

Watch our 2023 Recap Video [Here](#)
Featured & Created By Southern Woods and Waters



July 13th, 2024

Pickwick Lake | Official Weigh-In at McFarland Park

PARTNERSHIP PACKAGE

The MSSF Bass Fishing Tournament is an event fundraiser spearheaded by the The Muscle Shoals Songwriters Foundation, a 501 (c) (3) nonprofit organization.

Expand your network. Grow your business.

Join us for an exhilarating day of bass fishing on the renowned waters of Pickwick Lake, located in Florence, Alabama. Our tournament attracts avid anglers and fishing enthusiasts from across the region, promising an exciting showcase of skill, competition, and sportsmanship.

2023 Attendance



84 Boats

168 Anglers

(1) \$5K Winner

with \$1500 2nd place, \$500 3rd place

Total Payout: \$7,000

Notable Partners



2024 Event

ATTENDANCE

Estimated 2024 Attendance: 175 Boats | 250+ Anglers (2 Team Members Per Boat)

LOCATION

- Pre-Tournament Meeting: Marriott Shoals
- Water: Pickwick Lake
- Weigh-In: McFarland Park

LIMITS & FEES

- \$150 Registration Fee (Online Only)
- 3 FISH LIMIT

PAYOUTS

- 1st Place Payout: \$5,000
- 2nd Place Payout: \$1,500
- 3rd Place Payout: \$500
- Big Fish: \$500

Digital Reach


 **8.1K**
Instagram Followers
19K reach

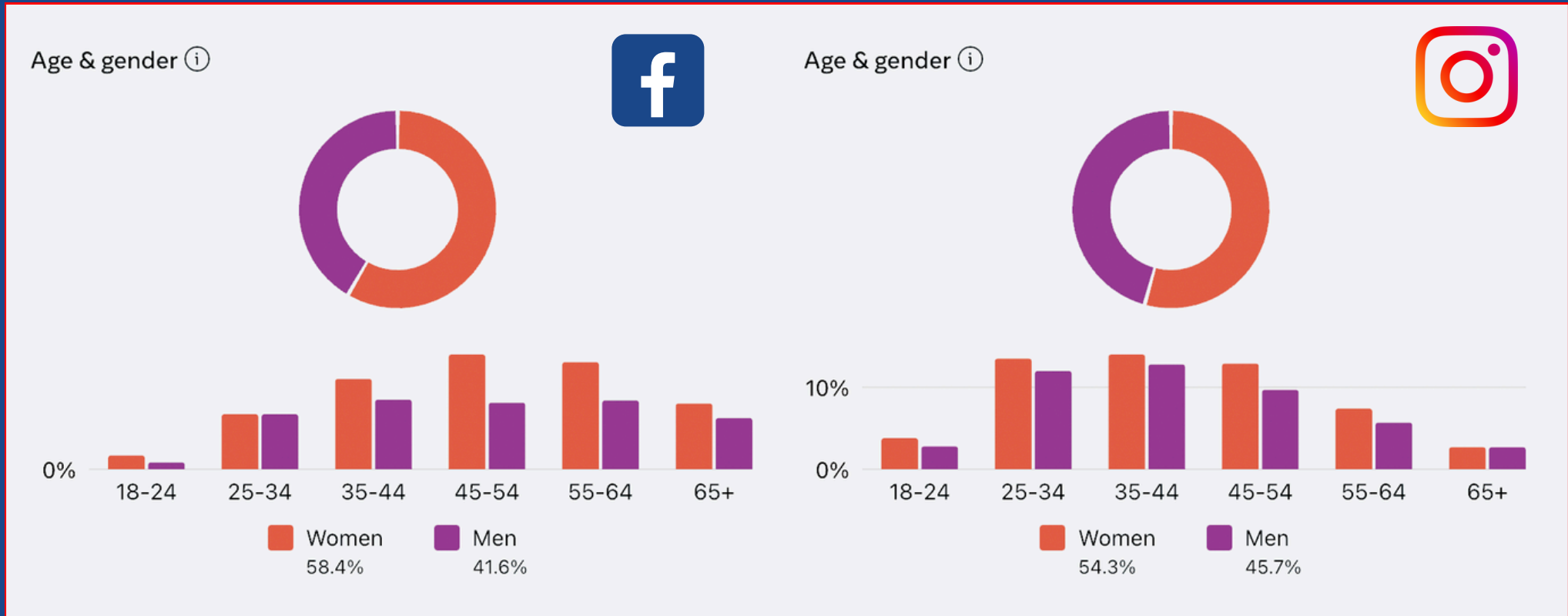
 **2.6K**
Email Subscribers /
74.5% Engagement Rate

