



SPONSORSHIP OPPORTUNITIES

ABOUT THRIVING ROOTS

Thriving Roots: A Virtual Community Music Conference invites the Americana music community from across the world to **three full days** of engaging music industry insight, refreshing music segments and good-for-the-soul lifestyle breaks. From the comfort of their own homes, attendees will experience an **interactive conference** unlike any webinar-style expo out there and have the chance to view our content again following the event.



Position your company's brand at the forefront of a passionate grassroots community. These attendees are **hungry DIY artists** looking for ways to grow their career and **forward-thinking industry professionals** who are eagerly working on the next frontier in our world. There are also **die-hard fans** who live and breathe music, ever curious to stay informed on the ins and outs of the industry and learn more about their favorite artists.

You have the opportunity to **connect with loyal attendees** who have trusted our taste-making brand for two decades through our physical events like AMERICANAFEST, and this one is no different in the virtual arena. Whether you'd like your logo to be the first thing that attendees see as they log in or you're looking for a more personal touch with our live exhibitor booths, there are plenty of ways for your company to **make an impact on a global audience** without even leaving your home.



If you are interested in becoming a sponsor of Thriving Roots, please email sales@americanamusic.org to get started and learn more.

PRESENTING SPONSOR

Make a great first impression as a top supporter of the Americana community. A **Presenting Sponsor** is the perfect opportunity to gain maximum exposure through your company's logo in our marketing materials and within the virtual experience. Presenting Sponsors are the first thing people see when they arrive on the Thriving Roots website, so you'll be making a statement before they even enter into our conference. As the highest level of sponsorship available, you'll also receive continuous exposure leading up to and during the event through your inclusion in our promotional materials.

Presenting Sponsors receive:

- Named and thanked as Presenting Sponsor during panel introductions
- Opportunity for up-to 30 second "commercial" to run before a maximum of 10 virtual special events or panel sessions
- Inclusion in Presenting Sponsor promotional email
- Virtual Exhibitor Booth with live streaming and interactive capabilities (more details below)
- Logo inclusion on all emails and press releases (at least 5 emails to 60,000 subscribers) relating to Thriving Roots
- Logo inclusion on homepage and sponsor page of Thriving Roots website
- Logo inclusion on homepage of AmericanaMusic.org
- Four months of digital advertising on AmericanaMusic.org
- Inclusion of item in Virtual Goody Bag distributed to conference attendees
- 10 passes to attend the Thriving Roots virtual conference
- Any of the following opportunities can be added to your package as well

Pricing available upon request.

VIRTUAL SPECIAL EVENTS

Invite attendees into your own world for a lasting experience. Special Events are the best way to bring attendees into your branded environment for a chance to spotlight your talented roster of performers and for them to understand firsthand the essence of your company. Here's your chance to throw your own virtual party, so feel free to get creative and think outside the box. In addition to musical performances, you could also create a variety show, host a game show, bring in an entertaining host, showcase your company's culture, conduct short interviews with artists and so much more. You have an entire hour, so your special event can be whatever experience you want it to be.

This opportunity is a good fit for: record labels, international groups, booking agencies, press agencies, management companies, government music offices, consumer brands with artist ambassadors, etc.



PRICING: \$3,000

Segments must be pre-recorded and delivered in a fully edited and professional format.

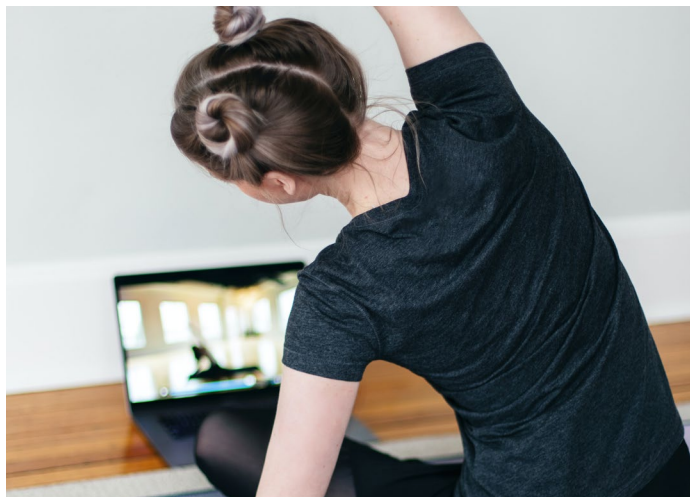
Exclusive Event Upgrade: If you don't want any competition from other programming during your event, you can upgrade to a Closing Night Party. The idea is the same, but your event will be held in the evening and will be the only program happening at that time. You also have the option to increase your event time to two hours. *Pricing: \$10,000*

Advertising Upgrade: If you want to advertise to attendees by arriving straight in their inbox, you can also purchase a feature in one of our promotional emails where we highlight multiple special events. Email content will be crafted and finalized by Americana staff. *Pricing: \$200*

LIFESTYLE BREAKS

Treat attendees to a moment of fun they can then use in their own daily lives. Lifestyle Breaks provide an opportunity for attendees to experience your brand and your products in a more personal way. Taking a mental break from the educational portion of the conference, attendees can unwind while discovering their new favorite recipe or learning the secrets to crafting the perfect cocktail. These breaks do more than put your name in front of an audience, they allow attendees to see your brand in action. Scheduled throughout the day, these 30-minute breaks are intended to be led by artists and can be about anything, from yoga to cooking to cocktails - the sky's the limit!

