25th ANNIVERSARY
THE AMERICANA MUSIC ASSOCIATION
est 1999

2024 Sponsorship & Advertising Opportunities

AMERICANAFEST

SEPTEMBER 17-21, 2024

DIGTIAL ADVERTISING

WEB ADS

Ads are rotating and non-animated with a clickable link appearing on the Americana Music Association homepage, AMERICANAFEST homepage and Sponsor page. Must be submitted at least 5 days prior to desired start date. Website page views were 900,000+ at peak festival season in 2023.
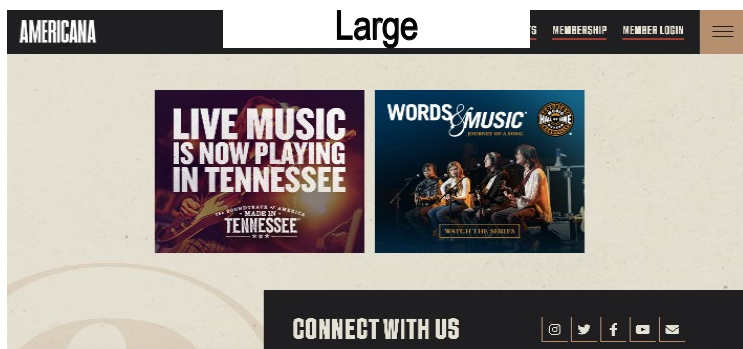
Banner	970 x 90
$1,000	2 months
$1,200	Aug & Sept

Large (square)	400 x 325
$600	2 months
$800	Aug & Sept
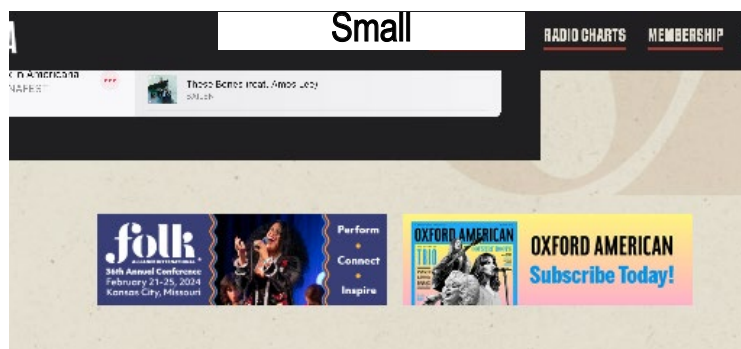
Small (rectangle)	400 x 125
$300	2 months
$500	Aug & Sept

SPONSOR LOGO PLACEMENT

Company logos will appear on Sponsor Page of AMA website and include a clickable link. Hi-res, 300 dpi w/ transparent background - EPS (vector) or PNG. Active on website through March 2025. Logos in our program guide will appear on our sponsor page, logos on the mobile app will appear as a partner banner.
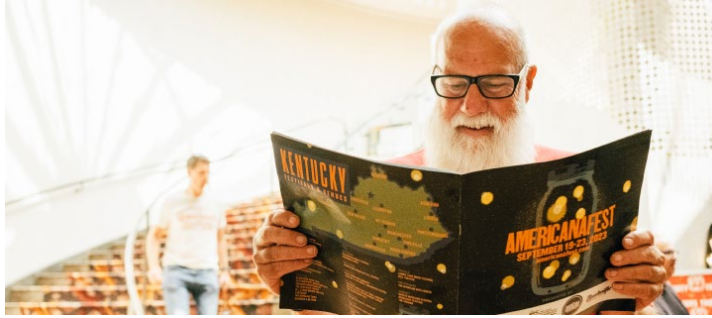
Logo on website	$400
Logo on website & program guide	$500
Logo on website, program guide & mobile app	$800

PRINT ADS

AMERICANAFEST PROGRAM GUIDE

The AMERICANAFEST Program Guide will include a venue map as well as special event, showcase and conference schedules. This program will be available to all attendees at Pass Pick Up locations as the guide to all official AMERICANAFEST programs and events.

