



**2019 Sponsorships &
Sales Opportunities**

AMERICANAFEST

SEPTEMBER 10-15, 2019

PRINT & DIGITAL ADS



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	\$800
Gig Guide Half Page Ad	\$600

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 (1 remaining)	\$1000
Quarter Page Ad (1 remaining)	\$600

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

MOBILE APP

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.

Title (1 available - by request)	\$5000
Premiere (1 remaining)	\$2000
Partner Website (20 available)	\$500

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



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.

1700 Items for Goody Bag

\$700



PHYSICAL BANNER

Banners are hung at 5 select venues or in the General Session Room at the Conference Hotel. Venues are determined by the Americana Music Association®, and banners are not hung on stage. The General Session Room hosts keynotes speakers and our most popular panels.

At 5 Venues

\$5000

At Conference Hotel

\$700

LOGO PLACEMENT



LOGO PLACEMENT

Logos will appear on Sponsor Pages

Conference Program Book, Big Guide & Web	\$750
Mobile App & Americana Website (20 available)	\$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	\$500
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SPECIAL EVENTS



Organize a special event at a venue of your choosing during the approved hours below, and we will include it in our online ~~and printed~~ schedules and on the mobile app. Length of event determines listing rate. All performers must be approved. Please note that approved hours may coincide with AMERICANAFEST®-produced programming.

Approved hours for special events:

Tuesday: 1pm - 7pm

Wednesday: 9am - 5pm

Thursday - Sunday: 9am - 8pm

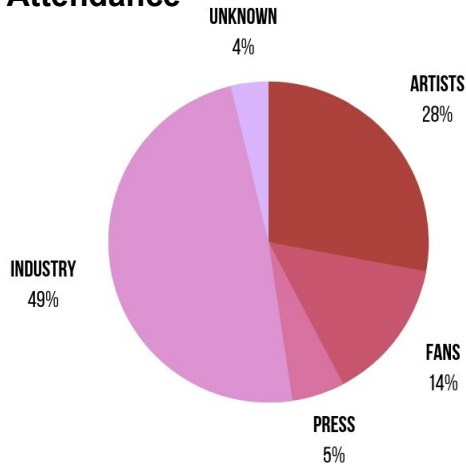
**Online & Mobile
App Listing Only**

8 - 10 hours	\$1250
5 - 8 hours	\$1000
3 - 5 hours	\$750
1 - 3 hours	\$500

AMERICANAFEST® 2018

FESTIVAL & CONFERENCE IN REVIEW

Conference Attendance Breakdown



28,000
Total Attendees

2,500
Total Conference Registrants



60+

Hours of Educational Events

540

Hours of Live Music

275,000

Website Views in Aug. & Sept.

1,407,000

Mobile App Views in Aug. & Sept.



16 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!