



Pennsylvania Music Educators Association

56 South Third Street

Hamburg, Pennsylvania 19526

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Hello Prospective Corporate Sponsor,

My name is Kayla Stiely, Director of Member Engagement at the Pennsylvania Music Educators Association, and I will be the primary contact for all Exhibitors, Corporate Sponsors, and Advertisers for the upcoming member year. I wanted to take a moment to thank you for considering sponsorship of our organization. Whether you have supported PMEA in the past or are just beginning, it is because of company and organization contributions that we are able to offer our membership unique experiences in both professional development and personal growth as educators.

The Corporate Sponsor membership year runs from **July 1, 2021 - June 30, 2022** in order to match our educator membership and our advertising calendar. *The earlier you renew your membership, the better you can take advantage of the benefits available to you.* PMEA has made some changes to the benefits you'll receive as a corporate sponsor. You are part of the music education eco-system in Pennsylvania. PMEA is the hub for music education in Pennsylvania so we want to make sure the benefits you receive as a corporate sponsor are valuable to you.

Some of the highlights of new benefits include:

- All corporate sponsors will be **included in the same email communication individual PMEA members receive**. That makes you among the first to know about work of the association and what's happening with the constituents you serve in your organization.
- All corporate sponsors will be **invited to quarterly virtual meetings** where you'll receive updates on what's happening in PMEA from PMEA's leadership as well as current music education advocacy and policy updates.
- All corporate members will be **included in PMEA's advocacy efforts**. PMEA is the leading voice for music and arts advocacy in Pennsylvania. Your corporate membership will tap you into that advocacy network to help expand the advocacy reach.
- The higher level of sponsorship you select, the **more opportunities you will have to purchase opportunities to put your brand in front of PMEA members**.

Our Media Kit for 2021-2022 includes deadlines, prices, and general information for advertising and for exhibiting at the 2022 PMEA Annual Conference, which will be held at the Kalahari Resort and Convention Center in the Poconos from April 6-9, 2022. Be sure to review the Corporate Sponsorship Benefits chart in order to take advantage of the benefits available to you as a sponsor of PMEA.

If you should have any questions, please do not hesitate to contact me using the information below. Thank you for all that you do for PMEA and advancing music education in Pennsylvania. We look forward to working with you in the future.

Sincerely,

Kayla Stiely

Director of Member Engagement at *The Pennsylvania Music Educators Association*

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