Full Page Ad (4"W x 8.25"H)	$1000
Half Page Ad (4"W x 4"H)	$600

HONORS & AWARDS PROGRAM

Program will be in all ticketed seats at The Ryman Auditorium for music industry professionals, artists and fans. Ads must be congratulatory in messaging. Americana Music Association reserves the right to approve all ads.

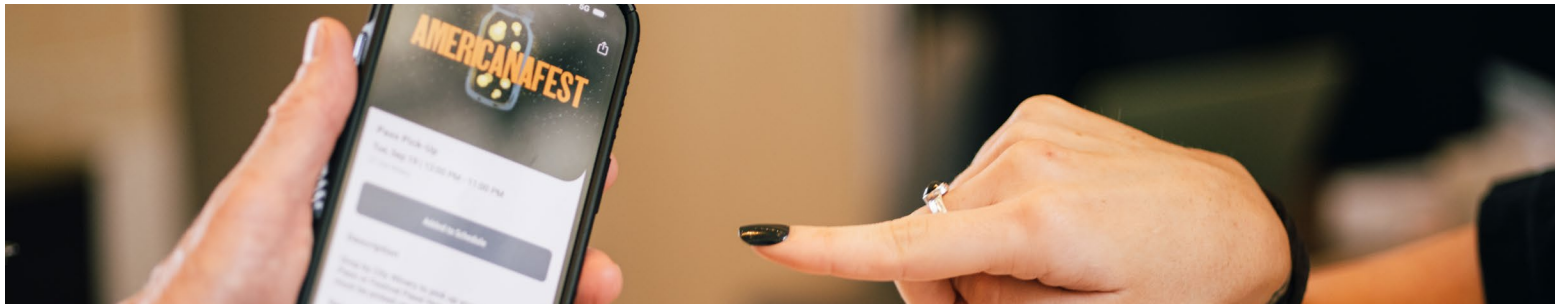|	
Back Page Ad *(1 available)*	$2500
Full Page Ad	$1500
Half Page Ad	$750

MOBILE ADS

Our mobile app had 944,534 views during peak festival season and almost 5,000 total app users in 2023
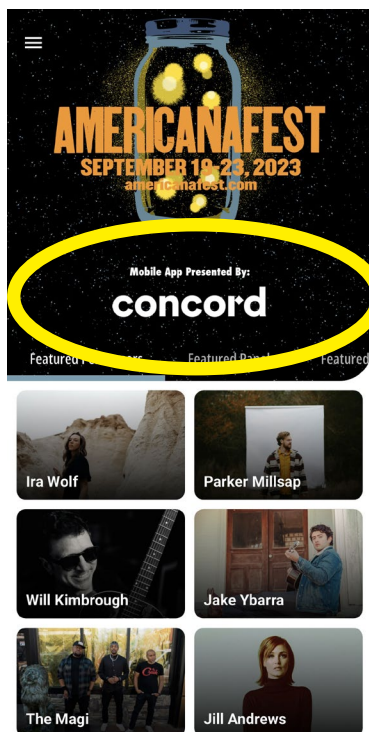
MOBILE APP ADS

Partner level includes partner page banner on mobile app and logo on sponsor page of AMA website. Premier level includes partner level + banner rotation on schedule page of mobile app. Title level includes premier level + logo on home page of mobile app as the presenting sponsor.

Title (1 available)	$5000
Premier (5 available)	$2500
Partner + Website	$750

MOBILE APP NOTIFICATIONS

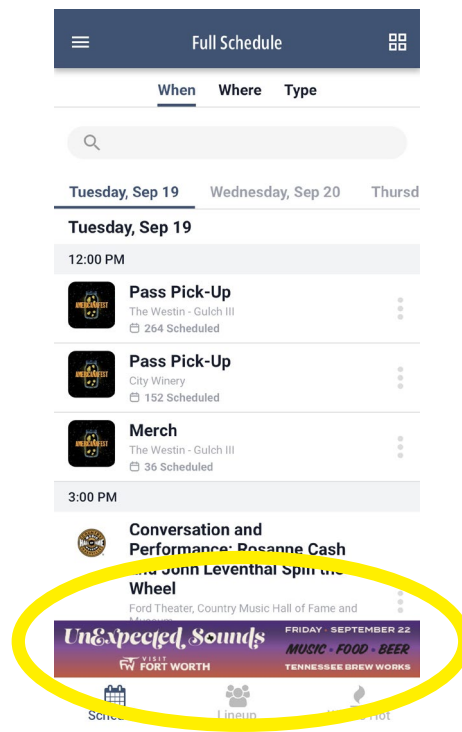*Geofence notifications are sent to mobile app users when they get within a certain distance of a location. Notifications are a great way to promote special events, giveaways, discounts and more.*

