

# 2024 SGAA CONFERENCE

## SPONSOR & PARTNERSHIP INFORMATION



For more than 100 years, The Stained Glass Association of America's annual conference has served a vital role in the industry, bringing together artists and studios from across the country to exchange ideas and perspectives.

We've revamped our sponsorship opportunities for 2024 to elevate your visibility before, during, and after the conference, now emphasizing demonstrations and unique educational engagement. We show off our sponsors through a variety of avenues both print and virtual: through placement in the conference program book, promotional materials, the SGAA website, and advertisements in the *Stained Glass* quarterly magazine, which has drastically expanded its distribution thanks to our ongoing partnership with the SAMA mosaic community.

At our 2024 Conference, we will set up in a Sponsor Resource Center & Demonstration Hall where our manufacturers, suppliers, retailers, and specialty artist service providers can come together to connect, network and inspire the anticipated 150 Professional conference attendees. Sponsors can engage with attendees at 6' networking table (single 6' table with 2 chairs) or in fully dressed 10' x 10' pipe and drape booths (two 6' tables with 2 chairs each).



## SAND TO SASH

SGAA 113th Annual Conference

October 2-6, 2024

Sheraton Kansas City Hotel at Crown Center

Find information on Lodging, Travel, Schedule and more at [stainedglass.org/conference](https://stainedglass.org/conference)

# Light the way today and for the Next Generation

## How to get involved and create a partnership experience

### Make a Donation to the SGAA

[Click to Donate Now](#)

Support the vibrant ecosystem of the stained glass art industry and our community by making a donation to our association today! Your contribution directly fuels our mission to support, promote, educate, and inspire both enthusiasts and professionals in the craft. Join us in preserving and celebrating this timeless art form for generations to come.

### **\*NEW\*** Be an Educational Sponsor

Become a sponsor and make a significant impact by supporting the attendance of students and emerging artists at our conference. While the exposure your company receives is invaluable, your sponsorship also demonstrates a deep commitment to breaking down barriers and fostering diversity in our field. By investing in the next generation of talent, you not only contribute to their professional growth but also enrich our community with fresh perspectives and voices. Join us in championing inclusivity and innovation while leaving a lasting legacy in the world of stained glass art.

### Support part of the Conference Program

By becoming a program sponsor, you have the unique opportunity to shape and elevate the conference experience by creating signature events that leave a lasting impression. Your support not only enhances the overall quality of the conference but also reinforces your brand's commitment to innovation and excellence in our field.

### Advertise in the SGQ

Elevate your business with targeted exposure by advertising in our award-winning trade magazine. Our Media Kit offers a range of opportunities to showcase your brand and reach our engaged audience of industry professionals. Explore the possibilities and amplify your presence in the stained glass community today. Visit our [Media Kit](#) to learn more.

### Be a Demonstrating Partner

After years of gathering valuable feedback from sponsors like you, we're thrilled to announce an exciting transformation: our Vendor Marketplace is evolving into a dynamic Demonstration and Resource Hall starting this year! This shift reflects our commitment to providing the space and resources you need to educate and inspire our attendees. Join us in this innovative new approach to networking and showcasing your offerings. Get ready to make an even bigger impact at our upcoming events!

### Be a part of our Sponsor Resource Center

Whether you have portable demonstrations or not, your presence is invaluable to the stained glass community. From essential tools and supplies to valuable knowledge, your contributions enhance the learning experience for our attendees. Simply having a table in our newly designed Resource Center makes a significant impact on the knowledge attendees bring back to their local stained glass communities. Join us in shaping the tools that are accessible to the future of our craft and empowering the enthusiasm of our glass artisans, educators, and studios who have traveled to be with us from around the world!

### Send your Team to the conference!

Help your employees create a strong network of peers to excite and inspire their work across the industry with full access to the SGAA Conference Experience. Conference passes are on sale now. Groups of 4 or more are eligible for a discount. Reach out to discuss your group's needs!

Don't see an option that best fits your business goals? Please contact Megan McElfresh, Executive Director, at [megan@stainedglass.org](mailto:megan@stainedglass.org) or call 816-737-2090.

Megan will help customize the right partnership for your business.

