



**2022 Sponsorship &  
Sales Opportunities**

**AMERICANAFEST**

SEPTEMBER 13-17, 2022

# PRINT & DIGITAL ADS



## NASHVILLE SCENE AMERICANAFEST SUPPLEMENT + PROGRAM BOOK

The AMERICANAFEST event schedule will be included as an insert in a September issue of local magazine Nashville Scene. This issue will be distributed throughout Nashville leading up to event week and is a great way to reach the greater trend-setting arts community in Nashville. The same program will also be printed and handed out to all attendees, including both conference and festival passholders, as the guide to all official AMERICANAFEST events.

Half Page Ad (12 available)	\$1500
Quarter Page Ad (8 available)	\$900

## HONORS & AWARDS PROGRAM

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

Back Page Ad (1 available)	\$2500
Full Page Ad	\$1500
Half Page Ad	\$750

## LOGO ON SPONSOR WEBPAGE

Company logos will appear on Sponsor Page of Americana website.

Website	\$300
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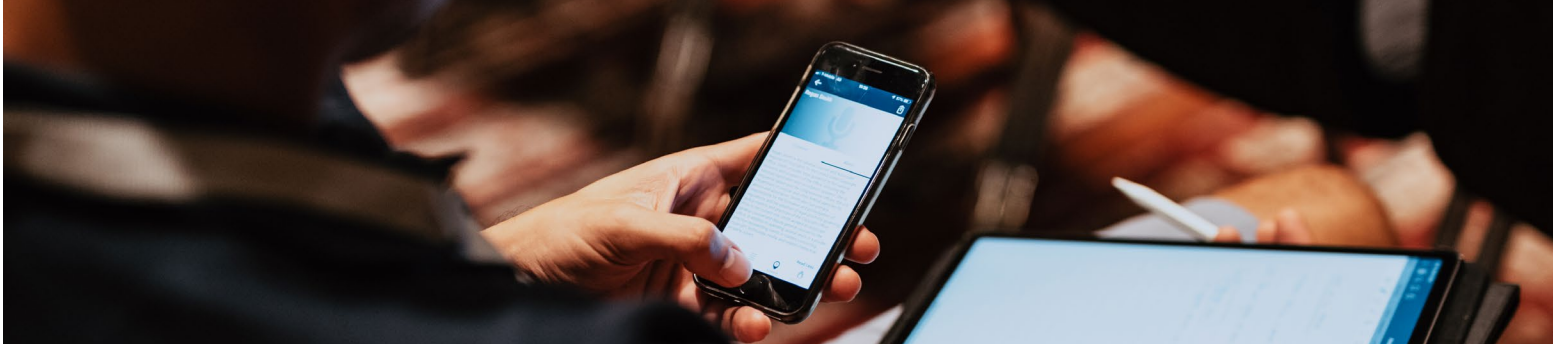
## DIGITAL WEB AD

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



# MOBILE ADS



## MOBILE APP ADS

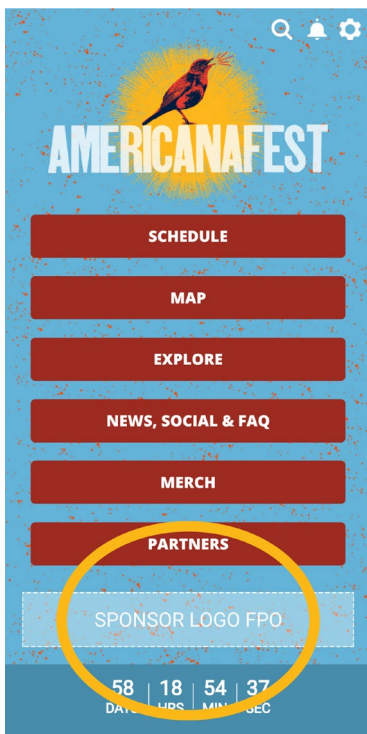
Partner level includes Partner Page of Mobile App and Sponsor Page of Americana website. Premiere level includes rotation on Schedule Page and Partner Page of Mobile App. Title level includes home page of Mobile App and rotation on Schedule Page and Partner Page.

