

SPONSORSHIP
OPPORTUNITIES

PIANO LADIES CONFERENCE



EXPERT WORKSHOPS
SISTERHOOD | AGENTS
NETWORKING | SHOWCASE | JAMS
OFFICIAL SWAG BAG & T-SHIRT
VIDEO & PHOTO SHOOTS

WWW.PIANOLADIES.COM



Our Mission

Piano Ladies is a group of international female piano bar entertainers who range from beginners to seasoned veterans, some of whom began working in the original piano bars in New Orleans, Louisiana.

The organizers work tirelessly to create an inclusive space that offers a great deal of knowledge and networking to help women further their careers in the entertainment industry, especially in the niche of piano bar entertainers. We want to welcome and include your brand into our community.

Our mission is to share knowledge, build a supportive community, and help develop and nurture our talents and sisterhood together. We mean to educate and elevate not only ourselves but our industry at large. We bring a balance to the stage when working in teams with men that has proven lucrative for venues and club owners. The better we educate and nurture the more we contribute to a strong piano bar industry.



How You Can Help

Piano Ladies offers several sponsorship opportunities, giving you brand awareness and interaction while providing the attendees with more quality programming and keynote speakers. Your brand sponsorship aligns your name with the incredible experience reported by past Piano Ladies conference attendees.

The organizers strive to keep the entry fee for participants at a very reasonable rate. This is why your sponsorship today is so important. We want to send our attendees home with the highest level of skills to bring back to their respective venues, where their expanded knowledge base generates higher revenue for venues and players alike.

In 2022, our conference package was \$150 per participant, and we also received approximately \$2,500 in sponsorship dollars.

In 2023, we leveled up, adding thousands of dollars of value, featuring a host hotel with a block room rate for attendees, meeting room facilities with both breakfast and lunch included for the two days we used those facilities, a talent showcase curated by Piano Ladies organizers with professional lighting and recording. We compensated top-notch keynote speakers each day. We also added service/trade partnerships with discounts and free samples from industry-specific brands. Those brands reported increased sales to our attendees for several weeks following the event. We increased the 2023 registration price to \$189 to help offset our new budget, but the greatest step forward was generating approximately \$8,500 in sponsorship dollars. Sponsorships came from piano bar venues, international talent agencies, products used by professional vocalists, and private patrons of the arts. We are very pleased with our explosive expansion and want you to be part of that growth going forward.

For our 2024 conference, we have set a budget of \$30,000. We want 50-75% of sponsorship monies and services/trades.

We are raising our registration fee to \$210, but we will always need sponsorship so that our attendees don't have to shoulder the entire burden themselves. When we rise together, we get better as a group and as individuals, bringing the skills we learn here to our respective markets.

In-kind trade, product placements, and creative brand activation within our programming or online digital presence are welcome! *Let's get creative!*

Please review our sponsor levels and support us to grow together with Piano Ladies. We look forward to rising together.

Sponsor Levels

The Piano Ladies have established varying sponsorship opportunities for corporations, businesses, and individuals interested in supporting our conference. Your support helps this organization and our greater network of talented women to grow and flourish, bringing greater profitability to venues and brands alike.

We ask that you commit to the highest sponsorship level possible for you and your organization today. Thank you in advance for your generosity, patronage and vision.

DIAMOND | \$10,000 – *One Available*

- Named in line with conference title: "Presented by _____"
- Priority recognition with dedicated signage in daily conference venue
- Top prominence logo placement as **DIAMOND PRESENTING SPONSOR** on website, program, and signage from time of sponsorship
- Brand name placement on official 2024 Piano Ladies conference merchandise
- Multiple announcement and tie-in posts on official social media prior to and after PL 2024
- Official Piano Ladies Sponsor 2024 Decal for front of business
- Brand name usage throughout daily conference programming, written and spoken
- Featured posts on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt
- Creative customized swag/promo ideas welcome

GOLD | \$5,000–\$9,999

- Prominent sponsor logo placement as **GOLD SPONSOR** on website, program, and signage from time of sponsorship
- Multiple announcement and tie-in posts on official social media prior to and after PL 2024
- Official Piano Ladies Sponsor 2024 Decal for front of business
- Brand name usage throughout daily conference programming, written and spoken
- Featured posts on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt
- Creative customized swag/promo ideas welcome

Sponsor Levels cont.

