



The National Association for Music Education will host two professional development events in 2012 – **The Biennial Music Educators National Conference** and **Music Education Week**. Sponsorship opportunities are available for companies and organizations interested in connecting with teacher members and their students at these 2012 NAFME events.

*NAfME thanks **Capital One** and **Yamaha Corporation of America** for already committing their support and generous contributions to the 2012 Biennial Music Educators National Conference and/or Music Education Week.*



**Biennial Music Educators
National Conference**
St. Louis, MO • March 29–31, 2012

The 2012 Biennial Music Educators National Conference will provide a forum for attendees to share current research and pedagogical innovations that could shape the future of the profession. With a special focus on research in music education and on music teacher education, this conference is aimed at music education researchers, music teacher educators, college students, and PreK–12 teachers. Product display and demonstration in a traditional exhibit area is not available at this conference. Instead, companies and organizations have the opportunity to receive recognition before, during, and after the conference as a sponsor. Sponsorships are awarded on a first come, first served basis. NAFME will begin recognition of sponsorship immediately upon confirmation of opportunity.

The following sponsorship opportunities are available:

Collegiate Activity (Friday, March 30) *Call for pricing.*
Whether it’s a pizza party, reception, or an outing to a St. Louis attraction, college students love social activities. This event is your opportunity to connect with our future music educators.

Midmorning or Afternoon Breaks.....\$5,000
Each morning and afternoon there will be an opportunity to sponsor a scheduled break for attendees to enjoy a beverage and a snack. A sign identifying the sponsor will be displayed.

Research Poster Boards (Thursday, March 29)\$2,500
Sponsor has the opportunity to greet attendees at the research poster sessions. A sign identifying the sponsor will be displayed.

Take One Table (maximum 10 sponsors).....\$250
Attendees can pick up your product and service information. Promotional items are subject to NAFME approval. Books, magazines, catalogs, or other items cannot exceed 8 ½” x 11” or 4 oz. Return a completed “Product Promotion Opportunities Request Form” with sample of promotional item to NAFME.

Contact Margaret Jamborsky at MargaretJ@nafme.org or 800-336-3768 to secure a sponsorship or to suggest your ideas.



Music Education Week
Baltimore, MD • June 22-25, 2012

Music Education Week is music education’s premier event where teachers network, lend their voice to advocacy efforts with our nation’s leaders, participate in professional development academies, and attend concerts. Product display and demonstration in a traditional exhibit area is not available at Music Education Week 2012. Instead, companies and organizations have the opportunity to receive recognition before, during, and after Music Education Week as a sponsor. Sponsorships are awarded on a first come, first served basis. NAFME will begin recognition of sponsorship immediately upon confirmation of opportunity.

The following sponsorship opportunities are available:

Professional Development Learning Academy.....\$3,000

In addition to the incentives listed above, sponsor will receive name recognition on the specific professional development learning academy and the opportunity to address attendees during academy if desired. See next page or visit the Music Education Week website at <http://www.nafme.org/events/view/music-education-week> for a list of the academies and their descriptions.

Academy Session \$500 each

Within each Professional Development Learning Academy, there will be individual sessions offered to attendees, and sponsors have the opportunity to receive name recognition on selected academy sessions.

Food Functions..... *Call for pricing.*

Food has a way of bringing people together. Everyone gets hungry and what better way to make hungry people happy than to provide them a delicious meal. There are sponsorship opportunities for midmorning and afternoon breaks as well as luncheons and receptions. For more information and to sponsor a food function, contact Margaret Jamborsky at MargaretJ@nafme.org.

Registration Packet Inserts (*maximum 10 sponsors*)..... \$500

Along with the Music Education Week program book and academy badge, the attendee registration packets will include promotional items and product information from ten sponsoring companies. Sponsor names will also be included in the Music Education Week program book. Return a completed “Product Promotion Opportunities Request Form” with sample of insert to NAFME.

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Choral Academy: Come Hone Your Choral Teaching and Conducting Skills for Improved Choirs and an Exciting Year

Friday, June 22 and Saturday, June 23, 2012

Rodney Eichenberger will offer choral music educators a more effective conducting gesture in rehearsal and in concert and a unique approach to involving their singers in movement. Teachers will acquire non-verbal vocabulary that increases efficiency in choral rehearsal along with giving their singers some ownership in the rehearsal process as they internalize musical concepts kinetically, aurally and visually.

Composition Academy: Composition for All!

Saturday, June 23 and Sunday, June 24, 2012

This academy will give music educators a set of tools and techniques that will empower them to integrate composition into all areas of the music curriculum. Expert clinicians will show how to enrich the curriculum by incorporating composition into all music content areas (classroom music, band, orchestra, chorus, theory classes, alternative ensembles, and tech labs) and at all grade levels from Kindergarten through collegiate. Teachers will be able to use these methods on their first day back in the classroom.

Contemporary Popular Music IN-ovations Academy: Contemporary Popular Music for 21st Century Middle and High School Students

Saturday, June 23 and Sunday, June 24, 2012

The Academy is designed for middle and high school teachers and others who specialize in secondary music education and who are interested in acquiring skills and creative ideas for incorporating Rock, Rock and Roll, Jazz and Hip Hop in the music curriculum. Sessions will focus on 1) beginning and developing programs on Rock, Rock and Roll, 2) teaching jazz improvisations to all students, and 3) effective strategies and uses of Hip Hop in the music program. Participants will perform music and acquire pedagogical techniques for teaching. Materials will be provided through multimedia presentations and in handouts.

