



2021

Event Sponsorships



For more information, please contact:
Jessica Gardner, Development Director
JGardner@ITACHicago.org 847-448-8346



Please Join Us!

The Institute for Therapy through the Arts (ITA) invites you to join us at our fifth annual **Integrated Creative Arts Therapy Conference** (Conference) and fifth annual **Healing Arts Celebration** (HAC). For the first time in 2021, *both* signature ITA events will be VIRTUAL.

As we navigate our second year of the COVID-19 global pandemic, these important events will have an even larger global reach than in prior years when they were held in-person.

A virtual platform allows **Conference** attendees to attend every conference session without being forced to choose between concurrent sessions because they'll have on-demand access to the full program for three months after the event. No longer limited by travel budgets, we are excited to have subject matter experts from around the world presenting on many topics.

For the HAC, we are once again looking forward to welcoming attendees, speakers, and performers from across the globe. Attendees will be able to attend multiple HAC live events throughout the week or attend them on-demand as their schedules allow. **PLUS**, HAC sponsors will be recognized at the VIP after-party immediately following the HAC featuring Grammy and Emmy-nominated musician Peter Himmelman.

We are pleased to offer you multiple sponsorship packages for each event designed to give you the maximum level of visibility within your budget. Choose to sponsor Conference or the HAC or expand your reach by supporting both events with added savings.

We hope you will join us!

Jessica Gardner
Development Director
JGardner@ITACHicago.org
847-448-8346



About ITA

ITA's mission is to empower individuals, families and communities to grow and heal through advanced approaches in Creative Arts Therapy, setting the standard for treatment, practice and training within the field.

Since 1975, ITA has served close to 70,000 individuals of all ages. We provide **creative solutions** to life's challenges whether they be emotional, physical or neurological. In addition to serving clients in our Evanston and Highland Park clinics, we also serve clients at more than 30 community partners in Chicago and the surrounding four counties.

People of all ages can benefit from our therapies including those with developmental challenges, Autism, mental illness, emotional distress, neurological disorders and histories of trauma.

About ITA's Events

ITA's Virtual Conference

Details:

- Dates: March 18-20, 2021
- Location: Virtual through an online platform accessible for all
- Estimated Attendees: 250-300

Attendee Profile:

- Creative Arts Therapists
- Mental Health Professionals
- Healthcare Professionals
- Educators
- Students

Healing Arts Celebration

Details:

- Virtual Gala: May 6, 2021
- VIP After-Party: May 6, 2021 immediately following the HAC
- Location: Virtual through an online platform accessible for all
- Estimated Attendees: 250-300

Attendee Profile:

- Donors
- Mental Health & Healthcare Professionals
- Educators
- Government Officials
- Community Civic & Business Leaders
- Clients & Their Families



Key Benefits for You

Greater Reach & Visibility —

Greater reach and visibility before, during, and after the events.

Immediate and Long-Term

Promotion — Your organization and brand will be directly in front of attendees from the time you become a sponsor. You'll not only be promoted before, during, and immediately after the event(s), but throughout the year.



Past Sponsors

ITA is grateful for the generous partners who have invested in Conference and the Healing Arts Celebration in 2019 and 2020.



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Conference Sponsorships

All Sponsors Will Receive:

- Recognition in all marketing and attendee emails
- Name and logo on ITA's Conference website page
- Social Media recognition
- Inclusion in ITA's 2021 Donor Lists
- Free Conference registrations including 21 CEUs

**Premier
Sponsor
\$3,000**

1 available

Marketing Recognition

- Opportunity to have a 1-minute commercial featured on ITA's website through December 2021, played during Conference, and in one sponsor recognition email (sponsor provides the commercial video)
- Exclusive Banner recognition on ITA website homepage
- Special recognition during Opening Session
- Full-page ad in Conference Program inside front cover (\$500 value)
- Exclusive promotion in one monthly newsletter Business Spotlight during 202
- Logo recognition in all marketing and attendee emails

Exclusive Session Sponsorships

- *Coast to Coast: COVID 19 Racism Infected My Workplace* Opening Panel on Thursday, March 18
- *Playing with Monsters: Confronting our Shadow Selves* Keynote Address by Britton Williams, MA, RDT, LCAT on Friday, March 19

Conference Swag Bag

- Logo on Coaster
- 2 additional offerings (\$150 value)