SILVER | \$2,500-\$4,999

- Prominent sponsor logo placement as **SILVER SPONSOR** on website, program, and signage from time of sponsorship.
- Official Piano Ladies Sponsor 2024 Decal for front of business
- 2 daily mentions and promo summary of brand by organizers
- Featured post on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt

BRONZE | \$1,000-\$2,499

- Sponsor logo placement as **BRONZE SPONSOR** on website, program, and signage from time of sponsorship
- Featured post on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt

LUNCH SPONSOR | \$1,250 (Limit 3)

- Prominent sponsor signage on the lunch buffet/ banquet table on your day
- Sponsor logo on website, program, and signage from time of sponsorship
- Featured post on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt

HONORED PATRON | \$100-999

- Prominent sponsor logo placement as **Honored Patron** on website, program, and signage from time of sponsorship
- Featured post on Piano Ladies official social media channels
- Complimentary official swag/tote bag and exclusive T-shirt

COMMON QUESTION

Q: I see a varied amount per level, what do I get if I pay more per sponsor level?

A: We work within each level to add options to integrate your brand or company in creative ways to maximize the value to you. This is a great way for us to visit and negotiate further, so please let us know what you would really like to see for a fun and great partnership.

Testimonials

In the words of the Piano Ladies

“For me the most insane value is in TIME. I got DMs from agents DURING THE FACEBOOK LIVE STREAM. Just Piano Ladies setting up and running this showcase on their platform got me immediate offers. I didn't even have to send one email. **I am blown away. Our collective power is huge.**”

-
Carolyn M., Piano Ladies member

“The value of what we were provided at this conference is in the hundreds of thousands of dollars. Five minutes ago, I received a lead on a job for one song. This **new business relationship** could result in thousands of dollars of work. And I have that demo material because I was at the conference.”

-
Genesis L., Piano Ladies member

“Someone once told me there are two types of people. One type thinks that there is only one pie with 8 pieces; competitive and limited. The other type think that there is unlimited pie and unlimited pieces; collaborative and unlimited. Piano Ladies embraces the latter. **We all rise together.**”

- *Susan Erwin Prowse, Piano Ladies Founder & Organizer*

Organizers

Susan Erwin Prowse

Jen Porter

Tammy Tanner

Desiree Irwin



Susan Erwin Prowse
Founder & Organizer



Susan Erwin Prowse boasts a thriving international music career spanning two decades, with two albums released out of Nashville. In 2003, Susan left her corporate job as a Radio Frequency Engineer to follow her passion; music. She continues to travel the world entertaining in high-energy piano bars. She is an honors graduate of the University of Central Arkansas with a degree in Pure Mathematics.



Tammy Tanner
Organizer



Tammy Tanner, aka Tammy T., grew up with musical parents giving her piano lessons. Her brothers room had a piano; so naturally, she snuck in and furthered her musical education. Her talent was recognized and then developed by jazz pianist, Ray Cassarino. After attending Berklee College of Music, where she worked with other singers, Tammy became a solo act, performing in piano bars in Sweden, Norway, Denmark, Finland, and the Netherlands. She became management at a Norwegian club, gaining experience in marketing, booking, and talent development, eventually redesigning and running the club herself. She is now the CEO of a successful Norwegian booking agency while still performing internationally.



Jen Porter
Organizer



Acclaimed singer, songwriter, and entertainer Jen Porter has been performing energy-filled piano bar shows for over two decades. She proudly offers five original albums and is a resident singer of the National Anthem for MLB's Chicago White Sox since 2007. Jen performs regularly on tropical Caribbean islands, great European cities, and select Norwegian cruises.



Desiree Irwin
Organizer



Desiree Irwin is a renowned pianist and entertainer from Chicago, known for her work with Buddy Guy. She has toured with iconic musicians, appeared on television, and been recognized by Rolling Stone. She has served as a musical director, managed a recording studio, and toured with Frankie Avalon. Desiree is also a talented songwriter, with two albums of original music and a licensing deal with Universal. She is currently the National Entertainment Director of Howl at Sea for Howl at the Moon on Norwegian Cruise Lines.

2024 Las Vegas



Scope & Attendees

In 2023, there were 35 in-person attendees and 10 virtual attendees, not including agents who attended our showcase virtually.

We anticipate 45-50 in 2024 for our 4th annual gathering back in Las Vegas.

For this fourth annual conference, the organizers are looking to secure sponsor partnerships to provide rich and unique programming led by industry-leading panelists. There are administrative costs, conference venue(s), sound tech rental, water, meals, snacks, tote/swag bags, giveaways, and a myriad of other related expenses.

The contribution your company makes to this year's event creates an extraordinary learning, growing, and networking experience for newcomers and veterans in the piano bar industry and the overall music industry as well.



Value & Impact

Our attendees continue to report high levels of satisfaction on post-conferences surveys. All participating women have expressed feeling inspired, supported, and connected. Our unique sisterhood creates and connects mentors and colleagues, as well as fostering true friendships, as we support and assist each other through different facets of our industry.

