



2nd Annual

MUSCLE SHOALS SONGWRITERS FESTIVAL

★ **BOAT PARTY** ★

Saturday, August 10th, 2024
ANDERSON CREEK, AL

Free Event | By Boat Only | LIVE DJ & Performances

The Muscle Shoals Songwriters Festival is spearheaded by the Muscle Shoals Songwriters Foundation, a 501 (c) (3) nonprofit organization.



Our Mission

‘Uniting and educating songwriters and music enthusiasts worldwide to create a positive global impact while shining a light on The Shoals Music.’



2023 Attendance: 40 Boats (240 fans)

2024 Estimated Attendance: 60 Boats (360 fans)

Notable Previous Partners



EXPAND YOUR NETWORK.

We invite you to join us for our kickoff celebration, the Muscle Shoals Songwriters Festival Boat Party. We're raising a toast to the water that defines our region, **uniting communities from The Shoals, Athens, Madison, Decatur, and Huntsville, AL.**

Through a partnership, with us you're not just amplifying your brand to over 500 potential customers-- you'll also be supporting our "Chords for Change" music initiative. In 2024, our mission is to give high-quality guitars to aspiring songwriters in need.

(see pg. 6 for more information).

Digital Reach

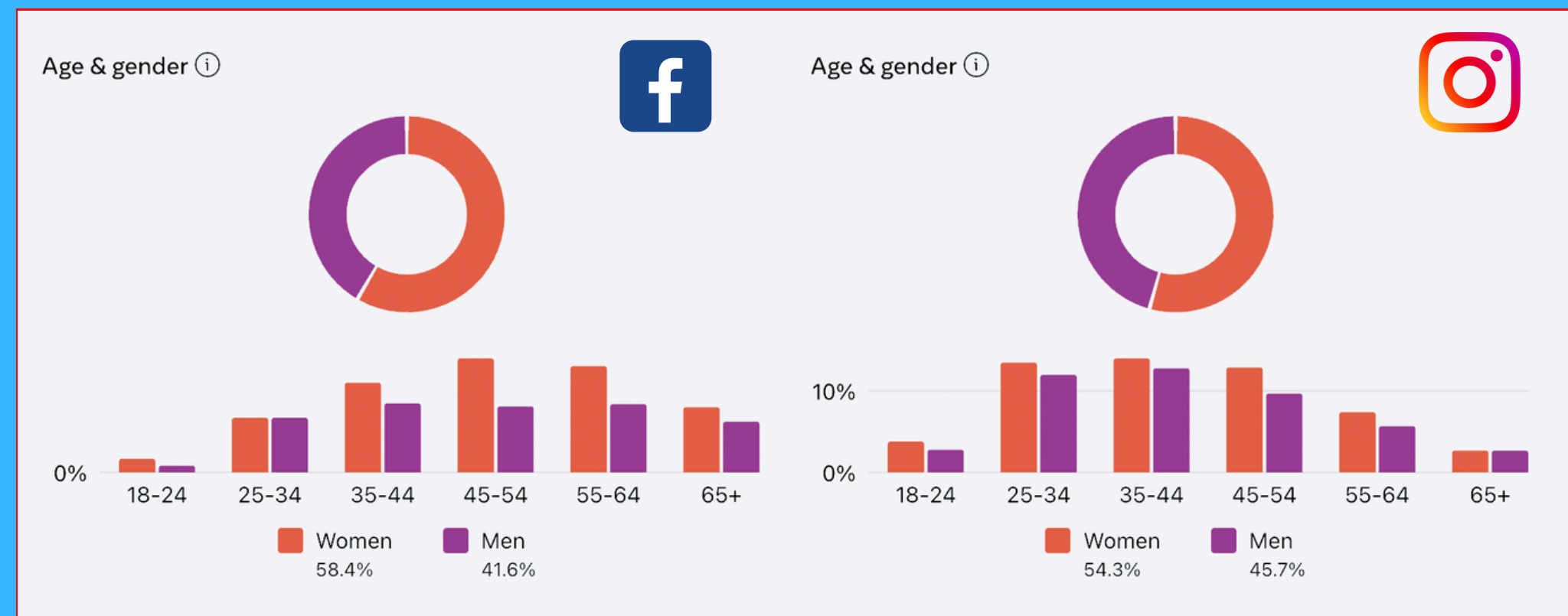
 **8.1K**
Instagram Followers
19K reach

 **2.6K**
Email Subscribers /
74.5% Engagement Rate

 **20K**
digital ad reach

 **3.9K**
Facebook Followers
12K reach

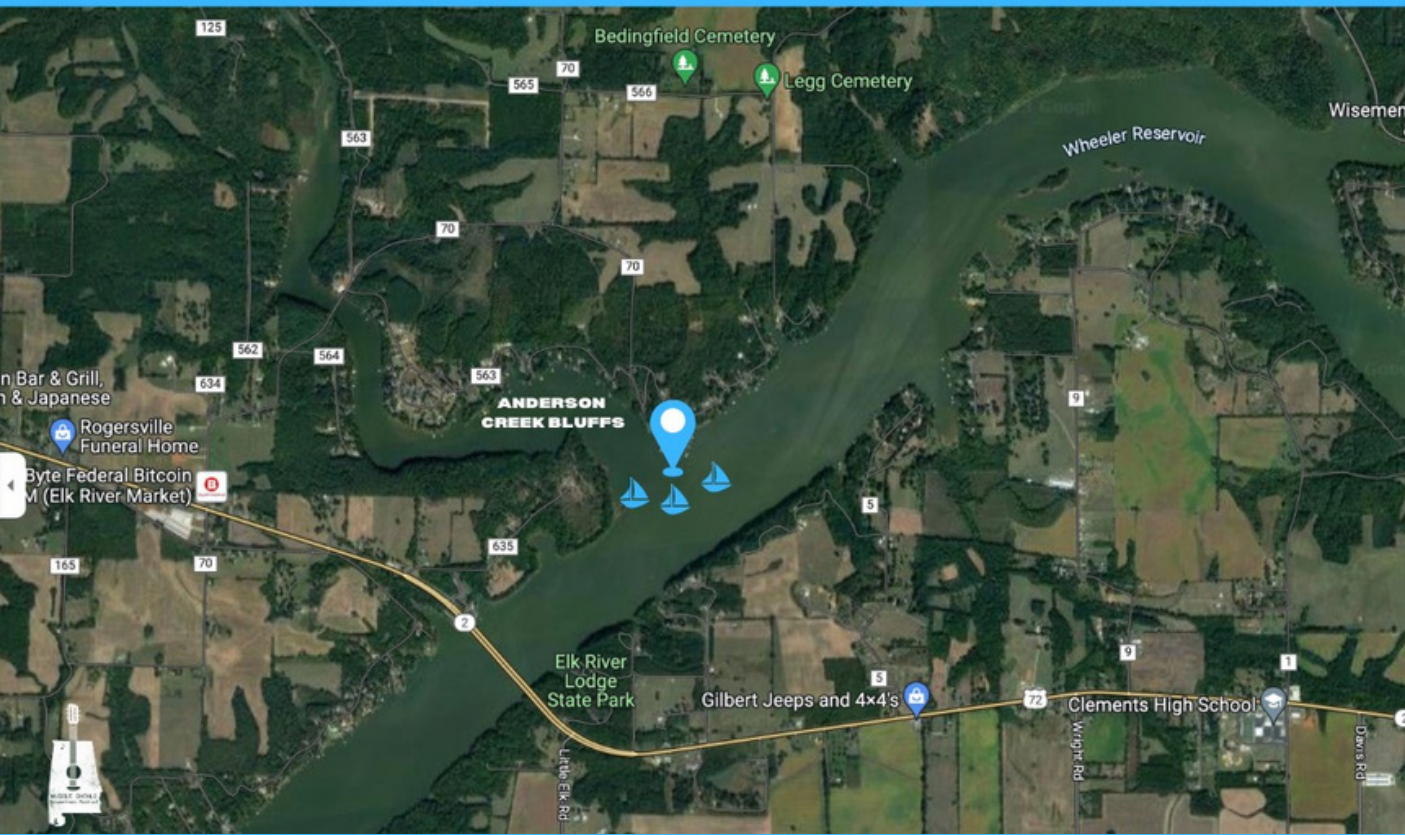
 **1.9K**
Website Viewers per
month



SPONSORSHIP LEVELS

	Presenting \$15,000 <small>*Or (2) at \$7,500*</small>	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporting \$250
On-Site Presence						
Pontoon Boat Rental with Company Logo	✓	✓				
Option to Attend Event On Land with food+ beverage	✓	✓	✓	✓		
Presented By Title	✓					
Muscle Shoals Song Fest Passes (Nov 1-3)						
Company Passes	20 VIP Passes	10 VIP Passes	8 VIP Passes	6 VIP Passes	4 VIP Passes	2 VIP Passes
Digital Advertising (20K Reach)						
