



Regional Convention
April 11-14, 2024
Torrance, CA

Dear Friend in Harmony,

In the southwestern United States, Region 21 Golden West serves as a cornerstone to Sweet Adelines International, a worldwide organization that exists to advance the musical art form of barbershop harmony through education and performance. **On April 11 to 14, 2024 we will host our annual Regional Convention in Torrance, CA. You and/or your company can support us by becoming a Sponsor or purchasing an Advertisement.** Sponsor benefits include access to over 500 passionate singers and their guests, VIP seating and more! Details are listed on the next page.

The 15 choruses that make up Region 21 reach thousands of people throughout the southwest and Hawaii, educating and entertaining communities with our wonderful American art form. Each of our choruses has long traditions of community involvement and philanthropy. At our core, we strive for Passion, Impact, Innovation, Diversity and Unity through our [Core Values](#).

Region 21 provides educational events, workshops, coaching, specialized youth programs and other benefits to its members. Singing has been proven to provide incredible health benefits, and Region 21 strives to share these benefits with women of all ages, in all stages of life as they work toward better physical and mental health, increased community, cross generational engagement, diversity and inclusion.

This convention is our major annual fundraiser which provides funds to support our singers. Proceeds go toward:

- Hosting educational events like Summer Seminar for all members, and Director training to foster our musical leaders.
- Introducing barbershop to the next generation through the Young Women in Harmony program.
- Mentoring chorus administrative leadership to provide tools for them to keep driving their choruses with renewed energy so they can continue to share our music with the larger community.
- Continuing the momentum of recent membership growth and spreading the power of music further through growth.

Your support helps us to continue as musical leaders throughout the southwest U.S. Your generosity underscores our rich history and champions the promising future that is Region 21 Golden West!

Visit our website (<https://www.region21.org/2024-spring-convention>) to see more information about sponsorships and the event. Please contact Patricia Glasser, Convention Events Coordinator, at convenevents@region21.org to discuss any questions or to sign up today.

Thank you,

Evelyn Pidgeon

Evelyn Pidgeon

Chair of the Regional Convention

Darren Hurst

Darren Hurst

Team Coordinator, Region 21



REGION 21 GOLDEN WEST CONVENTION 2024

SPONSORSHIPS

Over 500 singers and their guests are expected to attend this year!

Mark your Sponsor Level and complete your contact information on the back of this sheet.

All sponsors receive acknowledgement on event emails, online registration page, day-of live-stream & website

☐ **Platinum Sponsor \$10,000**

- 10 Premiere VIP Seats to all Competition Events
- 10 Premiere VIP Seats to Saturday Show of Champions
- 10 Drink Tickets for Saturday evening show
- Opportunity for one person to be a presenter of an award.
- One Vendor Booth space in Boutique or a one Night Stay at the convention hotel
- Logo or name displayed on all Sponsor signage

☐ **Silver Sponsor \$3,500**

- 4 Premiere VIP Seats to all Competition Events
- 4 Premiere VIP Seats to Saturday Show of Champions
- 4 Drink Tickets for Saturday evening show
- Opportunity for one person to be a presenter of an award.
- One Vendor Booth space in Boutique or a one Night Stay at the convention hotel
- Logo or name displayed on all Sponsor signage

☐ **Awards Sponsor \$1,500**

- 2 VIP seats for all competition events
- 2 VIP seats to Saturday Show of Champions
- Logo/name displayed on all Sponsor signage

☐ **Water Station Sponsor - Theater \$750**

- Sponsorship signage on all water stations at Marsee Theater, competition venue
- Signage and table display at one (1) water station at theater during Friday and Saturday competition sessions

☐ **Gold Sponsor \$5,000**

- 6 Premiere VIP Seats to all Competition Events
- 6 Premiere VIP Seats to Saturday Show of Champions
- 6 Drink Tickets for Saturday evening show
- Opportunity for one person to be a presenter of an award.
- One Vendor Booth space in Boutique or a one Night Stay at the convention hotel
- Logo or name displayed on all Sponsor signage

☐ **Show of Champions Sponsor \$2,500**

- 4 Premiere VIP Seats to Saturday Show of Champions
- 4 Drink Tickets for Saturday evening show
- Exclusive Vendor Booth space at Show of Champions
- Logo/name prominently displayed at Show of Champions and on Jumbotron ad during competition
- Logo/name displayed on all Sponsor signage

☐ **Transportation Sponsor \$1,000**

- Logo/name displayed on a magnet on all buses
- Logo/name displayed on Signage at all pick-up and drop-off locations
- Logo/name displayed on all Sponsor signage

☐ **Water Station Sponsor - Hotel \$500**

- Sponsorship signage on all water stations at Torrance Marriott Redondo Beach hotel venue
- Signage and table display at one (1) water station at hotel for Saturday evening show

OVER ⇨

SPONSORSHIPS, *continued*

Complete your contact information below. Once payment is received, you will be contacted with specs for your logo/ad space.

UNDERWRITING

Help underwrite the cost of the event with your 100% tax-deductible donation!

\$100 \$250 \$500 \$1,000 Other: \$ _____

- Prominent display of logo or name at event
- Acknowledgement on the online registration page

PAYMENT INFORMATION

A secure online payment and registration can be made at www.region21.org

Sponsorship or Underwriting Amount: \$ _____

My check, payable to Region 21, is enclosed. Mail check and form to: Judy Moore, Finance Coordinator
12413 View Court NE
Albuquerque, NM 87112

I will make payment online at <https://www.region21.org/2024-spring-convention>

Name: _____

Company Name: _____

Email: _____

Phone: _____

Website: _____

Address: _____

City, State, Zip



Contact Patricia Glasser at ConvenEvents@Region21.org with any questions. Thank you!
Region 21 Golden West is a 501(c)3 organization, Tax ID number 51-0143728.