



**2021 Sponsorship &
Sales Opportunities**

AMERICANAFEST

SEPTEMBER 22-25, 2021

PRINT ADS



NASHVILLE SCENE AMERICANAFEST SUPPLEMENT

An AMERICANAFEST insert will be included in a September issue of local magazine Nashville Scene, which is distributed to attendees and around Nashville and surrounding areas.

Half Page Ad (12 available)	\$1250
Quarter Page Ad (12 available)	\$800

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.

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

ON-SITE BRANDING



POP UP BANNER

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

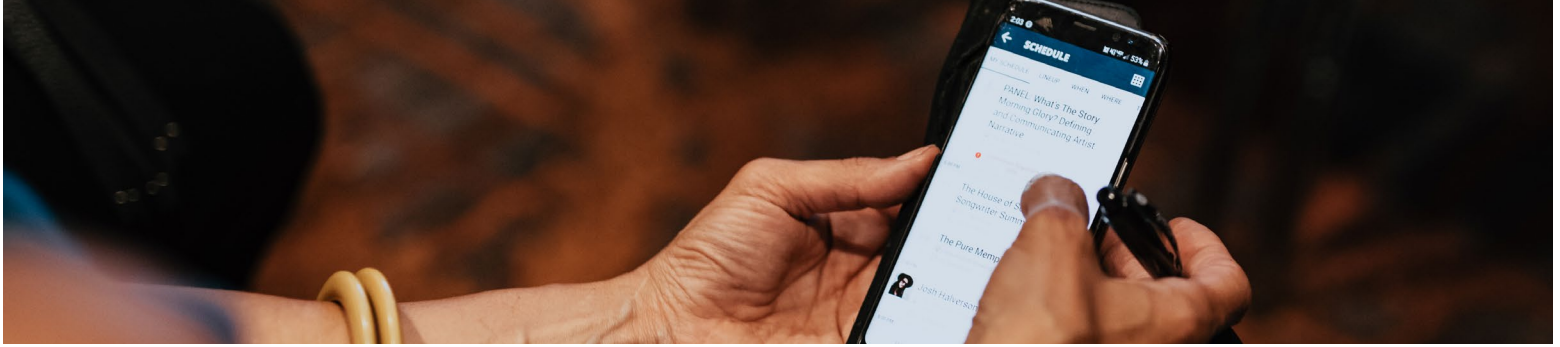
Purchased before Aug 1	\$800
Purchased after Aug 1	\$1000

LOGO ON VOLUNTEER T-SHIRTS

Logos will appear on 100 Volunteer T-Shirts, worn throughout the week of the festival and conference.

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

MOBILE ADS



MOBILE APP ADS

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.

SOLD OUT Title (1 available - by request)	\$4000
Premiere (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

DIGITAL ADS & LOGOS

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 Page of Americana website.

Website	\$300
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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), our mobile app (almost 10,000 users who viewed the app close to 2M times), 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.

The deadline for the printed schedule has passed, but your event can still be listed in the mobile app. Learn more at www.americanamusic.org/special-events.

Approved Hours for Special Events

Wednesday	11am - 5pm & 10pm - 2am
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 (\$3,680 value)

\$3,000

Digital Sponsor Items Plus:

- Pop up banner at hotel
- 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 (\$5,215 value)

\$4,250

Silver Sponsor Items Plus:

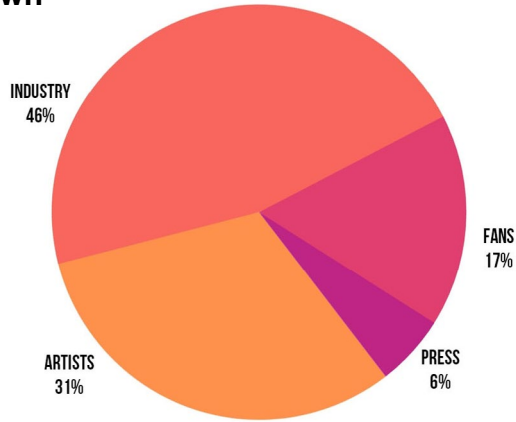
- UPGRADE to FOUR Honors & Awards tickets
- UPGRADE to two additional months of digital web ad on Americana website
- TWO Festival Passes (includes access to all nighttime events and most daytime special events)

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.

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!