

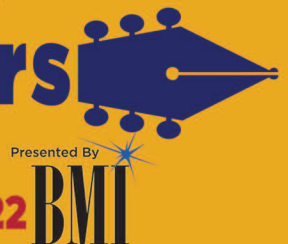
1ST ANNUAL ANNAPOLIS SONGWRITERS FESTIVAL



SPONSOR DECK



1st Annual
**Annapolis
songwriters
festival**
September 15-17 2022



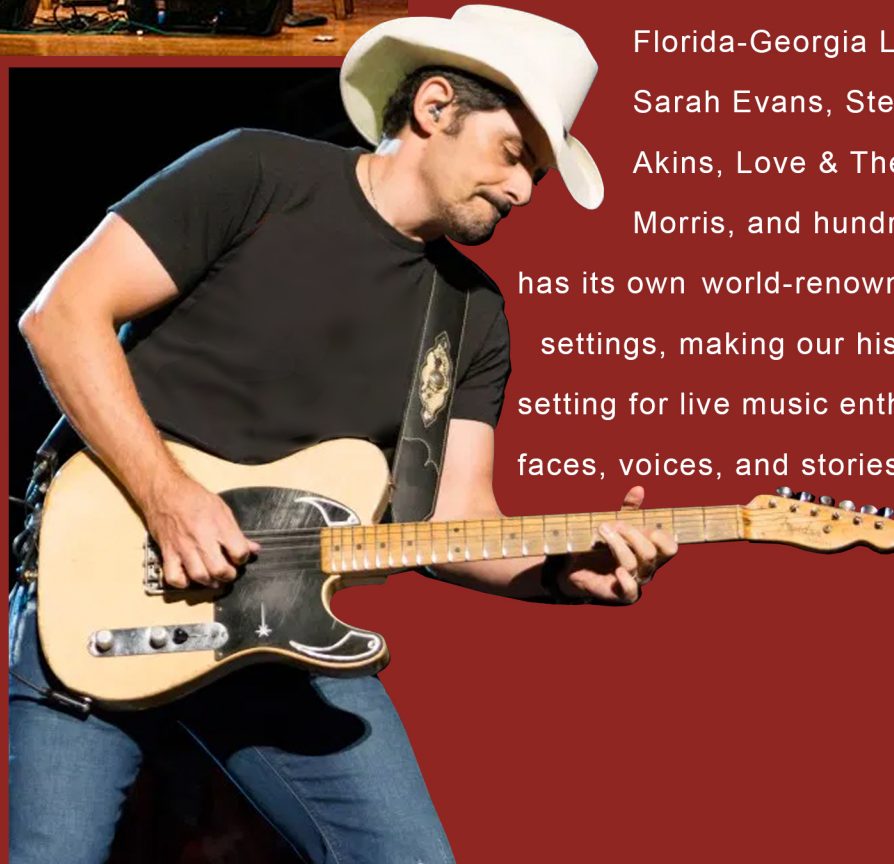
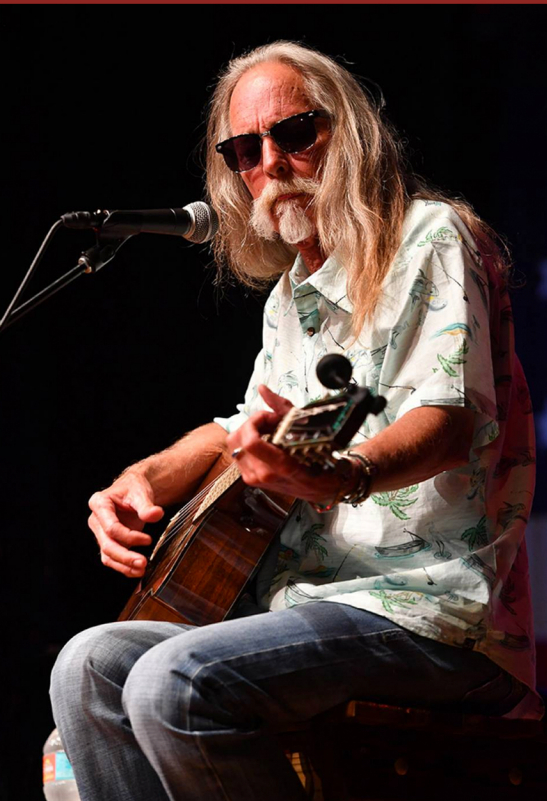


ANNAPOLIS SONGWRITERS FESTIVAL

The Annapolis Songwriters Festival is modeled after the hugely successful Key West Songwriters Festival, which is the largest festival of its kind in the world. The event has grown exponentially since its small but memorable debut in 1996. With a little attention from Nashville and partners like BMI and Sony, the festival has grown into both a tourist attraction and favorite of island locals. Previous performing songwriters included: Chris Stapleton,

