



# Sponsorship Deck

Future Directions of Music Cognition

May 10-14, 2020 • Columbus, OH

[org.osu.edu/mascats](http://org.osu.edu/mascats)

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# Welcome & Vision

It is our pleasure to announce the **Call for Sponsors for the Future Directions of Music Cognition Conference**, taking place in Columbus, Ohio from **May 10-14, 2020**.

- This innovative, international conference is aimed at teaching 100+ professionals of all levels on how to use novel techniques to conduct music-related research in the upcoming decades.
- The **Vision of Future Directions** is to provide state-of-the-art lectures and methodology workshops led by world-renowned innovators across many music-related disciplines. The five keynote speakers will be closely interacting with the conference attendees throughout the week by leading methodology workshops, lectures, and group-projects.



# Welcome & Vision

The expected conference body will include **researchers, professionals, educators, developers, and students** in music-related fields such as music information retrieval (MIR), psychology, computer science, neuroscience, music theory, and music therapy.

We care about attracting talent across all professional levels. To attract early-career researchers, we have made registration **free** for all student and postdoctoral attendees.



# Words about Future Directions

“Our vision for **Future Directions** is to bring music researchers together from around the world, so that we can come together as a field and look together towards the future.”

*Lindsay Warrenburg*  
*Lindsey Reymore*  
**Conference Co-chairs**



“**Future Directions** will not only show the latest research in musical corpus studies, musical emotion and affect, music pedagogy, rhythm & meter, and musical timbre; it will also show how these topics are intertwined with the latest developments in AI, cognitive psychology, social psychology, acoustics, and neuroscience, illustrating the deep connections between STEM and the art of music.”

*Justin London*  
**Keynote Speaker**

“Alongside the chance to learn about the latest research from early-career and established researchers in the field of music cognition, the big draw of this conference for me is the dedicated themed workshops in which I will be engaging practically with methods and learning first-hand about disciplinary perspectives.”

*Fred Hosken*  
**Conference Attendee**

# Future Directions Overview



200 Expected  
Attendees



70\*  
Presentations



36\*  
Posters



5  
Workshops



5  
Keynotes



5-10  
Group Projects



3\*  
Meetups



*\* as of March 9, 2020*

# Overview of Sponsorship Types

- General Sponsorships
- Diversity, Equity, & Inclusion Sponsorships
- Dedicated Sponsorships



# General Sponsorships

## Benefits

- Insight into best tools, surveys, and techniques for music-related research in 2020
- Showcase your products and/or research to a rich interdisciplinary community
- Recruit top technical talent
- Invest in brand equity and business development



	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Minimum sponsor contribution (USD)</b>	<b>5000</b>	<b>2500</b>	<b>1000</b>
Social media acknowledgement (Twitter, Facebook, conference website)	✓	✓	✓
Logo, link, and blurb on conference website	<b>Large</b>	<b>Medium</b>	<b>Small</b>
Logo on brochures & Acknowledgement in official presentations	✓	✓	
Named in pre-conference attendee emails	✓		
Promotional items*	<b>3</b>	<b>2</b>	<b>1</b>
Complimentary conference registrations	<b>3</b>	<b>2</b>	<b>1</b>
Poster at the main conference venue	✓		
Table at the main conference venue	✓	✓	
Named community grant in the Sponsor's name	✓		

*\* Promotional items are to be sent to the local organizers at own expense of the sponsor. It is the sponsor's responsibility to mail the items in time for the conference.*



# Diversity, Equity, & Inclusion Sponsorships

## Benefits

- Support a diverse and inclusive conference community
- Engage researchers who would otherwise be unable to attend

## Causes

- Travel and housing accommodations for students
- Provide childcare services during the conference
- Contribute to student awards



	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
<b>Minimum sponsor Contribution (USD)</b>	<b>2500</b>	<b>1500</b>	<b>500</b>
Social media Acknowledgement (Twitter, Facebook, conference website)	✓	✓	✓
Logo, link, and blurb on Conference website	<b>Large</b>	<b>Medium</b>	<b>Small</b>
Acknowledgement in Official presentations	✓	✓	
Named student grants in Sponsor's name	<b>3</b>	<b>2</b>	<b>1</b>

# Dedicated Sponsorships

- Dedicated Sponsorships will go to a feature of your choice.
- Please contact us at [mascats@osu.edu](mailto:mascats@osu.edu) for pricing and availability to secure your sponsorship today!



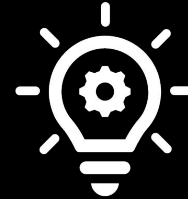
**Meet & Greet**



**Public Outreach  
Event**



**Coffee Break**



**Other Activity of  
Your Choice**



**Reception**



Thank you for your interest  
in **Future Directions of  
Music Cognition.**

We look forward to working with our  
sponsors to bring **Future Directions**  
to fruition.



If you wish to sponsor our event or  
should you need further  
information, please contact us!



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