***We want you to join us!***

*Share our passion for the stained glass industry*

**Sponsorship Levels at a Glance:**

- Presenting Sponsor \$7,500 +
- Program Sponsor \$5,000
- Education Sponsor \$5,000
- Engagement Sponsor \$3,000
- Demonstrating Partner \$1,500
- Patron – Gift Bag Contributor \$295

**Resource Center Table Only:**

- \$950: 10'x10' Booth (2-6' tables with 2 chairs each)
- \$600: 6' table

**Naming Opportunities at a Glance:**

- Company Logo on [SGAA Annual T-Shirt \(sleeve\)](#)
- Networking Breakfasts and Evening Receptions
- Company Logo on Conference Tote
- Company Logo on Conference Name Badge Lanyard
- Company Logo on Conference Journal/Notebook

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**Join Us as a Sponsor - 2024 Conference Sponsor Form**



## Presenting Sponsor

**\$7,500 +**

Your support not only enhances the overall quality of the conference, but also reinforces your brand's commitment to innovation and excellence in our field. Join us in crafting unforgettable moments that enrich the conference for attendees and showcase your company's dedication to advancing our industry.

### Print & Onsite Recognition

- EXCLUSIVE Naming Opportunity (*First Come First Serve*)
  - Company logo on the sleeve of the Annual SGAA T-shirt/Long-Sleeve Shirt
  - Each attendee will receive a t-shirt with registration and t-shirts will also be on sale to the general public for a full year following the event.
- Four T-shirts with the juried membership design for that year
- Full page ad in conference program and premier on-site sponsor recognition at the conference
- Opportunity to include company collateral in conference sponsor swag bag

### Digital Recognition

- Company logo and hyperlink on SGAA website
- Company logo on all electronic media about the conference
- Press release to announce your support of the conference

### Presenting Opportunities

- 10'x20' space at the Demonstration & Sponsor Resource Center at the Conference
- Opportunity to present an exclusive demonstration during the conference as part of the program in the Center or as part of the General Session.

### Continuing Support Opportunities

- 10% discount off list prices for advertisements in the SGQ in 2025
- Recognition in print and online for 3 months after the conference conclusion in articles and newsletters to members.

### VIP Access

- Four complimentary registrations to the conference (\$1,800.00 value - *bring your own local team or gift your extra passes to support the attendance of emerging artists and be recognized throughout the conference for that support as well!*)
- Additional registrations for a larger group at 40% off

[Click here for more information about the annual SGAA Member T-shirt Contest](#)

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

**\*NEW\*** Make a significant impact by supporting the attendance of students and emerging artists at our conference. Our goal is to include 10+ architecture and preservation trades students with a serious interest in focusing on stained glass in our conference each year. This is a crucial part of our strategic commitment to inspiring both awareness with the fields we engage with as well as future makers.

- Press release, dedicated email, and social media posts on all platforms announcing your support of the conference and student attendees focusing on the impact you will make.
- Company logo and hyperlink on SGAA website
- Company logo on all printed and electronic media about the conference
- One complimentary registration to the conference (\$450.00 value - *bring your own local team or support the attendance of emerging artists and be recognized throughout the conference for that support as well!*)
- Opportunity to purchase up to 4 additional Conference passes at 50% off.
- Full page recognition in Conference Program
- 6' table in the Demonstration & Sponsor Resource Center at the Conference
- Opportunity to include company collateral in conference sponsor swag bag

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

By becoming a program sponsor, you have the unique opportunity to shape and elevate the conference experience by creating signature events that leave a lasting impression.

- Choose one EXCLUSIVE Naming Opportunity (*First Come First Serve*)
  - Welcome Reception Thurs
  - Networking Breakfast Fri
  - Networking Breakfast Sat
  - Logo on the Conference Journal
- Opportunity to present an exclusive demonstration during the conference as part of the program in the Center or as part of the General Session
- Two complimentary registrations to the conference (\$900.00 value - *bring your own local team or support the attendance of emerging artists and be recognized throughout the conference for that support as well!*)
- Additional registrations available at a 25% discount
- Company logo and hyperlink on SGAA website
- Company logo on all printed and electronic media about the conference
- Half page ad in Conference Program
- 10'x10' space at the Demonstration & Sponsor Resource Center at the Conference
- Opportunity to include company collateral in conference sponsor swag bag

[Join Us as a Sponsor - 2024 Conference Sponsor Form](#)

**Engagement Sponsor     \$3,000**

Shape and elevate the conference experience by participating in the Demonstration Hall as well as with helping us create our conference's signature keepsakes and take-aways!

- Opportunity to present an exclusive demonstration during the conference as part of the program in the Center or as part of the General Session
- Choose one EXCLUSIVE Naming Opportunity (*First Come First Serve*)
  - Conference Lanyard
  - Conference Tote Bag
- One complimentary registration to the conference (\$450.00 value - *bring your own local team or support the attendance of emerging artists and be recognized throughout the conference for that support as well!*)
- Additional registrations available at a 25% discount.
- Company logo and hyperlink on SGAA website
- Company logo on all electronic media about the conference
- Quarter page Ad in Conference Program
- 6' table in the Demonstration & Sponsor Resource Center at the Conference
- Opportunity to include company collateral in conference sponsor swag bag

**Demonstrating Partner     \$1,500**

Our Vendor Marketplace is evolving into a dynamic Demonstration and Resource Hall starting this year! Join us in this innovative new approach to networking and showcasing your offerings. The program will be set to specifically give targeted demonstration time to each sponsor supporting the conference at this level or above.