The bonds formed continue to excite, unite, and motivate us all to improve and grow. The organizers of Piano Ladies conference are asking you to help us continue our mission to deliver world-class programming to the current and future leaders of the piano bar and music industries.

Conference Legacy

The Piano Ladies conference is held annually in an American city that hosts multiple live music venues, particularly piano bars. It is a four-day event with panels and discussions all day. Then, attendees both observe and possibly sit in at live piano venues nightly.

The Piano Ladies conference is developed and curated by key leaders of this sisterhood. Susan Erwin Prowse had a dream; Bringing together the female players of the piano bar industry to share experiences from the unique perspective of being female in our industry. In 2019, that dream became reality and the official Piano Ladies conference was born.

Approximately 50 piano ladies and 7 international booking agents/representatives attended the inaugural gathering that first year. The conference featured a full program of educational and networking events.

Piano Ladies also gathered nightly and showcased their talents at high-profile dueling piano bars around Las Vegas, Nevada, including performances at Bar at Times Square at New York-New York Casino & Hotel, and Harrah's Casino & Hotel Dueling Pianos Show featuring the world-famous dueling twins, Kim and Tamara Pinegar, celebrating a lucrative entertainment partnership lasting over two decades.

Envisioned as an annual event, the 2020 and 2021 conferences were canceled/postponed due to the worldwide pandemic. The Piano Ladies conference was re-born in 2022 in Chicago, Illinois, with 30 in-person and 20 virtual attendees. Daytime conference activities were held at Davenport's, a sleek cabaret venue which perfectly facilitated discussing and demonstrating performance aspects of our business.

In the evenings, the ladies attended and showcased their talents at iconic piano venues, hitting up such Chicago classics as Redhead Piano Bar (downtown), Slugger's World-Class Sports Bar & Dueling Pianos (Wrigleyville), and Howl at the Moon's flagship club, also in bustling downtown Chicago. The success of the event was beginning to be palpable and the momentum undeniable as more females in the industry heard about the happiness of the attendees and the organizers in our shared vision and execution of this unique event.



2023 New Orleans

The scope of the attendees in 2023 ranged from ladies with over 40 years of experience to new talent just fledging their careers. All came together and focused on sharing resources and knowledge to benefit and better themselves as well as elevate the entire industry.

The 2023 program was packed with high-quality relatable content. Performance may be in the spotlight of what Piano Ladies do, but there's also far more going on behind the scenes. Piano Ladies programming features content for many facets of performance, but also business, artist development, and overall career evolution.

2023 Piano Ladies Programming

- History of piano bars
- International agent panel & showcase
- Vocal health, techniques & preservation presented by expert vocal coach Kimberly Kanitz and Dr. Karen Perta (Ohio Univ)
- Mental Health: anxiety, depression, addiction, and resources for help
- Marketing: Websites and EPK, social media, networking
- Business models and best practices for independent business owners, insurance types and why you need them, retirement and investing
- Essentials of a great piano entertainer show, including tips to handle hecklers, tough dueling partners, and bad bosses
- Comedy presentations by stand-up comedian and hypnotherapist Traci Kanaan and Improv Specialist Christine Alexander
- Equipment & Technology: drum machines, apps, keyboards, microphones, basic PA and EQ
- AI, Tech, and the future of our industry and our world
- Nightly talent showcases at Spirits on Bourbon, Ticklers on Bourbon
- Piano Ladies talent showcase at Bourbon O Bar, located in the Bourbon Orleans Hotel
- Two days of fully catered meetings at the historic Bourbon Orleans Hotel Orleans Ballroom, as well as a donated day of conference activities at the original Pat O'Brien's*
- Surviving the Road: Packing, making informed travel arrangements, insurance
- Lady Legends: Veteran female piano entertainers tell tales, give advice, and answer questions

An online space with educational materials and resources was created to help train and elevate this industry for talent at all levels. It serves as a reference and resource tool for all attendees. The organizers strive to continue to build and grow so that more female entertainers can be empowered with knowledge and networks that grow and support them.

**Pat O'Brien's is credited as being the birthplace of Dueling Pianos. The dueling team here was and still is traditionally two female players.*

Thank You

Thank you for your consideration and involvement in our growing network of connected musical endeavors. Elevating piano bar entertainment skills elevates piano bar players, venues, and products used by professional piano bar entertainers.

All of the organizers and **especially** the attendees thank you sincerely for your time, consideration and support. We cannot provide this high level of programming without you!

In the words of our founder, *We all rise together.*

CONTACT US TODAY TO SECURE YOUR SPONSORSHIP!

Questions and alternative ideas welcome!

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