



**2018 Sponsorships &  
Sales Opportunities**

# **AMERICANAFEST**

**SEPTEMBER 11-16, 2018**

# ADVERTISING & LOGOS



## 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 Half Page Ad	\$500
Gig Guide Full Page Ad	\$700

## NASHVILLE SCENE FESTIVAL SUPPLEMENT

An AMERICANAFEST<sup>SM</sup> supplement will be included in a September issue of local magazine Nashville Scene, which is distributed around Nashville and surrounding communities.

Quarter Page Ad (6 available)	\$600
Half Page Ad (2 available)	\$1000

## 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<sup>SM</sup> reserves the right to approve all ads.

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

## LOGO PLACEMENT

Logos will appear on Sponsor Pages.

Americana Website	\$300/year
Mobile App & Americana Website (20 available)	\$500
Conference Program Book, Gig Guide & Web	\$750

## 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	\$1500
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# DIGITAL ADVERTISING



## MOBILE APP

The Partner level includes logo/ad on Sponsor Page of Mobile App and logo on Sponsor Page of Americana website. Premiere level includes rotation of logo/ad on Schedule Page and Sponsor Page of Mobile App.

Partner + Website (20 available)	\$500
Premiere (4 available)	\$2000



## DIGITAL WEB AD

Ads are non-animated and appear on the Americana Music Association<sup>SM</sup> homepage and AMERICANAFEST<sup>SM</sup> pages.

400 x 325 Ad	\$500 / 2 months
	\$700 / Aug & Sept
400 x 125 Ad	\$300 / 2 months
	\$500 / Aug & Sept

# SPECIAL EVENTS



Organize a special event at a venue of your choosing during one of the time slots below, and we will include it in our online and printed schedules and on the mobile app. All events and performers must be approved before buy-in.

Breakfast	Wednesday	9-11am	\$300
Lunch	Thurs. or Fri.	12-2pm	\$500
Happy Hour	Tuesday Thurs. or Fri.	4-7pm 5:15-7:45pm	\$750
All Day	Saturday Sunday	11am-6pm 11am-7pm	\$1000

# 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.*

1500 Items for Goody Bag

\$700



## PHYSICAL BANNER

*Banners are hung in the General Session Room in the Conference Hotel. The General Session Room hosts keynote speakers and our most popular panels.*

Branded Banner

\$700

# SPONSOR PACKAGES



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

**\$1000**

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

## **BRANDING SPONSOR** (\$3650 value)

**\$3200**

### **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** (\$5300 value)

**\$4700**

### **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** (\$7900 value)

**\$6500**

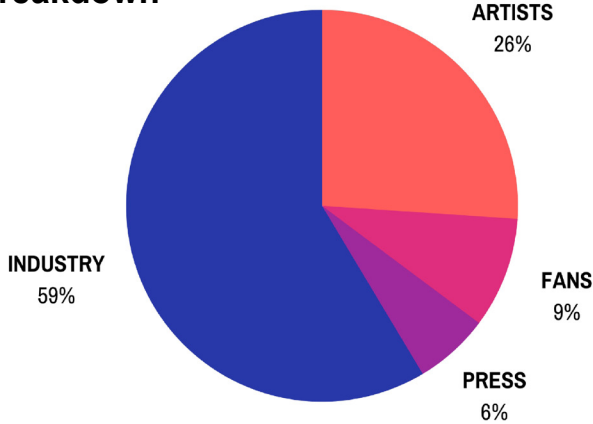
### **Silver Sponsor Items (excluding Exhibit Hall booth) Plus:**

- 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<sup>SM</sup> Tower Lobby Sign
- TWO Festival Wristbands

# AMERICANAFEST<sup>SM</sup> 2017

## FESTIVAL & CONFERENCE IN REVIEW

### Conference Attendance Breakdown



**28,000**  
Total Attendees

**2,400**  
Total Conference Registrants



**50+**  
Hours of Educational  
Events

**575**  
Hours of Live Music

**300,000**  
Website Views  
in Aug. & Sept.

**1,120,000**  
Mobile App Views  
in Aug. & Sept.



**14 countries represented**

Photos: Nathan Zucker Photography, GETTY Images

The Americana Music Association<sup>SM</sup> 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<sup>SM</sup> 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!