

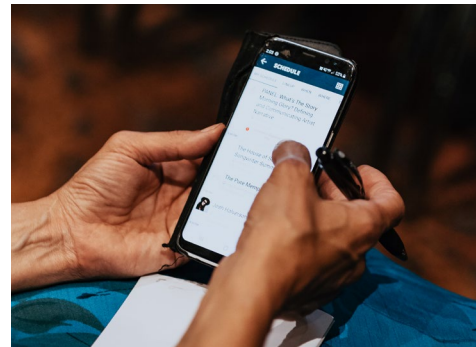


**2020 Sponsorships &
Sales Opportunities**

AMERICANAFEST

SEPTEMBER 15-20, 2020

PRINT & DIGITAL ADS



EVENT PROGRAMS

Every conference registrant receives a Conference Program. Pocket-sized Gig Guides are available to any attendee, including registrants and the community.

Conference Program Half Page Ad	\$1000
Gig Guide Full Page Ad	\$1000
Gig Guide Half Page Ad	\$800

NASHVILLE SCENE FESTIVAL SUPPLEMENT

An AMERICANAFEST® supplement will be included in a September issue of local magazine Nashville Scene, which is distributed around Nashville and surrounding communities.

Half Page Ad (6 available)	\$1000
Quarter Page Ad (6 available)	\$600

HONORS & AWARDS PROGRAM

Program bulletins will be in all ticketed seats at The Ryman Auditorium for over 2,000 music industry professionals, artists and fans. Ads must be congratulatory in nature. Americana Music Association® reserves the right to approve all ads.

Full Page Ad	\$1500
Half Page Ad	\$750

MOBILE APP

Partner level includes Sponsor Page of Mobile App and Sponsor Page of Americana website. Premiere level includes rotation on Schedule Page and Sponsor Page of Mobile App. Title level includes home page of Mobile App and rotation on Schedule Page and Sponsor Page.

Title (1 available - by request)	\$4000
Premiere (4 available)	\$2250
Partner + Website (20 available)	\$500

DIGITAL WEB AD

Ads are non-animated and appear on the Americana Music Association® homepage and AMERICANAFEST® pages.

400 x 325 Ad	
Purchased before Aug 1	\$850 / Aug & Sept
Purchased after Aug 1	\$1000 / Aug & Sept
	\$650 / 2 months
400 x 125 Ad	\$500 / Aug & Sept
	\$300 / 2 months

SPONSOR PAGES

Company logos will appear on Sponsor Pages.

Conference Program Book, Gig Guide & Web	\$1000
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LOGO BRANDING



GOODY BAGS

Logos will appear on 1500 Goody Bags distributed to Conference Registrants.

Exclusive logo inclusion	\$5000
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VOLUNTEER T-SHIRTS

Logos will appear on 200 Volunteer T-Shirts, worn throughout the week of the festival and conference.

Exclusive logo inclusion	\$1500
Non-Exclusive logo inclusion	\$500

SPECIAL EVENTS

All inclusive “plug and play” events are available through the Americana office, starting at \$5000 for a lunch event.



Organize a special event at a venue of your choosing during the approved hours below, and we will include it in our online and printed schedules and on the mobile app. Length of event determines listing rate. All performers must be approved. Please note that approved hours may coincide with AMERICANAFEST®-produced programming.

Approved hours for special events:

Tuesday: 2pm - 7pm

Wednesday: 9am - 5pm

Thursday - Sunday: 9am - 8pm

8 - 10 hours	\$1500
5 - 8 hours	\$1250
3 - 5 hours	\$1000
1 - 3 hours	\$750

ACTIVATIONS



EXHIBIT HALL BOOTH

The Exhibit Hall is located in the Conference Hotel and is the best way to meet Americana industry professionals face-to-face. Purchase of a booth includes 1 conference registration and 2 additional booth worker passes. Music industry related exhibitors only.

8' x 8' Booth

\$800

GOODY BAG INSERT

Every conference registrant receives a Goody Bag when they pick up their badge. This opportunity is the best way to put your product into the hands of Americana industry professionals.

Purchased before Aug 1 \$750

Purchased after Aug 1 \$900



PHYSICAL BANNER

Banners are displayed in the General Session Room at the Conference Hotel where we host the keynotes speakers and our most popular panels.

At Conference Hotel - popup

Purchased before Aug 1 \$900

Purchased after Aug 1 \$1000

At Conference Hotel - hanging

Purchased before Aug 1 \$750

Purchased after Aug 1 \$900

SPONSOR PACKAGES



DIGITAL SPONSOR (\$1350 value)

\$1100

- Logo placement on Sponsor Page of Americana website
- Partner level on AMERICANAFEST® Mobile App
- Digital Web Ad (400x325) on Americana website during Aug. & Sept.

BRANDING SPONSOR (\$4650 value)

\$4200

Digital Sponsor Items Plus:

- Printed logo placement on Sponsor Page of Conference Program Book and Gig Guide
- Half page ad in Conference Program Book
- Half page ad in Gig Guide
- Goody Bag insert OR Physical hanging banner placement at conference hotel

SILVER SPONSOR (\$6480 value)

\$5800

Branding Sponsor Items Plus:

- Exhibit Hall booth
- TWO full Conference Registrations (includes priority access to all daytime and evening events)
- TWO tickets to the Honors & Awards show at The Ryman Auditorium

GOLD SPONSOR (\$9410 value)

\$8000

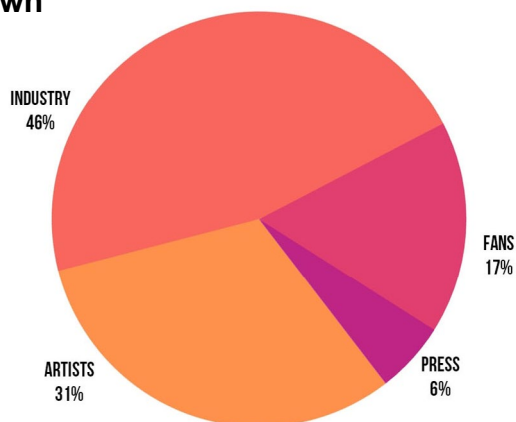
Silver Sponsor Items (excluding Exhibit Hall booth) Plus:

- UPGRADE to FOUR Honors & Awards tickets
- UPGRADE to full page ad in Gig Guide
- UPGRADE to BOTH Goody Bag insert and physical banner placement at hotel
- UPGRADE to two additional months of digital web ad on Americana website
- Logo placement on AMERICANAFEST® Tower Lobby Sign
- TWO Festival Wristbands
- Half page ad in *Nashville Scene* Festival Supplement

AMERICANAFEST® 2019

FESTIVAL & CONFERENCE IN REVIEW

Conference Attendance Breakdown



25,800
Total Attendees

2,600
Total Conference Registrants



65+
Hours of Educational
Events

790+
Hours of Live Music

342,462
Website Views
in Aug. & Sept.

1,757,000
Mobile App Views
in Aug. & Sept.



15 countries represented

Photos: Nathan Zucker Photography

The Americana Music Association® is a 501c6 professional not-for-profit trade organization whose mission is to advocate for the authentic voice of American roots music around the world. AMERICANAFEST® is our annual fundraiser, and the event could not have grown to the high-caliber festival and conference that it is today without the generous support of our advertisers and sponsors.

Join us in celebrating, growing and elevating authentic Americana voices. Email sales@americanamusic.org for more information!