



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.

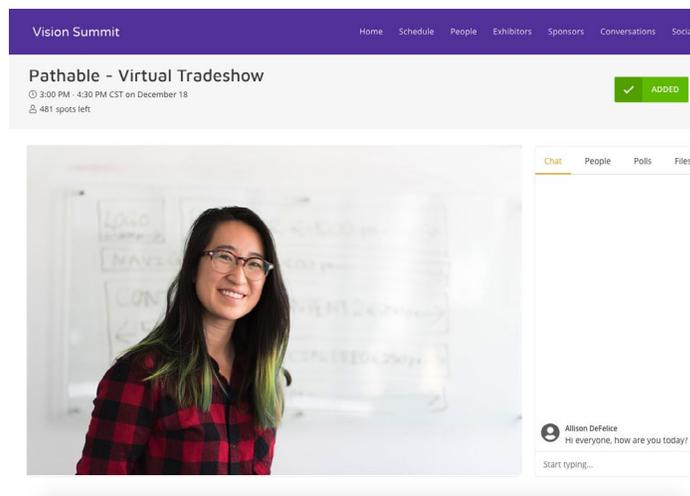
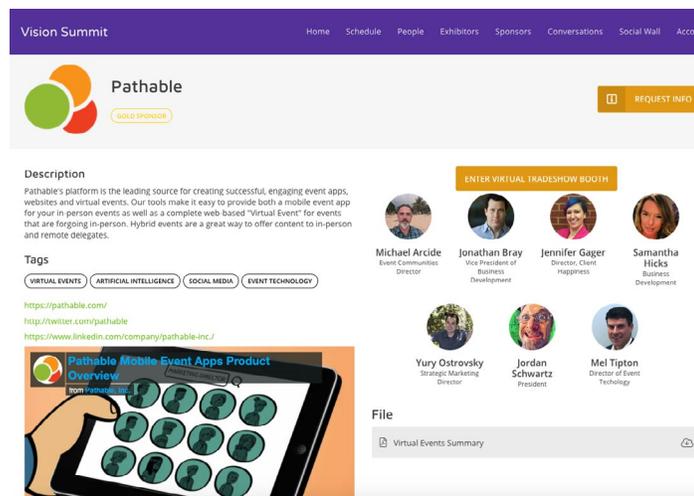


If you are interested in becoming a sponsor of Thriving Roots, please email sales@americanamusic.org to get started and learn more.

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 - the options are endless. You can also interact with viewers both through the chatroom and a two-way video feature. 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. Don't plan on going live? No problem; with all the info on the landing page, virtual booths are still a great way to promote your company to attendees. For more details on Virtual Exhibitor Booth capabilities, click [here](#).

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



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 (Included complimentary if the live feature is utilized.)*

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!