medals
- One Evening Reception

Logo and/or name mentioned in all e-newsletters and monthly social media posts from January through July of 2027.

Company logo, appropriately sized and placed, on all-sponsor signs to be displayed in the registration area, other main gathering points, and at all evening concerts.

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

06 Sponsorship Opportunities

Silver Sponsor $10,000 - $14,999

Each Silver Sponsor receives:

Two (2) complimentary event registrations (includes all concerts).

Four (4) additional complimentary tickets to all evening concerts.

Company name and/or logo as appropriate (determined by AHS) on:

- All Harp Ensemble Festival publicity materials
- The Sponsors page of the program book
- The website through July 2027, including a link back to your company's website
- The Harp Ensemble Festival event app

One (1) half page advertisement in the AHS 2027 Harp Ensemble Festival printed program book, and discounted rates for additional advertising.

Three push notifications through the event app to attendees during the event. Copy to be supplied by sponsor. Notifications may be special offers, giveaways, promotions, etc.

Sponsor provided literature and/or small giveaway item will be included in the tote bag received by all Harp Ensemble Festival attendees. Quantity to be confirmed.

Verbal recognition at the Opening Night Concert.

Option to designate a selected event or activity (choose one) for special custom recognition, which may include welcoming attendees, verbal recognition by host, program book recognition, signage, or other recognition as agreed:

- Video Recording of all festival workshops and performances for the International Harp Archives
- Ensemble Award Neck Ribbons
- One Reception or Luncheon

Logo and/or name mentioned in all e-newsletters and selected social media posts from March through July of 2027.

Company logo, appropriately sized and placed, on at least 4-sponsor signs to be displayed in the registration area, other main gathering points, and at all evening concerts.

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

07 Sponsorship Opportunities

Bronze Sponsor $5,000 - $9,999

Each Bronze Sponsor receives:

One (1) complimentary event registration (includes all concerts).

Two (2) additional complimentary tickets to all evening concerts.

Company name and/or logo as appropriate (determined by AHS) on:

- All Harp Ensemble Festival publicity materials
- The Sponsors page of the program book
- The website through July 2027, including a link back to your company's website
- The Harp Ensemble Festival event app

Discounted rates for advertising in the Harp Ensemble Festival printed program book.

Two push notifications through the event app to attendees during the event. Copy to be supplied by sponsor. Notifications may be special offers, giveaways, promotions, etc.

Sponsor provided literature and/or small giveaway item will be included in the tote bag received by all Harp Ensemble Festival attendees. Quantity to be confirmed.

Verbal recognition at the Opening Night Concert.

Option to designate a selected event or activity (choose one) for special custom recognition, which may include welcoming attendees, verbal recognition by host, program book recognition, signage, or other recognition as agreed:

- Entire Workshop Series
- Ensemble Award Certificates
- Guest Artists Hospitality
- Performer Flowers

Logo and/or name mentioned in all e-newsletters and selected social media posts from April through July of 2027.

Company logo, appropriately sized and placed, on at least 4 sponsor signs to be displayed in the registration area, other main gathering points, and at all evening concerts.

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

08 Sponsorship Opportunities

Bluebonnet Sponsor $500 - $4,999

Each Bluebonnet Sponsor receives:

One (1) complimentary ticket to all evening concerts.

Company name and/or logo as appropriate (determined by AHS) on:

- The Sponsors page of the program book
- The website through July 2027
- The Harp Ensemble Festival event app

Discounted rates for advertising in the Harp Ensemble Festival printed program book.

One push notification through the event app to attendees during the event. Copy to be supplied by sponsor. Notifications may be special offers, giveaways, promotions, etc.

Sponsor provided literature and/or small giveaway item will be included in the tote bag received by all Harp Ensemble Festival attendees. Quantity to be confirmed.

Logo and/or name mentioned in e-newsletters and selected social media posts from May through July of 2027.

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

Note: Any donor giving an in-kind donation with a retail value of $500-$4,999 will be recognized as a Bluebonnet Sponsor.

Friends of the AHS $250 - $499

Each Friend of the AHS receives:

Name recognition on the:

- Sponsors page of the program book
- Website through July 2027

AHS 2027 Harp Ensemble Festival Proud Sponsor icon for display on your website and media.

Note: Any donor giving an in-kind donation with a value under $500 will be recognized as a Friend of the AHS.

09 About The Harp Ensemble Festival

The 2027 **American Harp Society Ensemble Festival** offers the unique opportunity for harp ensembles to perform their program for a live audience, and to receive valuable feedback and ratings from preeminent harpists and adjudicators.

Festival participants will have the opportunity to:

- Enter multiple categories of harp ensemble performance in a division appropriate to age, skill level, and experience
- Observe harp ensembles performing - all ensemble festival performances are open for registered attendees to attend as audience members
- Attend outstanding concerts featuring professional harp ensembles from across the Americas representing a wide variety of genres, cultures, and musical styles
- Participate in workshops and other daily events

The American Harp Society
The mission of the American Harp Society is to celebrate our legacy, inspire excellence, and empower the next generation of harpists. We bring this mission to life through sharing and education - for harpists, the wider musical community, and the public at large.

The American Harp Society is a 65-year-old non-profit organization with nearly 3,000 members across North, Central, and South America, and abroad. The AHS welcomes harpists of all styles and genres - lever, pedal, historical or modern, electronic and jazz - as well as enthusiasts of the instrument.

For more information about the American Harp Society please visit www.harpsociety.org.

For more information about the 2027 Harp Ensemble Festival please visit www.harpsociety.org/ensemble2027.

June 17-20, 2027

More information at
www.harpsociety.org/ensemble2027