Geofence notification	$500

Title Sponsor

Premier Level

Partner Level

Additional Mobile App Sponsorship opportunities available upon request via sales@americanamusic.org

ON-SITE BRANDING

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 AMERICANAFEST Silver Pass. Music industry related exhibitors only.

8' x 8' Booth	$1000

POP-UP BANNER

Displayed in the most populated areas of the Conference hotel, standing banners should be pop-up or retractable, printed on one side and within 24-48" W x 60-81" H. (24 total)

Physical Banner	$800

LOGO ON VOLUNTEER SHIRTS

Logos will appear on 90+ volunteer t-shirts, worn throughout the week of AMERICANAFEST at the Conference hotel and various associated locations across town.

Exclusive	$1000
Primary (1 available)	$500
Secondary (3 available)	$200

SPECIAL EVENTS

One of the best ways to become a part of the community during our festival week is by hosting an official event to invite general attendees and industry professionals into your world. Whether it's a rowdy happy hour shindig focused on highlighting your artists or a networking-focused lunchtime BBQ, get creative during our event week and engage attendees who are looking for a place to connect over good times and great music.

Some of the perks of becoming an official AMERICANAFEST event:

More impressions. Your event will be listed in our daily schedule to give attendees a chance to become familiar with your company before they arrive at your event. Our daily schedule will be viewable on our website (*900,000+ page views at peak festival season in 2023*), our mobile app (*944,534 views during peak festival season in 2023 and almost 5,000 total app users*), our printed program guide as well as local third-party event listing websites like Do615 and NashToday.

Higher attendance. Our staff has seen a significant increase in attendance for returning events once they became a part of our daily schedule. Of our returning events, 22 have taken place for two to five years. An additional 11 events have presented for five years or more.

Organize a special event at a venue of your choosing, our suggested venue list can be found here. The event length determines the listing rate, all listing rates include ONE AMERICANAFEST Silver Pass. Please note that designated event hours may coincide with AMERICANAFEST-produced programming. For more information, view our special event FAQ's here and 2024 special event guidelines found here. A special event package, including advertising to help promote your event, is available - see details in the Sponsor Packages section of this deck.

Designated Hours for Special Events

Tuesday	After 4pm
Wednesday	9am - 6pm
Thursday - Saturday	9am - 7pm

Special Event Listing Rates

8 - 10 hours	$1800
5 - 8 hours	$1550
3 - 5 hours	$1300
1 - 3 hours	$1050

listing fee includes 1 AMERICANAFEST Silver Pass

SPONSOR PACKAGES

DIGITAL SPONSOR *($2,250 value)* $1,950

- Logo placement on sponsor page of AMA website *(through March 2025)*
- ONE social media post *(Instagram, Facebook, X and Threads feed included on AMA website / excluding festival week)*
- Partner level on AMERICANAFEST mobile app
- Large web ad *(400x325)* on AMA website during Aug. & Sept. *(or any 2 month period)*

SILVER SPONSOR *($5,748 value)* $5,000

Digital Sponsor Items Plus:
- Pop up banner at hotel
- Logo on sponsor page of program guide
- Festival preview e-blast banner ad *(728x90 w/ clickable link)*
- HALF page print ad in AMERICANAFEST program guide
- TWO AMERICANAFEST Silver Passes *(includes access to all daytime events and nightly showcases)*
- TWO tickets to the Americana Honors & Awards show at the Ryman Auditorium on Wed. Sept.18th

