



**2019 Sponsorships &  
Sales Opportunities**

**AMERICANAFEST**

SEPTEMBER 10-15, 2019

# PRINT & DIGITAL ADS



## PRINT ADVERTISING

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	\$800
Gig Guide Full Page Ad	\$800
Gig Guide Half Page Ad	\$600

## 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 (4 available)	\$1000
Quarter Page Ad (2 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)	\$5000
Premiere (4 available)	\$2000
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	\$700 / Aug & Sept
	\$500 / 2 months
400 x 125 Ad	\$500 / Aug & Sept
	\$300 / 2 months



# LOGO PLACEMENT



## LOGO PLACEMENT

*Logos will appear on Sponsor Pages.*

Conference Program Book, Gig Guide & Web	\$750
Mobile App & Americana Website (20 available)	\$500



## VOLUNTEER & STAFF T-SHIRTS

*Logos will appear on 200 Volunteer and Staff T-Shirts, worn throughout the week of the festival and conference. Logo placement is non-exclusive.*

200 T-Shirts	\$500
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# SPECIAL EVENTS



*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: 1pm - 7pm*

*Wednesday: 9am - 5pm*

*Thursday - Sunday: 9am - 8pm*

8 - 10 hours	\$1250
5 - 8 hours	\$1000
3 - 5 hours	\$750
1 - 3 hours	\$500

# 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.*

1700 Items for Goody Bag

\$700



## PHYSICAL BANNER

*Banners are hung at 5 select venues or in the General Session Room at the Conference Hotel. Venues are determined by the Americana Music Association®, and banners are not hung on stage. The General Session Room hosts keynotes speakers and our most popular panels.*

At 5 Venues

\$5000

At Conference Hotel

\$700

# SPONSOR PACKAGES



## **DIGITAL SPONSOR** (\$1200 value)

**\$1000**

- 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** (\$3750 value)

**\$3300**

### **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 banner placement at conference hotel

## **SILVER SPONSOR** (\$5400 value)

**\$4800**

### **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** (\$8000 value)

**\$6600**

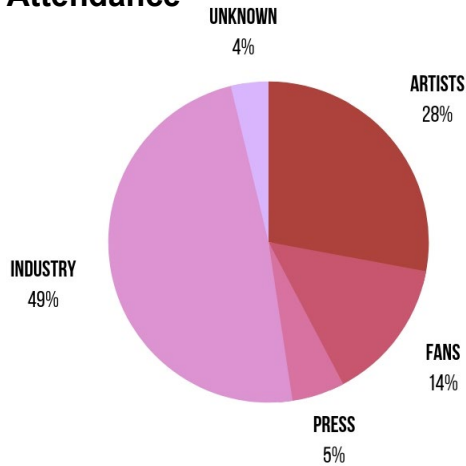
### **Silver Sponsor Items (excluding Exhibit Hall booth) Plus:**

- 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® 2018

## FESTIVAL & CONFERENCE IN REVIEW

### Conference Attendance Breakdown



**28,000**  
Total Attendees

**2,500**  
Total Conference Registrants



**60+**

Hours of Educational Events

**540**

Hours of Live Music

**275,000**

Website Views in Aug. & Sept.

**1,407,000**

Mobile App Views in Aug. & Sept.



**16 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!