



In a parallel universe, we would be looking back on the 2020 ASCAP Experience from our new home in downtown Los Angeles. We wish we could have reunited with our songwriter community and connected with friends in the industry like you. We hope you and yours, along with your businesses, are finding ways to navigate this new normal while staying healthy and well.

We have been working tirelessly to build a solution that can deliver on the original offerings from our annual event while continuing to champion the work of music creators. We are excited to share news of our virtual ASCAP Experience initiative, **ASCAP Experience: Home Edition**.

**Launching May 28, ASCAP Experience: Home Edition** will premiere original, live sessions every Thursday, featuring hit music creators and industry leaders. Curated educational programming will include creative workshops, sessions on monetizing and promoting music, wellness panels, and much more to engage our music creator community.

**Registration will be free**, and virtual attendees can find opportunities to engage and connect with panelists, moderators and fellow songwriters, composers and producers. Following each program, we'll share the **content on demand** for anyone who may have missed the live Experience, free for all who register.

We are hopeful that you are as excited as we are by this **unique opportunity to connect with a wider music creator audience** in the digital space.

Join us as a launch partner!

Be well,

Lauren Iossa  
Chief Marketing & Communications Officer





## **ASCAP Experience: Home Edition**

Thursdays, 12-3pm PT

### **3-hour program blocks feature:**

- (2-3) 45-60 minute original ASCAP panels/sessions
- (1) 30-45 minute sponsor session

### **Pricing (*through June 30*)**

Single 30-45 minute sponsored session with logo/link inclusion: \$3000

### **Available Dates (subject to change)**

5/28, 6/4, 6/11, 6/16, 6/18, 6/25, 7/9, 7/16 (extension possible)

### **Benefits**

- Each daily program includes a unique email recap to ASCAP Experience community (130K+ subscribers) with sponsor messaging included
- Sponsored session interactivity levels with the audience can be customized (Q&A, quizzes, etc.)

### **Additional Details**

- Video content powered by Kaltura, a fast, lightweight leading video platform with accessibility on any device
- Attendees pre-register for each session
- Sponsored sessions can be pre-recorded or produced live - we will work with you to determine the best solution

To find out more, please contact:

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