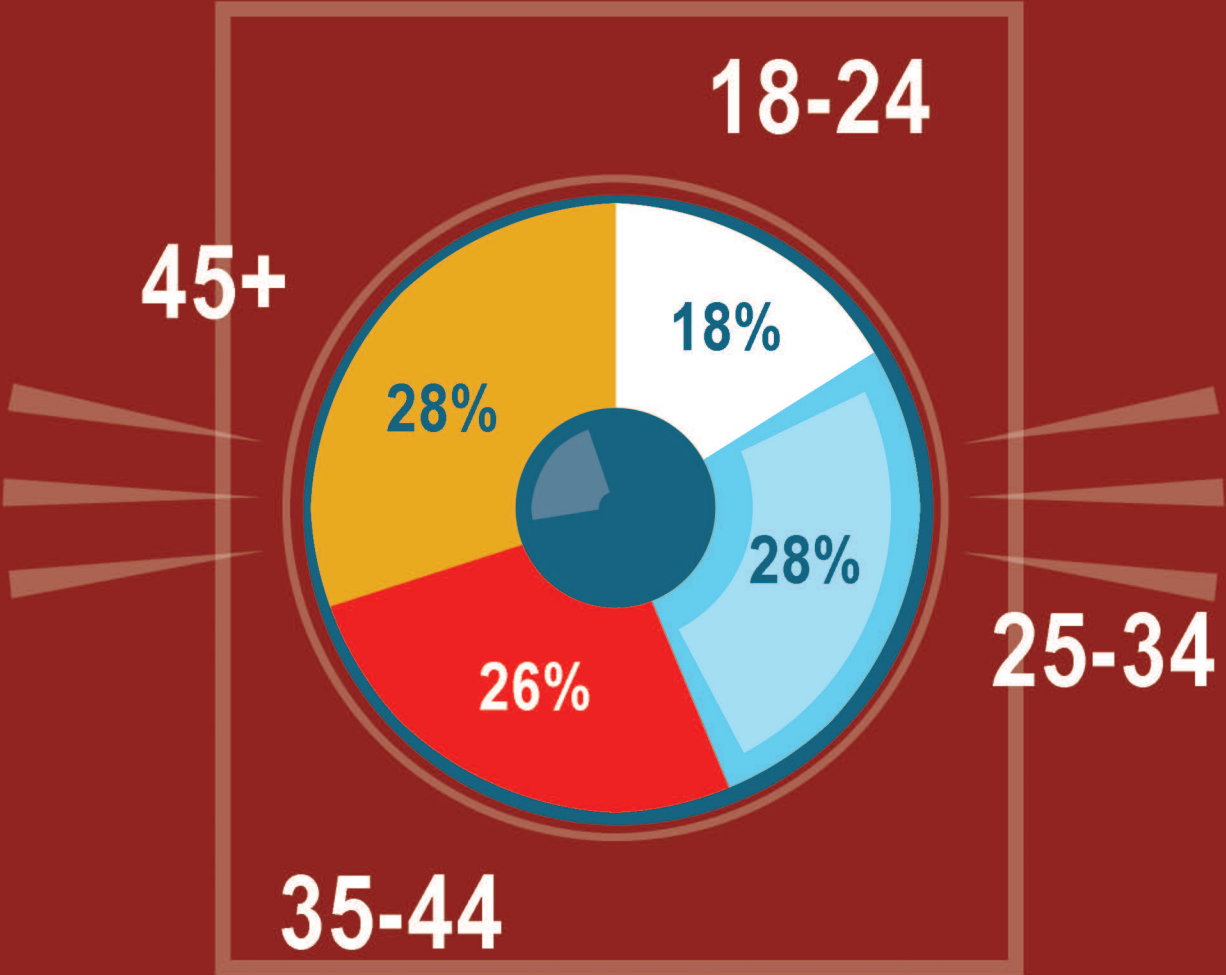
Florida-Georgia Line, Gary Clark Jr., Kacey Musgraves, Sarah Evans, Steve Cropper, Robert Earl Keen, Rhett Akins, Love & Theft, Luke Laird, Dallas Davidson, Maren Morris, and hundreds more. Like Key West, Annapolis

has its own world-renowned watering holes and intimate theater settings, making our historic capital on the bay the perfect setting for live music enthusiasts to get acquainted with the faces, voices, and stories behind the songs.



DEMOGRAPHICS

Age Range



SPONSORSHIP

TOTAL INVESTMENT \$50,000.

in return for measurable marketing value of \$130,000.

SPONSOR ASSETS

Media Releases

Sent to the Associated Press, music industry taste makers, major entertainment media outlets - distribution to over 500 media contacts

Media Alerts

Two alerts sent to: 15 DELMARVA Local, 137 Top Nashville Media, 155 Regional Festival, 212 Travel Writers. Total recipients: 519



Radio

Sirius Radio "The Highway" with Storme Warren

Sponsor-tagged spots and promotions on satellite and syndicated stations. Includes heavy on-air, internet, live remotes and in-studio performances.