This opportunity is a good fit for: consumer brands such as beverage and food brands, grocery stores, liquor brands, fitness groups, etc.



PRICING: \$5,000

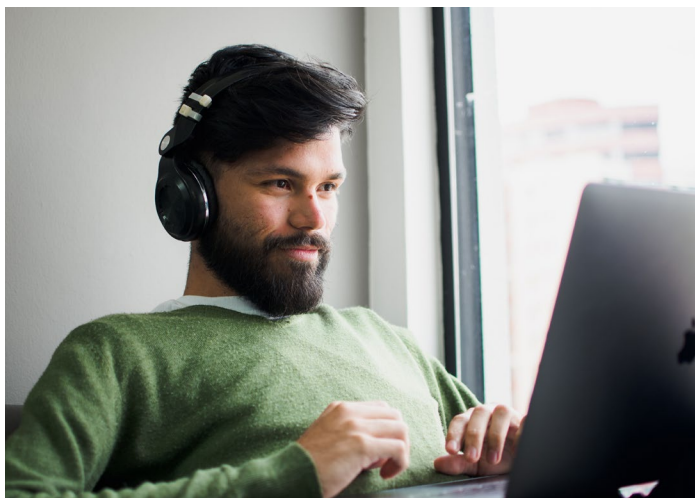
Segments must be pre-recorded and delivered in a fully edited and professional format.

Advertising Upgrade: If you want to advertise to attendees by arriving straight in their inbox, you can also purchase a feature in one of our promotional emails where we highlight multiple lifestyle breaks. Email content will be crafted and finalized by Americana staff. *Pricing: \$200*

MUSIC BREAKS

Resonate with an audience through the power of music. Music Breaks are the moments attendees can let their minds relax during a full day of meetings, conversations and education. These much-needed breaks are the only opportunity within the daily schedule to promote individual artists and their craft directly to music industry professionals. Artists are front and center during these breaks with the focus being on their music and forging a connection in an intimate setting, like a virtual private concert. Whether they're developing acts looking to gain more traction or well-established acts promoting new music, you can spotlight several of your artists during any of these 20-minute breaks.

This opportunity is a good fit for: record labels, booking agencies, management companies, press agencies, performing rights organizations, etc.



PRICING: \$1,000

Segments must be pre-recorded and delivered in a fully edited and professional format.

Advertising Upgrade: If you want to advertise to attendees by arriving straight in their inbox, you can also purchase a feature in one of our promotional emails where we highlight multiple music breaks. Email content will be crafted and finalized by Americana staff. *Pricing: \$200*

VIRTUAL EXHIBITOR BOOTH

Create a genuine connection with attendees through some face time. Exhibitor Booths are the only opportunity available that allow you to interact directly with attendees in real time. A virtual tradeshow booth allows you to livestream during exhibit hall hours and get face time with attendees in a personal way. During the livestream, you can spotlight anything you want: show a demo of your product or tool, host a discussion, invite artists to perform live - the options are endless. You can also interact with viewers both through the chatroom and a two-way video feature, giving you the opportunity to answer questions, provide more information or have them join in on your discussion. In addition to the virtual tradeshow booth, there's also a landing page to provide details on your company, embed videos and upload files so that attendees can still gain information when you step away from the virtual booth.

This opportunity is a good fit for: software/technology companies, record labels, music publications, instrument manufacturers, business or financial services, etc.

The screenshot shows the Pathable virtual tradeshow booth landing page. At the top, there's a navigation bar with 'Home', 'Schedule', 'People', 'Exhibitors', 'Sponsors', 'Conversations', 'Social Wall', and 'Account'. The main header features the Pathable logo, a 'GOLD SPONSOR' badge, and a 'REQUEST INFO' button. Below the header, there's a 'Description' section explaining the platform's capabilities. A 'Tags' section lists 'VIRTUAL EVENTS', 'ARTIFICIAL INTELLIGENCE', 'SOCIAL MEDIA', and 'EVENT TECHNOLOGY'. A central 'ENTER VIRTUAL TRADESHOW BOOTH' button is surrounded by a grid of exhibitor profiles, including Michael Arcide, Jonathan Bray, Jennifer Gager, Samantha Hicks, Yury Ostrovsky, Jordan Schwartz, and Mel Tipton. A 'File' section at the bottom shows a 'Virtual Events Summary' document.