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

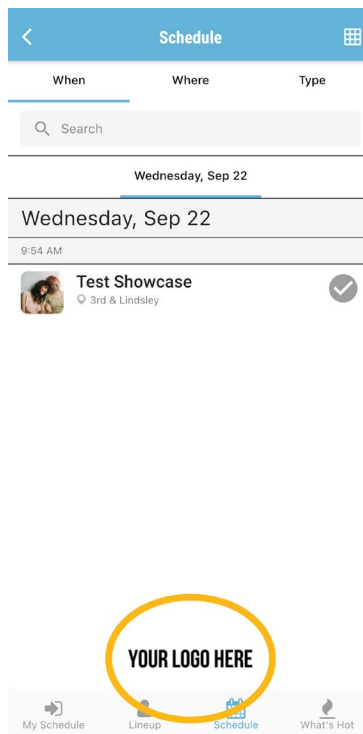
## MOBILE APP NOTIFICATIONS

Geofence notifications are sent to mobile app users when they get within a certain distance of a location. Activity-based notifications can be sent to users who add an event to their schedule. Notifications are a great way to promote special events, giveaways, discounts and more.

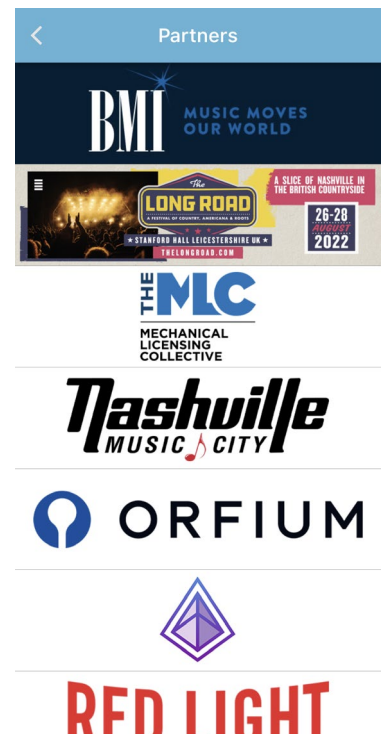
Geofence notification	\$400
Activity-based notification	\$750



Title Sponsor



Premier Level



Partner Level

# ON-SITE BRANDING



## 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 pass. Music industry related exhibitors only.

8' x 8' Booth	\$1000
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## POP-UP BANNER

Displayed in the most populated areas of the Conference Hotel, standing banners should be pop-up or retractable, printed on one side and within 24-48" W x 60-81" H.

Purchased before Aug 1	\$800
Purchased after Aug 1	\$1000



## LOGO ON VOLUNTEER SHIRTS

Logos will appear on 50 Volunteer T-Shirts, worn throughout the week of the festival and conference.

Exclusive logo inclusion	\$1000
Non-Exclusive logo inclusion	\$300

**SOLD OUT**

# SPECIAL EVENTS



One of the best ways to become a part of the community during our festival week is by hosting an official event to invite attendees into your world. Whether it's a rowdy rock 'n' roll shindig or a networking-focused BBQ, you can get creative from breakfast time until 7pm during our event week and engage attendees who are looking for a place to connect over good music and good times.

Some of the perks of becoming an official AMERICANAFEST event:

**More impressions.** Your event will be listed in our daily schedule to give attendees a chance to become familiar with your company before even stepping foot at your event. Your event will also appear on our website (almost 350,000 page views at peak festival season in 2019), our mobile app (almost 10,000 users who viewed the app close to 2M times in 2019), and local third-party event listing websites like NowPlayingNashville.com.

**Higher attendance.** Our staff has seen a significant increase in attendance for returning events once they became a part of our daily schedule.

You can organize a special event at a venue of your choosing in Nashville during the approved hours below. The length of your event determines the listing rate, which includes you in our schedule. All performers will need to be approved. Please note that approved hours may coincide with AMERICANAFEST-produced programming.

