

Presented By



# MUSCLE SHOALS SONGWRITERS FESTIVAL



## November 1st-3rd, 2024

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



## SMALL BUSINESS SPONSORSHIP PACKAGE

## OUR MISSION

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



Partnering with the Muscle Shoals Songwriters Festival means seamlessly engaging your audience while making a significant impact on the music industry. Your involvement empowers songwriters through education, community involvement, economic impact, and highlights their incredible talent, leaving a lasting imprint on the music community. Join us in shaping the future of music and championing talented songwriters, creating a legacy that endures.

2023 Attendance: 1,000

2024 Estimated Attendance: 3,000

### Notable Partners



# DIGITAL REACH

# EXPAND YOUR NETWORK.

Your prominent presence during the event signifies more than just sponsorship; it represents a dedicated commitment to nurturing songwriters and our Shoals community on a national level, establishing your brand as a pivotal force. ***This collaboration ensures a lasting impact on music enthusiasts and songwriters, cementing your influence in the dynamic realm of music.***



**8.1K**  
Instagram Followers  
19K reach



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



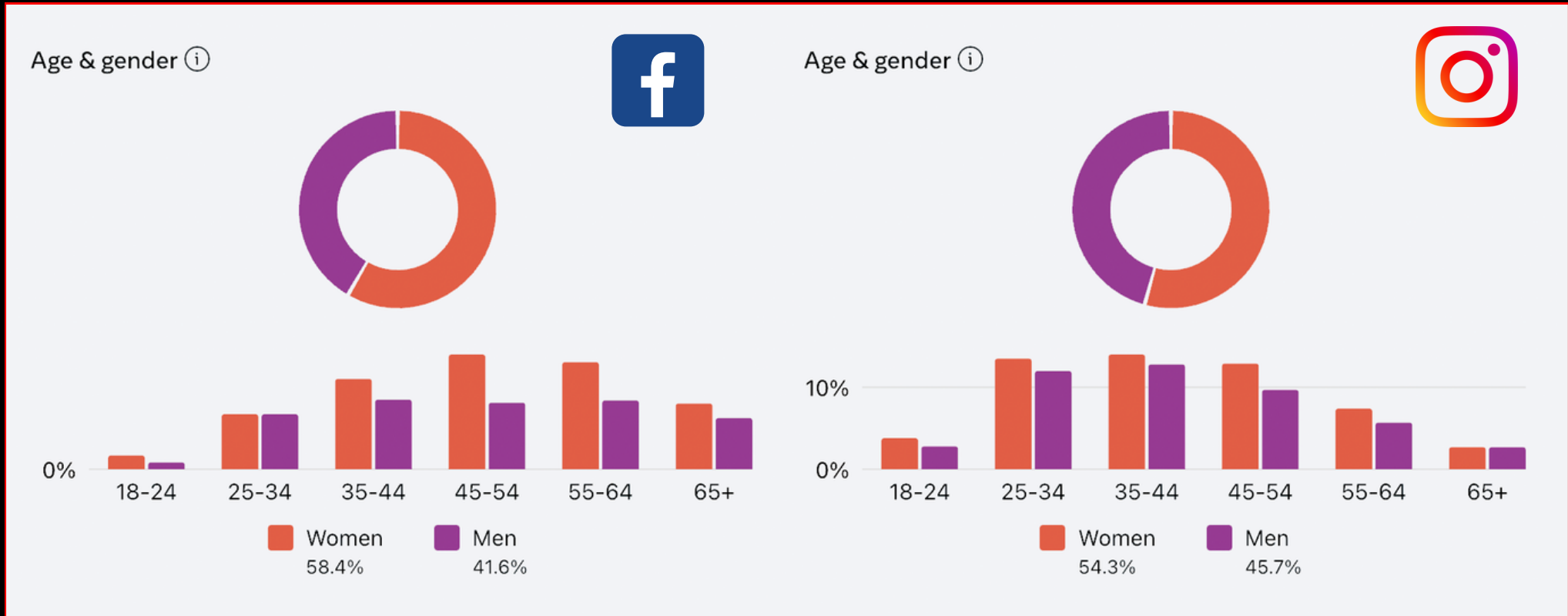
**1+MIL**  
digital ad reach



**1.9K**  
Website Viewers per  
month



**3.9K**  
Facebook Followers  
12K reach



# SPONSORSHIP LEVELS

## | SMALL BUSINESS |

	Tier 1 \$7,500	Tier 2 \$5,000	Tier 3 \$3,500	Tier 4 \$1,000
<b>On-Site Presence</b>				
Stage / Round Takeovers	(1) Songwriter Round Takeover			
After-Party Takeovers				
Booth at Conference Center (2 DAYS)				
<b>Festival Passes</b>				
Company Passes & Marriott Hotel Suites	10 VIP Passes	8 VIP Passes	6 VIP Passes	4 VIP Passes
Additional Passes/Suites at Discount Rate	Group Rate at Marriott			
<b>Lead Generation</b>				
Access to ticket holder registration list				
-Emails				
-Phone Numbers				
<b>Digital Advertising (1+ Million Reach)</b>				
Logo on all digital ad spend	(1) ad (2) weeks leading up to event			
Dedicated social media post	✓	✓		
Logo on bottom of email blast	2 emails	1 email		
<b>Branding and Networking</b>				
Logo and Link on Event Website	✓	✓	✓	✓
Logo inclusion on on-site signage + brochures	✓	✓		
Logo inclusion on tickets				
<b>Additional Brand Awareness at Muscle Shoals Songwriters Foundation Event(s) throughout the year *see pg. 7</b>				
Logo inclusion on on-site signage at (1) Event *Chosen by sponsor* (optional per request)	✓	✓		

# MUSCLE SHOALS SONGWRITERS FOUNDATION ADDITIONAL 2024 EVENT OPPORTUNITIES



**Shoals Songwriter  
Workshop**



**November 1st-2nd, 2024**



**Marriott Shoals  
Conference Center**



**150+ Attendees**



[Click Here for Separate Deck](#)



**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**



**150+ Attendees**



[Click Here for Separate Deck](#)

SHOALS

OFF-SITE

**MSSF  
TAKEOVER**



**Franklin, TN  
Songwriter Show**



**Late Spring**



**TBD**



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

**MSSF  
TAKEOVER**



**Nashville, TN  
Songwriter Show**



**Late Summer**



**TBD**



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

**MSSF  
TAKEOVER**



**Huntsville, AL  
Songwriter Show**



**Early Fall**



**TBD**



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



# 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.





# LET'S MAKE AN IMPACT

GET THE CONVERSATION STARTED-

[LILLIAN@MSSONGFEST.COM](mailto:LILLIAN@MSSONGFEST.COM) | [LINDSAY@MSSONGFEST.COM](mailto:LINDSAY@MSSONGFEST.COM)

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



@muscleshoalsf



**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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BOARD MEMBER / VP OF MARKETING: SOUND  
ROYALTIES



**CHELSEY KUCERA**

BOARD MEMBER / MIRANDA LAMBERT  
MARKETING ASSIT. AND OFFICE MANAGER  
SOCIAL MEDIA FOR @MUSCLESHOALSSF



**AUSTIN MOODY**

BOARD MEMBER / OWNER OF MID CENTURY  
WESTERN / SINGER/SONGWRITER



**RODNEY HALL**

BOARD MEMBER / OWNER,  
FAME RECORDING STUDIOS PUBLISHING

**THANK YOU,  
MSSF BOARD**