GOLD SPONSOR *($8,846 value)* $7,500

Silver Sponsor Items Plus:
- Sponsor highlight on AMERICANAFEST homepage *(any 1 month period / includes logo w/ clickable link and 100 word text)*
- UPGRADE to FOUR Americana Honors & Awards tickets
- Two ADDITIONAL months of large web ad on AMA website
- UPGRADE to a full page ad in AMERICANAFEST program guide
- TWO Festival Passes *(includes access to all nightly showcases and most daytime special events)*

SPECIAL EVENT *($1,850 - $2,600 value *dependent on event hours)* $1,600 - $2,200

- Special event listing fee *(includes ONE AMERICANAFEST Silver Pass)*
- Large web ad *(400x325)* for Aug. & Sept *(or any 2 month period)* OR
  one full page print ad in AMERICANAFEST Program Guide

Don't see what you are looking for? Additional packages and opportunities are available upon request. We're happy to work with you on creating a unique sponsorship that meets your needs and provides value to our attendees. If you're interested in a bigger commitment to our event with more robust sponsorship opportunities, please email **sales@americanamusic.org**.
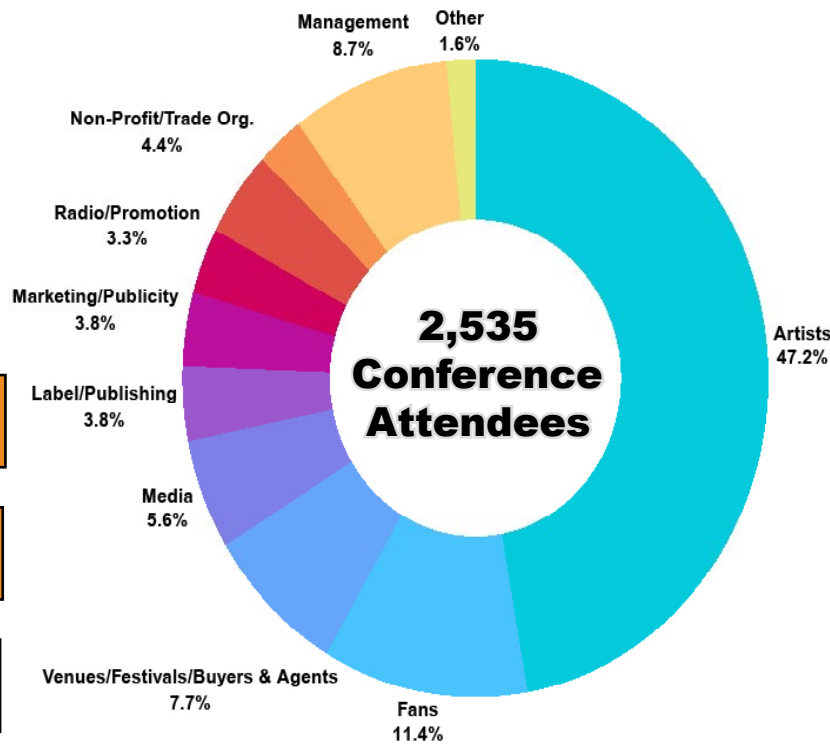
22,200 Total Attendees

12 Countries Represented

70+ Hours of Educational Events

2,535 Conference Attendees

- Management 8.7%
- Other 1.6%
- Non-Profit/Trade Org. 4.4%
- Radio/Promotion 3.3%
- Marketing/Publicity 3.8%
- Label/Publishing 3.8%
- Media 5.6%
- Artists 47.2%
- Venues/Festivals/Buyers & Agents 7.7%
- Fans 11.4%

500+ Hours of Live Music

1,086 Volunteer Hours

4,500+ Mobile App Users

Photos: Laura Partain & Devin Grimes

The Americana Music Association is a 501(c)(6) 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.

THANK YOU TO ALL OF OUR 2023 SPONSORS & PARTNERS!
Join us in celebrating, growing and elevating authentic Americana voices. **Email sales@americanamusic.org for more information!**

Americana Music Association   P.O. Box 128077, Nashville, TN 37212   615-386-6936   www.americanamusic.org