Logo on FB Event Banner	✓	✓	✓	✓		
Dedicated social media post	✓	✓	✓	✓		
Signature T-shirt Logo Addition						
Logo on T-shirt Design (see pg 5)	Presented By Title	✓	✓	✓	✓	
Branding and Networking						
Logo and Link on Event Website	Presented By Title	✓	✓	✓	✓	✓
Logo on Road Frontage Banner(s)	Presented By Title	✓	✓			
Logo on MSSF Boat Party Cup(s)	Presented By Title	✓				
Logo on Banner(s) at boat party (see pg 5)	Presented By Title	✓	✓	✓	✓	✓

BOAT PARTY LOCATION



Actual Dock Photo

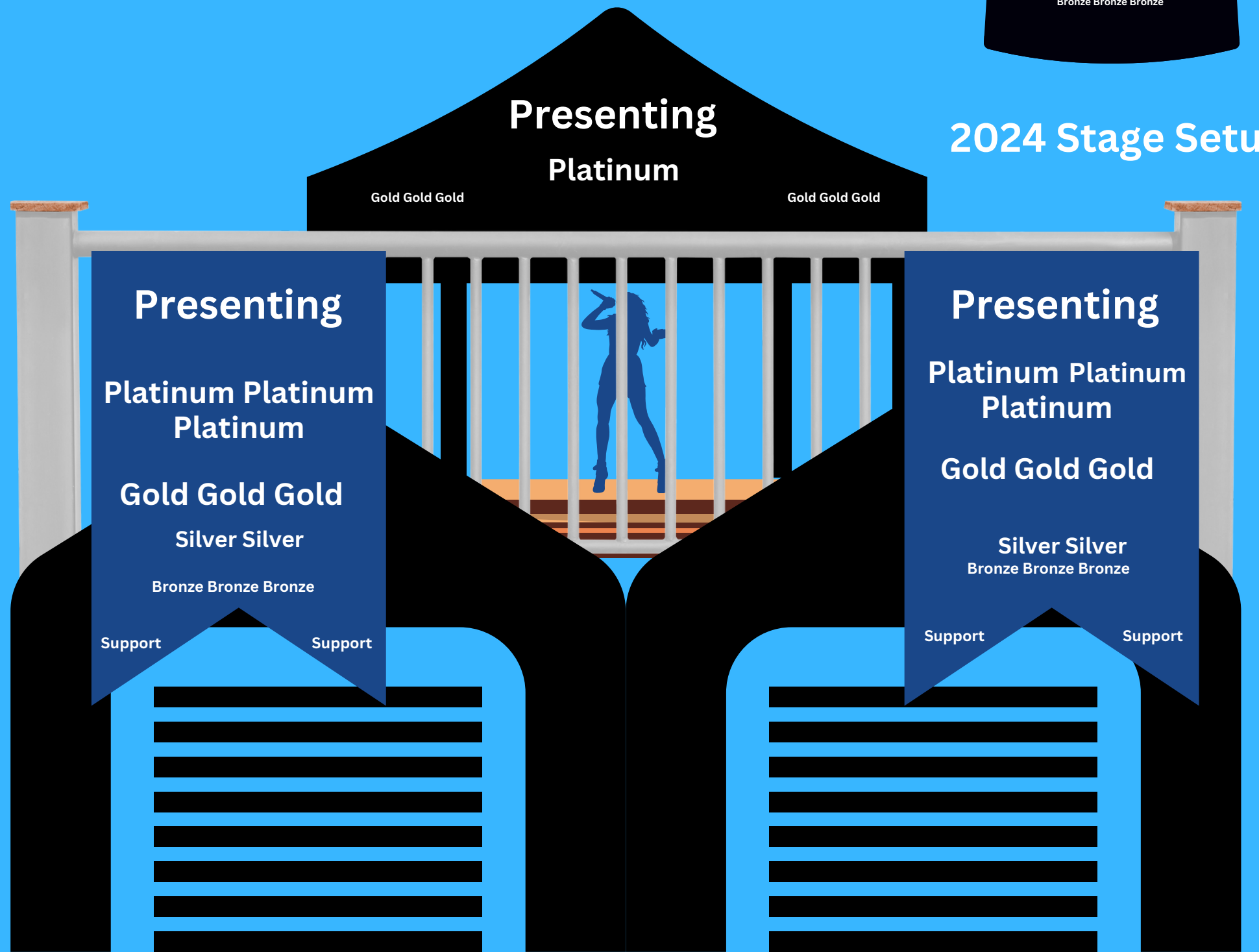


**MSSF Signature
Cups**



**Presenting
Platinum**

2024 Stage Setup





OUR GIVE BACK TO Aspiring Songwriters

Under the Muscle Shoals Songwriters Foundation, our new initiative '**Chords For Change**' aims to donate high-quality guitars to aspiring songwriters in need in 2024 during the holiday season. This effort, part of our broader mission through the Muscle Shoals Songwriters Festival, represents our major music-focused endeavor.