6 Free Conference Registrations inc. CEUs (\$1,440 value)



Conference Sponsorships

**Affiliate
Sponsor
\$2,000**

Marketing Recognition

- Recognition during Opening Session
- Half-page ad in Conference Program (\$300 value)
- Shared promotion in one monthly newsletter Business Spotlight during 2021
- Logo recognition in all marketing and attendee emails

Exclusive Session Sponsorship of one 2-hour session

2 offerings in the **Conference Swag Bag** (\$150 value)

4 Free Conference Registrations inc. CEUs (\$960 value)

**Partner
Sponsor
\$1,000**

Marketing Recognition

- Recognition during Opening & Closing Sessions
- Quarter-page ad in Conference Program (\$175 value)
- Shared promotion in one monthly newsletter Business Spotlight during 2021
- Logo recognition in all marketing and attendee emails

Exclusive Session Sponsorship of a 90-minute session

1 offering in the **Conference Swag Bag** (\$75 value)

2 Free Conference Registrations inc. CEUs (\$480 value)

**Advocate
Sponsor
\$500**

Marketing Recognition

- Recognition during Opening & Closing Sessions
- Quarter-page ad in Conference Program (\$175 value)
- Shared promotion in one monthly newsletter Business Spotlight during 2021
- Name recognition in all marketing and attendee emails

1 offering in the **Conference Swag Bag** (\$75 value)

1 Free Conference Registration inc. CEUs (\$240 value)

Swag Bag offerings and Conference Book may be purchased à la carte.

Combine any Conference Sponsorship with any Healing Arts Celebration Sponsorship and save 15% on both sponsorships.

Healing Arts Celebration Sponsorships

**Premier
Sponsor
\$10,000**

Pre- and Post-Event Recognition

- Opportunity to have a 1-minute commercial featured on ITA's website through December 2021 and in one sponsor recognition email (sponsor provides the commercial video)
- Exclusive Banner recognition on ITA website homepage
- Full-page inside front cover ad in HAC Program (\$500 value)
- Prominent logo recognition in all print and digital marketing materials
- Exclusive promotion in one monthly newsletter Business Spotlight during 2021

During Event Recognition

- Recorded message by you to play during the cocktail hour and VIP After-Party
- Dedicated and personalized slide during cocktail hour presentation
- Special recognition by the emcee during the opening and closing remarks

HAC Swag Bag

- Logo prominently displayed on swag
- 3 additional offerings (\$225 value)

20 VIP After-Party Tickets (approx. \$2,000 value)



***For recognition in print materials,
please purchase sponsorship no
later than March 1.***

Healing Arts Celebration Sponsorships

Pre- and Post-Event Recognition

- Logo recognition in all print and digital marketing materials
- Half-page ad in HAC Program (\$300 value)
- Shared promotion in one monthly newsletter Business Spotlight during 2021

**Artist
Sponsor
\$7,500**

During Event Recognition

- Dedicated and personalized slide during cocktail hour presentation
- Logo recognition at the VIP After-Party
- Recognition by the emcee during the opening and closing remarks

2 offerings in the **HAC Swag Bag** (\$150 value)

16 **VIP After-Party Tickets** (approx. \$1,600 value)

Pre- and Post-Event Recognition

- Logo recognition in all print and digital marketing materials
- Quarter-page ad in HAC Program (\$175 value)
- Shared promotion in one monthly newsletter Business Spotlight during 2021

**Helper
Sponsor
\$5,000**

During Event Recognition

- Logo recognition during cocktail hour presentation and VIP After-Party
- Recognition by the emcee during the opening and closing remarks

2 offerings in the **HAC Swag Bag** (\$150 value)

12 **VIP After-Party Tickets** (approx. \$1,200 value)



**Images from the
2020 Virtual
Healing Arts
Celebration**

Healing Arts Celebration Sponsorships

Advocate Sponsor \$2,000

Pre- and Post-Event Recognition

- Logo recognition in HAC Program
- Name recognition in all print and digital marketing materials
- Shared promotion in one monthly newsletter Business Spotlight during 2021

During Event Recognition

- Logo recognition during cocktail hour presentation and VIP After-Party
- Recognition by the emcee during the opening and closing remarks

1 offering in the **HAC Swag Bag** (\$75 value)

8 **VIP After-Party Tickets** (approx. \$800 value)

Friend Sponsor \$1,000

Pre-Event Recognition

- Name recognition in all print and digital marketing materials
- Name recognition in HAC Program
- Shared promotion in one monthly newsletter Business Spotlight during 2021

During Event Recognition

- Name recognition during cocktail hour presentation and VIP After-Party

1 offering in the **HAC Swag Bag** (\$75 value)

4 **VIP After-Party Tickets** (approx. \$400 value)

All Sponsors Will Receive:

- Recognition at VIP After-Party
- Recognition in all print and marketing materials
- Recognition in all attendee emails
- Healing Arts Celebration website recognition
- Social Media recognition
- Inclusion in ITA's 2021 Donor Lists



Healing Arts Celebration Sponsorships

Swag Bag offerings and Program Book may be purchased à la carte.