Print

Logo inclusion on all promotional items, including official festival posters, ads and merchandise.

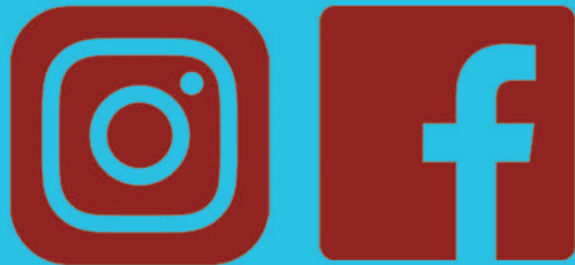


Interactive

Banner ads on Festival App, numerous websites, e-blasts and inclusion on festival photo galleries.



		TITANIUM	BRONZE	SILVER	GOLD	PLATINUM
		FRIENDS OF THE FESTIVAL \$2,500	SHUTTLE/ARTIST/ PHOTOBOOTH SPONSOR \$5,000	MAIN STAGE SPONSOR \$7,500	SPIRITS AND WINE SPONSOR \$15,000	TITLE SPONSOR \$40,000
TICKETS	30					X
	10				X	
	6			X		
	4		X			
LOGO PLACEMENT	ON MERCH					X
	ON SOUVENIR CUP				X	X
	ON WEBSITE	X	X	X	X	X
	ON POSTERS/FLYERS	X	X	X	X	X
	ON WALKING GUIDE (15,000 PCS)	X	X	X	X	X
	IN FESTIVAL PROGRAM BOOK	X	X	X	X	X
WRITTEN CONTENT	FULL PAGE IN FESTIVAL PROGRAM BOOK					X
	HALF PAGE IN FESTIVAL PROGRAM BOOK			X	X	
SPACES	PREMIUM, CUSTOMIZED 20' X 20' TENT IN VIP OR SPONSOR AREA					X
	20' X 20' SPACE FOR ONSITE ACTIVATIONS				X	
	10' X 10' ACTIVATION SPACE		X	X		
BONUS	'PRESENTED BY' STATUS WITH NAME AND LOGO PLACEMENT ONSITE, STAGE SCRIMS, TV ADS, RADIO ADS, SOCIAL MEDIA, WEBSITE, FESTIVAL PROGRAM, PRESS RELEASES, EMAIL BLASTS (300,000+)- SPONSOR NAME/LOGO/WEBSITE ON TICKETS					X
	LOGO ON LED SCREENS					X
	(4) 4' X 10' BANNERS AT FESTIVAL					X
	INTRO OF BAND ON MAIN STAGE					X
	(10) TEN SIGNAGE OPPORTUNITIES				X	X
	SIGNAGE ON STAGE			X	X	X
	ABILITY TO MAKE 2 ANNOUNCEMENTS ON STAGE			X	X	X
	PRODUCT DISTRIBUTION TO ATTENDEES		X	X	X	X
	ABILITY TO HOST OFFICIAL EVENT	X	X	X	X	X



Instagram & Facebook:

@annapolissongwritersfestival

AnnapolisSongwritersFestival.com

Projected 52,000 Visits

Facebook

Estimated 19,000+ Followers | 34,000 Visits



INTERACTIVE | E-BLASTS | WEBSITES Minimum 2,750,000 Impressions

Interactive: Two e-blasts to estimated 50,000+ BMI database & Annapolis Songwriters Festival database

Posted on these websites:

- Annapolissongwritersfestival.com (estimated 522,629 hits per month)
- BMI.com (estimated 2.2 million page views per month, 5000,000 visitors per month)
- MusicRow.com • Radio: WQYK, WCKT, WKIS
- BMI Photo Gallery
- Facebook - estimated 8,500+ fans, updated regularly throughout the year
- Feature articles on BMI.com
- Hyperlinked to AnnapolissongwritersFestival.com
- Direct hyperlink logo to Lodging Partner webpage Top Tier www.Annapolissongwritersfestival.com
- "Where To Stay" and "Sponsor" pages • Social Media • Lodging Partner specific posts 2 weekly posts starting in mid to late April, 2022 on all ANSWF social outlets
- LIVE STREAMING minimum viewer impressions estimated 750+



On-Site Marketing & Collateral

- Verbal Stage Recognition
- Festival Banners(Stage or Supporting banners) on all stages, Sponsor Logo level specific placement
- Sponsor provided Logo Banner placed at Festival Headquarters
- Festival Program Books
- Festival Walking Guides
- Event Laminates
- Festival Posters - posted throughout all the KWSWF music venues, shopping outlets, etc.
- Souvenir Cup Program
- Festival Merchandise





Estimated 10,000+ Attendees



50+ Shows in 3 Days



25+ Venues