The screenshot shows the chat interface of the Pathable virtual tradeshow booth. At the top, there's a navigation bar with 'Home', 'Schedule', 'People', 'Exhibitors', 'Sponsors', 'Conversations', and 'Social'. The main header features the title 'Pathable - Virtual Tradeshow', the event time '3:00 PM - 4:30 PM CST on December 18', and a '481 spots left' indicator. A green 'ADDED' button is visible. Below the header, there's a large video feed showing a woman with glasses and a red plaid shirt. To the right of the video feed, there's a chat window with tabs for 'Chat', 'People', 'Polls', and 'Files'. The chat window shows a message from Allison Defelice: 'Hi everyone, how are you today?' and a 'Start typing...' prompt.

PRICING: \$750

Includes two passes to Thriving Roots

Advertising Upgrade: If you want to advertise to attendees by arriving straight in their inbox, you can also purchase a feature in one of our promotional emails where we highlight multiple exhibitors. Email content will be crafted and finalized by Americana staff. *Pricing: \$200*

PANEL PRESENTERS

Spark an interesting discussion among an attentive audience. Becoming a Panel Presenter is the best way to establish yourself as a leader in your field and take part in important industry conversations. With educational panels being the focus of our virtual conference, you're attaching your company's name to the main event and are guaranteed to have an engaged and interested audience. As a Panel Presenter, your company can help curate a panel and have your company's name included in the panel title. Panel Presenters will work with the Thriving Roots' Conference Producer to determine the panel topic, content and panelists.

This opportunity is a good fit for: government music offices, business or legal service companies, record labels, press agencies, booking agencies, mental health groups, etc.

The screenshot shows a virtual event interface for "Project Manager's Roundtable" on December 17, 11:00 AM - 12:00 AM. It features a purple header with navigation links (HOME, PEOPLE, ORGANIZATIONS, SCHEDULE, DISCUSSIONS, INBOX, MAPS) and a green "ATTENDING" button. Below the header is a grid of 12 video thumbnails showing various participants.

The screenshot shows a virtual event interface for "Cutting Through the Noise in Digital Environments: Creating Clear, Compelling Messaging" on December 17, 10:00 AM - 11:00 AM. It features a purple header with navigation links and a yellow "ADD TO AGENDA" button. Below the header is a grid of 12 video thumbnails showing various participants.

The screenshot shows a chat window for the "Project Manager's Roundtable" event. The chat is active with several messages from participants like Olivia Arribas, Carmelita Marsham, and Anna Malmberg. The chat interface includes a "Start typing" prompt and a "SEND" button.

The screenshot shows a virtual event interface for "How Content and Messaging Drive Project ROI" on December 18, 10:00 AM - 11:00 AM. It features a purple header with navigation links and a yellow "ADD TO AGENDA" button. Below the header is a grid of 12 video thumbnails showing various participants. A central chart displays revenue data from Dec-17 to Dec-18.

Month	Revenue
Dec-17	\$1.2K
Jan-18	\$1.3K
Feb-18	\$1.5K
Mar-18	\$1.8K
Apr-18	\$2.7K
May-18	\$3.4K
Jun-18	\$3.9K
Jul-18	\$4.2K
Aug-18	\$4.8K
Sep-18	\$5.9K
Oct-18	\$7.4K
Nov-18	\$7.4K
Dec-18	\$7.4K

PRICING: \$700

Limited availability.

Advertising Upgrade: If you want to advertise to attendees by arriving straight in their inbox, you can also purchase a feature in one of our promotional emails where we highlight multiple panels. Email content will be crafted and finalized by Americana staff. *Pricing: \$200*

VIRTUAL GOODY BAG INSERT

Gift attendees with something they can enjoy after they sign off. Our **Virtual Goody Bag** is an updated take on the reliable conference tool but delivered directly to the attendee without any physical waste. Unlike other sponsorship opportunities, goody bag items give attendees an instant gratification, incentivizing them to interact with your product. You can include almost anything you want in the Virtual Goody Bag: a coupon code, digital download, giveaway, option to claim free products - the more interactive and engaging your item is, the more attention you'll receive from attendees.

If you have a small team or don't have the time to commit to other sponsor opportunities, including an item in our goody bag is the perfect way to promote yourself and provide value to our attendees.

This opportunity is a good fit for: consumer brands, artists, record labels, music manufacturing companies, music publications, etc.

PRICING: \$400

DIGITAL WEB ADVERTISING

Digital web advertising is available on AmericanaMusic.org. Ads are non-animated and appear on the Americana Music Association homepage and Thriving Roots subpages. We average 500,000 total page views during the summer and fall event planning season.

PRICING:
LARGE AD - \$600 FOR 2 MONTHS
SMALL AD - \$250 FOR 2 MONTHS

WHAT'S NEXT?

CONNECT WITH US

If you are interested in becoming a sponsor of Thriving Roots, please email sales@americanamusic.org to get started and learn more.



INTEGRATE YOUR BRAND

Become a part of this unique event. Let's talk about your brand's objectives fitting into ours. Our attendees are a loyal community like no other.



WORK TOGETHER TO MAKE THE EVENT GREAT

We hope you can join in on this brand new experience, foster a positive connection with attendees and have fun!