New in 2021!

Lamplighter Award Presentation

During the Healing Arts Celebration

By creating an international documentary, the 2021 Lamplighter Award recipient has shined a beacon of light on creative arts therapy by raising awareness of its impact on those living with Dementia throughout the world. The recipient has also created a scholarship for students at the School of the Art Institute of Chicago to support and encourage the ongoing process of artistic creation with older adults.

Look for the formal announcement of the Lamplighter Award Recipient in mid-March.

HAC VIP After-Party

Thursday, May 6th at 8:15pm CT



All HAC sponsors are invited to attend the After-Party featuring [Peter Himmelman](#) as guests of ITA!

More information coming soon at ITAChicago.org/HAC



Sponsorship Commitment Form

Business or Individual Name:

Contact Name:

Street Address:

City, State Zip:

Phone:

Email:

Website:

Corporate or Individual Name as You Would Like it to Appear in Event Material:

Credit Card #:

CSC:

Exp. Date:

Billing Zip:

Payment Amount:

Signature:

Sponsorship Registration Instructions:

1. Register for your sponsorship(s) online at www.ITAChicago.org/2021-Sponsorships or complete both pages and return this form to:
Jessica Gardner, Development Director
Institute for Therapy through the Arts
2130 Green Bay Rd., Evanston, IL 60201
Email: JGardner@ITAChicago.org Phone: (847) 448-8346
2. Sponsorship Deadlines:
 - Conference Sponsorship Deadline: February 28, 2021
 - Healing Arts Celebration Deadline (*for inclusion in print materials including the swag bag*): February 28, 2021
 - Healing Arts Celebration Deadline (*for inclusion in digital only materials*): March 1, 2021
3. Submit high-resolution jpeg or png (300 dpi) logo and artwork, as applicable, to JGardner@ITAChicago.org by:
 - Conference: February 28, 2021
 - Healing Arts Celebration Deadline (*for inclusion in print materials & swag bag*): March 1, 2021
 - Healing Arts Celebration Deadline (*for inclusion in digital only materials*): March 1, 2021



Sponsorship Commitment Form

Conference Sponsor Packages (please check selection)

Conference Add-Ons (please check selection) (automatically included for Premier Sponsors)

<input type="checkbox"/> Premier Sponsor – \$3,000	<input type="checkbox"/> 1 offering in Conference Swag Bag – \$75
<input type="checkbox"/> Affiliate Sponsor – \$2,000	<input type="checkbox"/> Ad in Program Book
<input type="checkbox"/> Partner Sponsor – \$1,000	<input type="checkbox"/> ¼ Page - \$175
<input type="checkbox"/> Advocate Sponsor – \$500	<input type="checkbox"/> ½ Page - \$300
	<input type="checkbox"/> Full Page - \$500

Healing Arts Celebration Sponsor Packages

<input type="checkbox"/> Premier Sponsor – \$10,000
<input type="checkbox"/> Artist Sponsor – \$7,500
<input type="checkbox"/> Helper Sponsor – \$5,000
<input type="checkbox"/> Advocate Sponsor – \$2,000
<input type="checkbox"/> Friend Sponsor – \$1,000

Healing Arts Celebration À La Carte Options

<input type="checkbox"/> Ad in Program Book
<input type="checkbox"/> ¼ Page - \$175
<input type="checkbox"/> ½ Page - \$300
<input type="checkbox"/> Full Page - \$500
<input type="checkbox"/> 1 offering in HAC Swag Bag – \$75

Description

Cost

Conference Sponsorship	\$ _____
Conference Add-Ons	\$ _____
HAC Sponsorship	\$ _____
HAC À La Carte	\$ _____
15% Discount on <i>both</i> Conference & HAC Sponsorship	Less \$ _____
Total Due	\$ _____

ITA is a 501(c)(3) nonprofit organization. You will receive a gift receipt less the value of goods and services received in exchange for your donation.