



**2023 Sponsorship &
Sales Opportunities**

AMERICANAFEST

SEPTEMBER 19-23, 2023

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 as the guide to all official AMERICANAFEST events.

Half Page Ad (12 available)	\$1500
Quarter Page Ad (10 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 PAGE

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

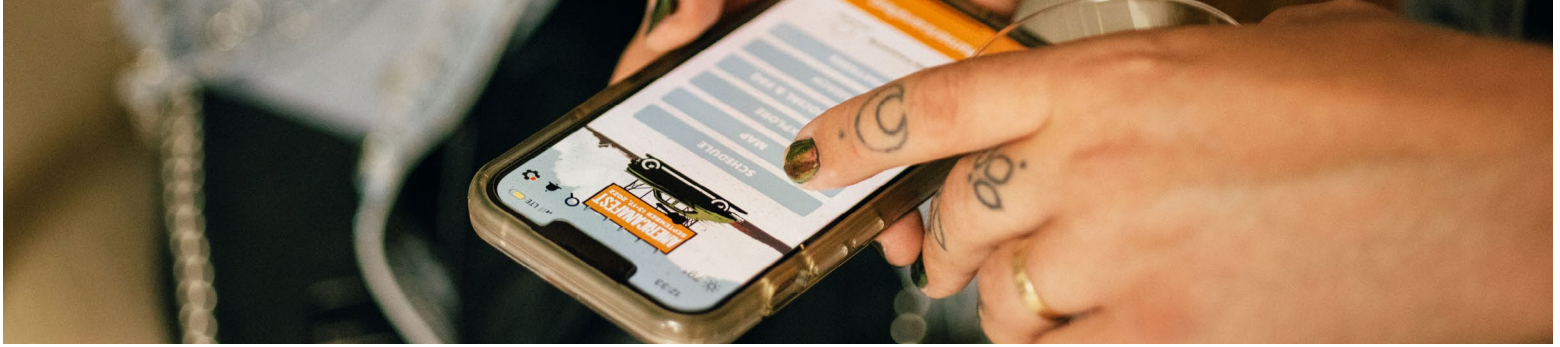
400 x 125 Ad

\$500 / Aug & Sept

\$300 / 2 months



MOBILE ADS



MOBILE APP ADS

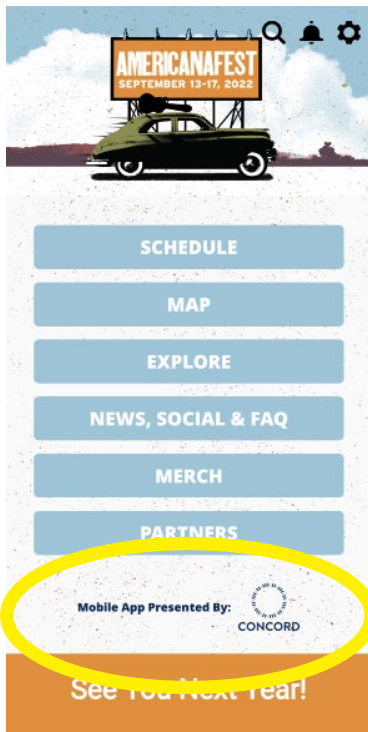
Partner level includes Partner Page of Mobile App and Sponsor Page of Americana website. Premier level includes rotation on Schedule Page and Partner Page of Mobile App. Title level includes home page of Mobile App and rotation on Schedule Page and Partner Page.

Title (1 available) SOLD OUT	\$5000
Premier (3 available)	\$2500
Partner + Website (19 available)	\$750

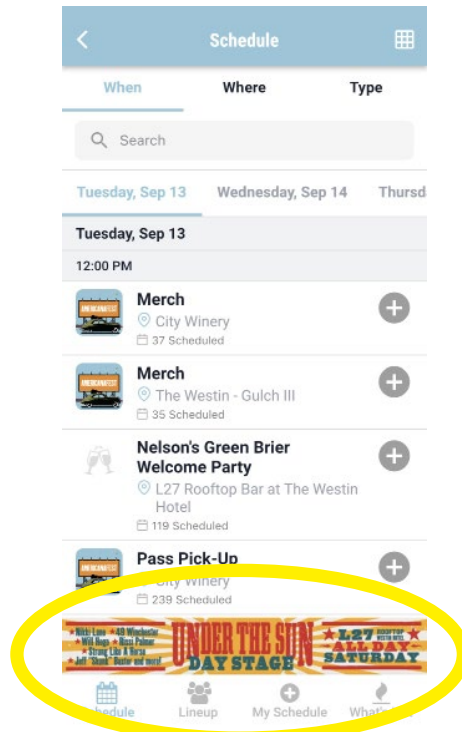
MOBILE APP NOTIFICATIONS

Geofence notifications are sent to mobile app users when they get within a certain distance of a location. Notifications are a great way to promote special events, giveaways, discounts and more.