- Opportunity to present an exclusive demonstration during the conference as part of the program in the Center or as part of the General Session
- One complimentary registration to the conference (\$450.00 value - *bring your own local team or support the attendance of emerging artists and be recognized throughout the conference for that support as well!*)
- Additional registrations available at a 25% discount.
- Company logo and hyperlink on SGAA website
- Company logo on all printed and electronic media about the conference
- Eighth page ad in Conference Program
- 6' table in the Demonstration & Sponsor Resource Center at the Conference
- Opportunity to include company collateral in conference sponsor swag bag

**Patron – Gift Bag Contributor     \$295**

Send one collateral item to be included in each conference attendees registration tote bag.

**Table in Resource Center and Demonstration Hall Only**

Vendors, Suppliers and other Industry Partners may purchase a table separately that will not include sponsor acknowledgments or complimentary ads or registrations.

\$950: 10'x10' Booth (2-6' tables with 2 chairs each)

\$600: 6' table

*Note: due to limited space, a 10'x10' space is the maximum available per company without sponsorship.*

**Gift Bag Item Guidelines**

All Sponsors are eligible for adding items to the Sponsored Gift Bag distributed to all attendees.

Product samples, coupons, new product announcements, catalogs, and brochures can be included in the “swag bag.” This is an ideal option to get samples of your product(s) in the hands of users so they can try them out, coupons to entice them to shop or printed materials to represent your company whether or not you are able to attend the conference.

All Sponsors will receive an email with the shipping address and an update to the requested quantity of items to be shipped for inclusion in the gift bags in June, 2024.

**2024 SGAA Sponsorship Policies**

Sponsorships and benefits cover a 12-month period: January 1 to December 31, 2024.

A page on SGAA website is dedicated to Sponsors, and a hyperlink from this page to Sustaining Contributor websites connects them to 9,000+ active stained glass and mosaic artisans around the world who visit our websites regularly.

The “Named” sponsorships are available on a 1st come – 1st served basis.

Sponsorships become active when payment in full has been received.

Benefits of Sponsorship are only valid for the 2024 SGAA Conference in Kansas City, MO.

Sponsorships can be paid online by credit card or by mail with check to Stained Glass Association of America, 371 Delaware Ave, Buffalo, NY 14202. (“In-kind” donations must be approved by our Executive Committee).

Sponsorship payment due date: July 1, 2024!

**Join Us as a Sponsor - 2024 Conference Sponsor Form**

For questions and more information on sponsorship for the conference, please contact Megan McElfresh, [megan@stainedglass.org](mailto:megan@stainedglass.org) and Nicole Green, [nicole@stainedglass.org](mailto:nicole@stainedglass.org).



**The Stained Glass Association of America (SGAA)** is a professional trade association and Foundation whose membership consists of the finest architectural, stained, and decorative art glass artists and studios in the United States and around the world. At our heart, the SGAA is an energetic community of studios and individuals that love stained glass. We are advocates and ambassadors, professionals and aficionados. For more information visit [stainedglass.org](http://stainedglass.org).

# 2024 CONFERENCE SPONSORSHIP FORM



**YES! I want to be part of the Stained Glass Association of America's Annual Conference in Kansas City!**

Please fill out the [online form](https://stainedglass.org/conference/sponsor) which can be found at [stainedglass.org/conference/sponsor](https://stainedglass.org/conference/sponsor)

*Thank you for considering sponsorship for the 2024 SGAA Conference: Sand to Sash in Kansas City, MO. Your generosity makes a powerful impact on our programs and expands our capacity to serve the next generation of emerging artists and tradespeople.*

*After filling out the application, you will receive an invoice to the provided address within one week of submitting your sponsorship form. We will also reach out within one week to address any customization or questions you noted in your Sponsorship application. If you have any questions, please don't hesitate to contact [Megan McElfresh](mailto:megan@stainedglass.org), our Executive Director, or Nicole Green, our SGQ Manager.*

*Yours in glass and gratitude,*

*The SGAA Conference Team!*

Megan McElfresh  
[megan@stainedglass.org](mailto:megan@stainedglass.org)  
816-737-2090

*All Sponsorship Payments, Shipments, or Donations should be mailed to:  
SGAA Office  
371 Delaware Avenue  
Buffalo, NY 14202*

