



**2018 Sponsorships &  
Sales Opportunities**

**AMERICANAFEST**

SEPTEMBER 11-16, 2018

# ADVERTISING & LOGOS



## 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® reserves the right to approve all ads.

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

## LOGO PLACEMENT

Logos will appear on Sponsor Pages.

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

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

## 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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## NASHVILLE SCENE FESTIVAL SUPPLEMENT

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

Half Page Ad (4 available)	\$1000
Quarter Page Ad (2 available)	\$600



# 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.

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

## VIDEO SPONSORSHIP

We will be filming and livestreaming our high-profile conference events at the Conference Hotel. Video sponsorship includes logo on all videos captured that day, on Americana website, in Conference Program Book and in Gig Guide + name mentioned in video promotions.

Buy 2 days, get 3rd day FREE	\$7600
Per day sponsorship	\$3800

**NEW!**



## DIGITAL WEB AD

Ads are non-animated and appear on the Americana Music Association® homepage and AMERICANAFEST® pages.

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



# SPECIAL EVENTS

For more information about hosting a Special Event at AMERICANAFEST®, please email [sales@americanamusic.org](mailto:sales@americanamusic.org).

# ACTIVATIONS



## 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

## 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



## 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

**SOLD OUT**

# SPONSOR PACKAGES



## **PLATINUM DIGITAL SPONSOR** *(\$8800 value)*

**\$8000**

### **Bronze Digital Sponsor Items Plus:**

- TWO additional days of video sponsorship for high-profile conference events (includes logo on all videos captured that day, on Americana website, in Conference Program Book and in Gig Guide + name mentioned in video promotions)

## **BRONZE DIGITAL SPONSOR** *(\$5000 value)*

**\$4500**

### **Digital Sponsor Items Plus:**

- Video sponsorship for one day of high-profile conference events (includes logo on all videos captured that day, on Americana website, in Conference Program Book and in Gig Guide + name mentioned in video promotions)

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

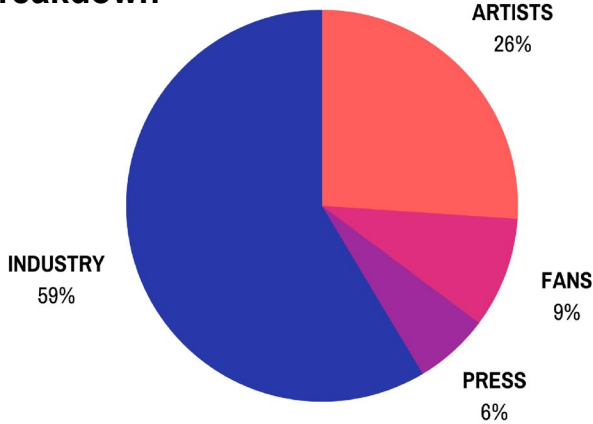
**\$1000**

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

# AMERICANAFEST® 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® 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](mailto:sales@americanamusic.org) for more information!