Guitar Academy: Teaching Guitar – The Perfect Addition to Your School Music Program

Sunday, June 24 and Monday, June 25, 2012

Guitar classes are being used in many schools as a way to provide more students with a music education. However, many music educators find themselves unsure of the methods and curriculum for such a class. Join Glen McCarthy to discover the unique qualities of the guitar that make it a perfect vehicle for improvising, composing, and learning how to read music. Attendees will also learn the curricular sequence that is used in “Teaching Guitar Workshops” and will be given strategies for starting a guitar class and improving a guitar curriculum in their school. Beginners are welcome and all are encouraged to bring their own guitar!

Instrumental Academy: Conducting, Rehearsing, and Inspiring with Passion

Friday, June 22 and Saturday, June 23, 2012

Peter Loel Boonshaft will offer an opportunity to explore conducting and rehearsal techniques, critical listening and the teaching of ensemble performance skills. Areas he will focus on will include developing specific ways to correct, prevent, or elicit a musical outcome, while improving our ability to motivate and inspire students in rehearsals. Rehearsal concepts, as well as gestures and techniques will be studied to elicit a physical as well as emotional response from performers. In addition, Boonshaft will examine common misunderstandings and errors made by conductors, offering ideas to solve these problems.

Music Program Leaders Academy: Leadership for Music Education 2.0

Friday, June 22 and Saturday, June 23, 2012

This academy is designed for leaders in music education who are responsible for the oversight and implementation of various components of school district music programs. Diverse sessions that focus on the current status of the revised art standards, professional learning communities, formative assessment, curricular innovations professional development partnerships and increased student empowerment are planned to maximize personal leadership and the influence on current decision making practices. Opportunities for professional conversation are included through targeted discussions, as well as at the annual meeting of the NAFME Council of Music Program Leaders.

Music Theory Academy: Integrating Theory and Performance for Middle and High School Music Students

Presented by The College Board

Saturday, June 23, 2012

Exercises for developing students’ understanding of foundations of music theory – aural, sight-singing, analytical, compositional, and notational skills – will be demonstrated by Terry Eder. Participants will learn how to integrate these exercises derived from the Advanced Placement Music Theory course into their music curriculum to enhance student engagement in and success with their musical experiences as a whole from Eder. Participants will discuss with him how vertical teams of middle and high school music teachers can collaborate to support a curriculum with common goals and objectives to maximize student learning. A variety of print and online resources will be included.

Orchestra Academy: Adding Eclectic Styles to Your Orchestra

Sunday, June 24 and Monday, June 25, 2012

Enter the exciting world of the authentic eclectic styles classroom. Here we not only play eclectic styles pieces but also recreate stylistically appropriate learning environments. In this two-day workshop you will learn to teach fiddling using authentic aural models, to create your own fiddle tune variations, to improvise jazz solos, and to use amplification to create an authentic rock performance. Most importantly, you will gain the confidence needed to share these 21st century skills with your students.

Special Learners Academy: Students with Special Needs – All Ages, All Abilities are Welcome in Music

Friday, June 22 and Saturday, June 23, 2012

This academy will address accommodations and adaptations for meeting the needs of students with special needs from pre-school through high school. From rehearsal/performance adaptations to accommodating those with severe and profound challenges, the academy’s goal will be to empower the music teacher to confidently provide students with special needs a music education rich with meaningful experiences in a music environment where they can maximize their potential, discover their talents and develop appreciation and music skills to last a lifetime.



All-National Honor Ensembles

As part of Music Education Week, outstanding student musicians from throughout the country will be selected as part of the 2012 NAFME All-National Honor Concert Band, Jazz Band, Mixed Choir, and Orchestra to rehearse with renowned conductors in preparation for a performance at the John F. Kennedy for the Performing Arts. To insure all of the selected students can participate regardless of cost, sponsorship dollars and in-kind donations are essential.

Incentives: All sponsors receive recognition before, during, and after the event, the opportunity to provide product material to student participants and their teachers, and a complimentary teacher mailing list. Sponsorships are awarded on a first come, first served basis. NAFME will begin recognition of sponsorship immediately upon confirmation of sponsorship.

The following sponsorship levels are available:

Platinum Level (Presenting Sponsor) \$50,000

This sponsor's name will be included with the NAFME All-National Honor Ensembles logo and appear on every item associated with the program, which will include ALL pre-event advertising, the official concert program, onsite signs and banners; and items given to the students, such as t-shirts, music folders, badge lanyards, water bottles, and bags. In addition, sponsor will be the host of the student/parent Welcome Dinner or Final Night Dinner Banquet and have the opportunity to make opening/closing remarks at this function.

Gold Level \$30,000

A contributor to this level will be recognized as the host of the student breakfasts and lunches with a banner at each function. Sponsor will also have the opportunity to provide product material and address the students during these meals. Sponsor name/logo will also appear in the official concert program and on the student t-shirt.

Silver Level \$20,000

A contributor to this level will receive name recognition on a banner at the Student Welcome Room/Lounge and be recognized as the host of one of the student dinners. Sponsor will also have the opportunity to provide product material and address the students during their designated meal. Sponsor name/logo will also appear in the official concert program and on the student t-shirt.

Bronze Level.....\$5,000 or In-Kind

A company contributing to this sponsorship level in dollars or any of the following in-kind items will receive name recognition in the official concert program and on the student t-shirt:

- Sheet music
- Percussion instruments on loan
- String basses on loan
- Tour buses
- Group photo
- Concert DVD
- Student social event

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