Partnering with us will significantly contribute to achieving this goal. Your support will play a crucial role in making a meaningful impact on the lives of aspiring musicians, facilitated through our festival's platform and community outreach.



Join the mission

Interested in sponsorship?

hello@mssongfest.com

Please note, your sponsorship will be tax deductible as we are a 501 (c) (3) nonprofit organization.



@muscleshoalsf

MUSCLE SHOALS SONGWRITERS FOUNDATION

ADDITIONAL 2024 ADVERTISING OPPORTUNITIES



**Muscle Shoals
Songwriters Festival**



November 1st-3rd, 2024



**Marriott Shoals
Conference Center**



3000+ Attendees

Email us for more information
hello@mssongfest.com



**MSSF Bass Fishing
Tournament**



June 1st, 2024



**Pickwick Lake
/ McFarland Park**



600 Attendees



[Click Here for Separate Deck](#)

**MSSF
BOAT PARTY**



MSSF Boat Party



August 10th, 2024



**Private Boat Dock
Anderson Creek**



360 Fans

you're viewing this now



SHOALS

OFF-SITE

**MSSF
TAKEOVER**



**Franklin, TN
Songwriter Show**



Late Spring



TBD



**Songwriter Show
and LIVE Auction
300+ Attendees**

Email us for more information
hello@mssongfest.com

**MSSF
TAKEOVER**



**Nashville, TN
Songwriter Show**



Late Summer



TBD



**Songwriter Show
and LIVE Auction
300+ Attendees**

Email us for more information
hello@mssongfest.com

**MSSF
TAKEOVER**



**Huntsville, AL
Songwriter Show**



Early Fall



TBD



**Songwriter Show
and LIVE Auction
300+ Attendees**

Email us for more information
hello@mssongfest.com



LILLIAN GLANTON

EXECUTIVE DIRECTOR & FOUNDER
MUSCLE SHOALS SONGWRITERS FOUNDATION



LINDSAY SIDDALL

BOARD MEMBER / ADMIN, MSSF
SONGWRITER



PHILLIP WHITE

BOARD MEMBER / GRAMMY-NOMINATED HIT
SONGWRITER



JENNIFER ALEXANDER

SENIOR VICE PRESIDENT
WEALTH ADVISOR / TRUIST WEALTH



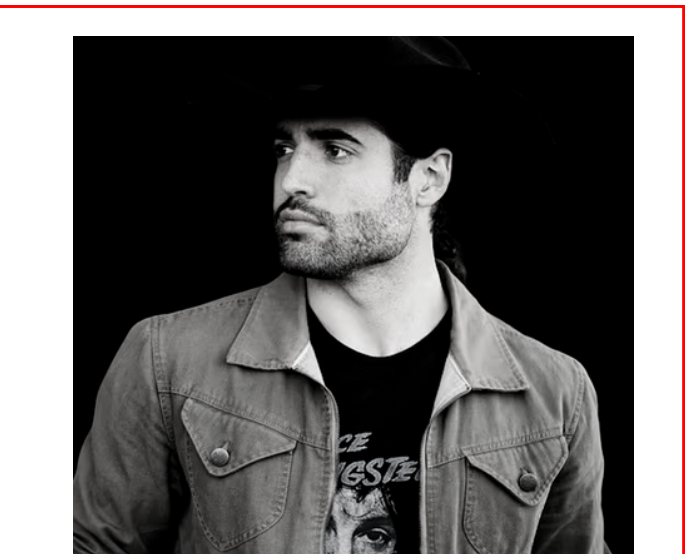
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ROYALTIES



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SOCIAL MEDIA FOR @MUSCLESHOALSSF



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WESTERN / SINGER/SONGWRITER



RODNEY HALL

BOARD MEMBER / OWNER,
FAME RECORDING STUDIOS PUBLISHING

Thank you,
MSSF Board