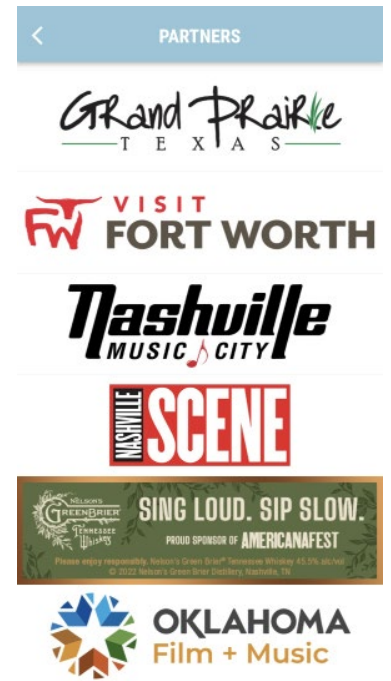
Geofence notification	\$400
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Title Sponsor



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

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. (24 available)

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.

Top Tier logo inclusion (1 available) \$1000

2nd Tier logo inclusion (3 available) \$300

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 to happy hour 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 they arrive at your event. Your event will also appear on our website (215,000 page views at peak festival season in 2022), our mobile app (850,000 views during peak festival season in 2022) 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. Of our returning events, 18 have taken place for two to five years. An additional 8 events have presented for five years or more.

Organize a special event at a venue of your choosing, our suggested venue list can be found [here](#). The event length determines the listing rate and includes your event in our official program schedule. All performers will need to be approved. Please note that approved hours may coincide with AMERICANAFEST-produced programming.

Approved Hours for Special Events

Tuesday	After 4pm
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 (\$2,050 value)

\$1,800

- 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 (\$5,348 value)

\$4,500

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 events and nightly showcases)
- TWO tickets to the Honors & Awards show at the Ryman Auditorium

GOLD SPONSOR (\$7,248 value)

\$6,000

Silver Sponsor Items Plus:

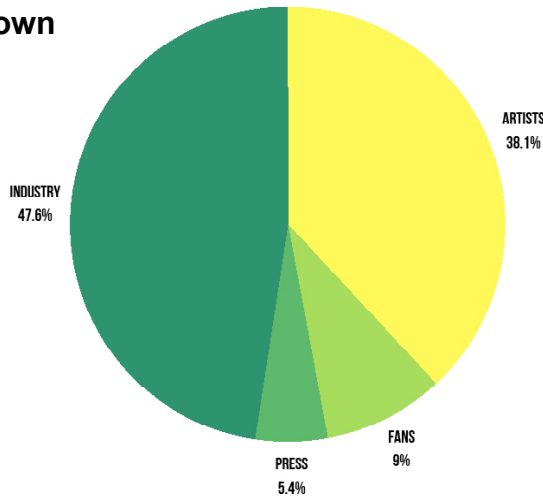
- UPGRADE to FOUR Honors & Awards tickets
- UPGRADE to two additional months of digital web ad on Americana website
- UPGRADE to half page in *Nashville Scene* AMERICANAFEST Supplement
- TWO Festival Passes (includes access to all nightly showcases and most daytime special events)

Don't see what you are looking for? Additional packages and opportunities are available upon 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.

AMERICANAFEST 2022

FESTIVAL & CONFERENCE IN REVIEW

Conference Attendance Breakdown



18,354
Total Attendees

2,373
Total Conference Registrants



65+
Hours of Educational
Events

400+
Hours of Live Music

212,000
Website Views
in Aug. & Sept.

849,252
Mobile App Views
in Aug. & Sept.



12 countries represented

Photos: Laura Partain

The Americana Music Association is a 501(c)(6) 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!