 **1+MIL**
digital ad reach

 **1.9K**
Website Viewers
per month

 **3.9K**
Facebook Followers
12K reach

 **10K**
website viewers (3) months
leading to event



SPONSORSHIP LEVELS

	Presenting \$40,000 *or (2) at \$20K*	Platinum \$7,500 Limited Available	Gold \$5,000	Silver \$1,000	Bronze \$500 Limited Available
On-Site Presence					
Speaking Engagement at Pre-Tour. Meeting / Tourny	✓	Pre-Tournament Meeting			
Booth at Weigh-In	✓	✓	✓	✓	
Payout Presented By Placement	1st Place	2nd Place	3rd Place	Big Fish	
Lead Generation					
Access to registration list	✓	✓	✓	✓	✓
-Emails					
-Phone Numbers	✓	✓			
Digital Advertising (1+ Million Reach)					
Logo on all digital ad spend	Presented By Title	✓	(1) digital ad (4) weeks from event		
Dedicated social media post	Presented By Title	✓	✓		
Logo on bottom of email blasts	Presented By Title	✓	(2) email blasts	(1) email blast	
Branding and Networking					
Logo and Link on Event Website	Presented By Title	✓	✓	✓	✓
Logo inclusion on on-site signage	FRONT STAGE	FRONT LOWER	SIDE STAGE	Large Corner Banner	SMALL Corner Banner
Logo inclusion on registrant email confirmation	Presented By Title	✓	✓		
Logo inclusion on official banners	Presented By Title	✓	✓		
Logo inclusion on t-shirts	Presented By Title	BACK OF SHIRT LARGE LOGO	BACK OF SHIRT SMALL FONT		✓

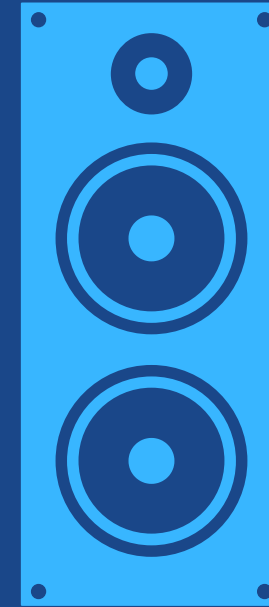
2024 STAGE

T-shirts will be given to participants, available online throughout 2024, and available at weigh-in for additional exposure.

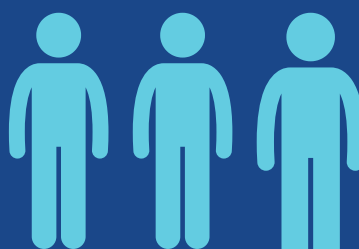


Presenting

SILVER
SILVER
SILVER
SILVER
SILVER



Angler Entrance



Platinum Platinum Platinum **Presenting** Platinum Platinum Platinum

BRONZE BRONZE
BRONZE BRONZE
BRONZE BRONZE



OUR 2024 GIVE BACK PROGRAM

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 nonprofit platform and community outreach.



LET'S MAKE AN IMPACT

GET THE CONVERSATION STARTED-

Lillian Glanton, Executive Director

lillian@mssongfest.com | 256-497-7343

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



@muscleshoalssf



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

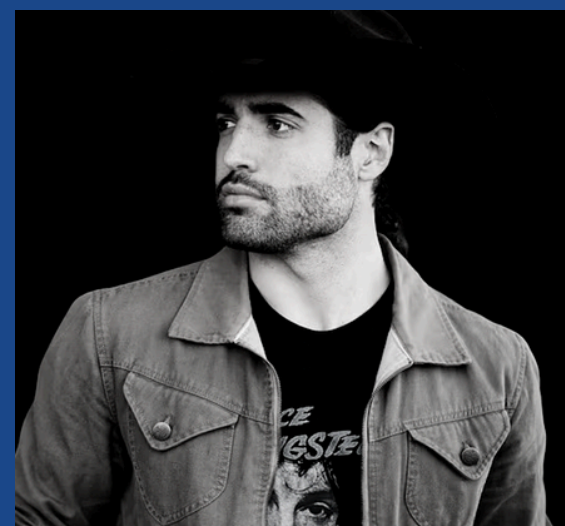
**Thank you,
MSSF Board**



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