Special event info will be due in early July. Learn more at [www.americanamusic.org/special-events](http://www.americanamusic.org/special-events).

## Approved Hours for Special Events

Tuesday	After 6pm
Wednesday	9am - 5pm
Thursday - Saturday	9am - 7pm

## Special Event Listing Rates

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

# SPONSOR PACKAGES



## **DIGITAL SPONSOR** (\$1,650 value)

**\$1,400**

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

## **SILVER SPONSOR** (\$4,480 value)

**\$3,800**

### **Digital Sponsor Items Plus:**

- Pop up banner at hotel
- Quarter page ad in *Nashville Scene* AMERICANAFEST Supplement
- TWO full Conference Registrations (includes access to all daytime and evening events)
- TWO tickets to the Honors & Awards show at the Ryman Auditorium

## **GOLD SPONSOR** (\$6,465 value)

**\$5,500**

### **Silver Sponsor Items Plus:**

- UPGRADE to FOUR Honors & Awards tickets
- UPGRADE to two additional months of digital web ad on Americana website
- UPGRADE to half page in *Nashville Scene* AMERICANAFEST Supplement
- TWO Festival Passes (includes access to all event events and most daytime special events)

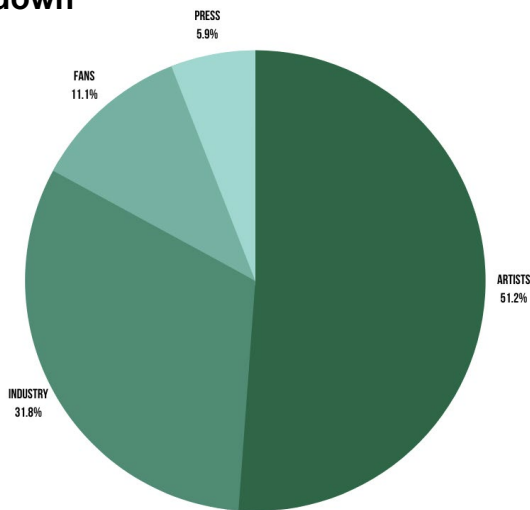
Additional packages and opportunities are available by request. We're happy to work with you on creating a unique sponsorship that meets your needs and provides value to our attendees. If you're interested in a bigger commitment to our event with more robust sponsorship opportunities, please email [sales@americanamusic.org](mailto:sales@americanamusic.org).

# AMERICANAFEST 2021

## FESTIVAL & CONFERENCE IN REVIEW

*In 2021, we carefully and thoughtfully made the decision to bring our community together again. With proper COVID-19 protocols in place, AMERICANAFEST returned to Nashville in September, safely uniting thousands of artists, industry and fans in Music City. While our attendance was affected by the pandemic in 2021, we anticipate growing back to our 2019 attendance in future years. You can view our 2021 and our 2019 details on the following pages.*

### Conference Attendance Breakdown



**12,500**  
Total Attendees

**2,085**  
Total Conference Registrants

**99%**  
Had a Positive Experience

**76%**  
Attended All 4 Days

**50+**  
Hours of Educational  
Events

**350+**  
Hours of Live Music



**187,000**  
Website Views  
in Aug. & Sept.

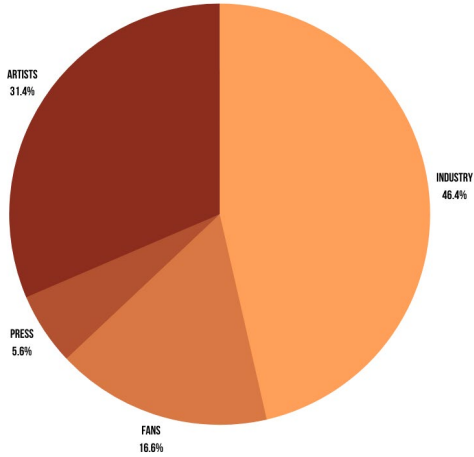
**561,000**  
Mobile App Views  
in Aug. & Sept.



# 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](mailto:sales@americanamusic.org) for more information!