

Presented By



Shoals Songwriter Workshop | November 1-2, 2024



November 1st-2nd, 2024

The Shoals Songwriter Workshop 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 Muscle Shoals Music.’



Collaborating with the Shoals Songwriter Workshop presents a unique chance to foster your business alongside a community of talented songwriters—your customers. This gathering provides an invaluable platform for songwriters to intimately engage and collaborate with your brand in person, establishing a profound connection. It's an ideal avenue to amplify the exposure and refinement of your business within the music community.

2023 Attendance: 84 Songwriters

2024 Estimated Attendance: 150 Songwriters

Notable Partners



EXPAND YOUR NETWORK.

More than 85% of our attendees at the Shoals Songwriter Workshop are from all over the country. Collaborating with us extends your brand's influence far beyond local confines, captivating and engaging audiences across the nation.

Your prominent participation in this event signifies far more than mere sponsorship—it symbolizes a steadfast dedication to fostering songwriters on a national scale, solidifying your brand as a central, driving force. This partnership guarantees a lasting impression on songwriters, cementing your authority and impact within the vibrant landscape of music.

Digital Reach

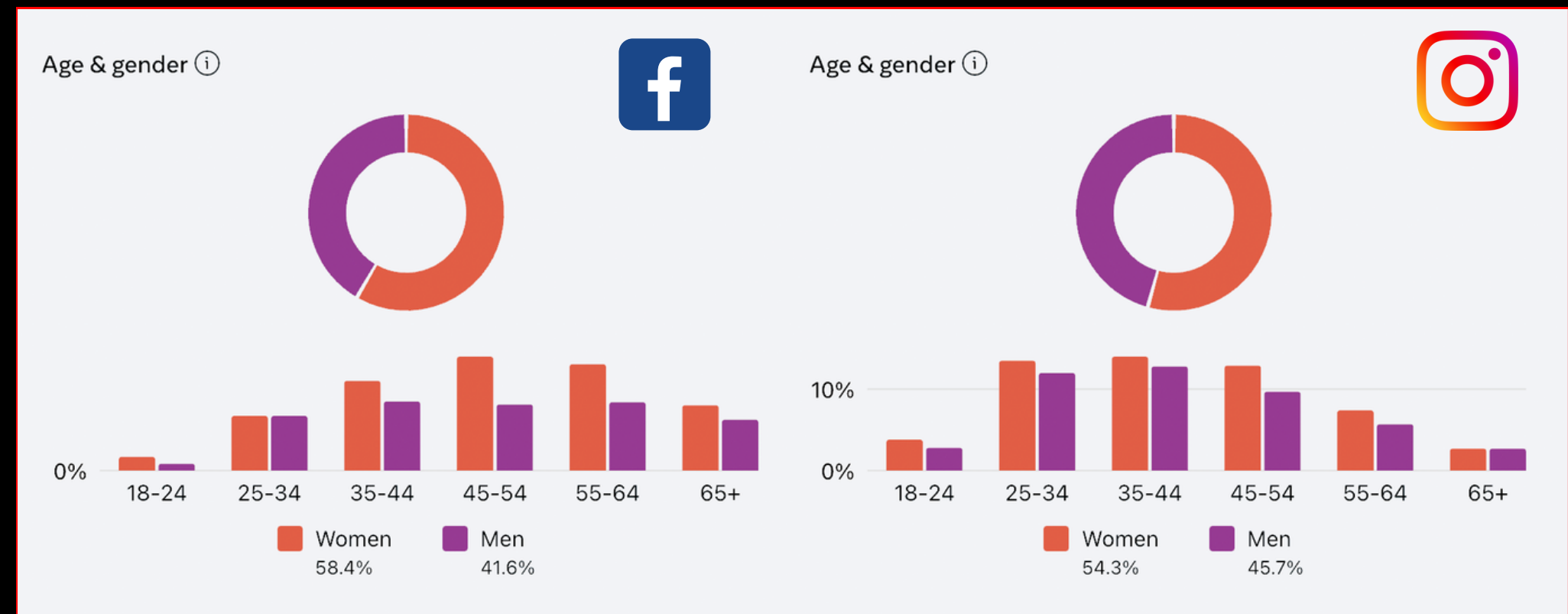
 **8.1K**
Instagram Followers
19K reach

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

 **200K+ Reach**
digital ad reach

 **3.9K**
Facebook Followers
12K reach

 **1.9K**
Website Viewers per
month (10K per month 3
months leading to event)



SPONSORSHIP LEVELS

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	Presenting \$20,000 <small>*alongside Marriott Shoals*</small>	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$500
On-Site Presence					
Session Takeovers	Presented By	(1) Session Takeover	(1) Session Takeover		
Songwriter Mixers	Presented By	(1) Large After-Event Mixer	(1) Breakfast Mixer	(1) Coffee Break Takeover	
Muscle Shoals Song Fest Passes (Nov 1-3)					
Company Passes & Marriott Hotel Suites	30 VIP Passes / 4 Hotel Suites	20 VIP Passes / 2 Hotel Suites	10 VIP Passes	6 VIP Passes	2 VIP Passes
Additional Passes/Suites at Discount Rate	✓	✓	✓	✓	
Lead Generation					
Access to ticket holder registration list					
-Emails	✓	✓	✓		
-Phone Numbers	✓	✓			
Digital Advertising (200K+ Reach)					
Logo on all digital ad spend	✓	✓	(1) ad (1) month leading up to event		
Dedicated social media post & email	Presented By	2 Posts Total / 2 Email Blasts	1 Posts Total / 1 Email Blasts	1 Post Total	
Logo on SSW Video Recaps	YES	YES			
Branding and Networking					
Logo and Link on Event Website	Presented By	✓	✓	✓	✓
Logo inclusion on on-site signage	Presented By	✓	✓		
Logo inclusion on tickets	Presented By				
Logo inclusion on schedule brochure	Presented By	✓	✓	✓	✓
Gear in Songwriter Swag Bags (stickers, etc;)	Swag Bags Presented By	✓		✓	



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 **on the lives
of aspiring songwriters.**

GET THE CONVERSATION STARTED-
HELLO@MSSONGFEST.COM

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



@shoalssongworkshop | @muscleshoalssf



LILLIAN GLANTON

EXECUTIVE DIRECTOR & FOUNDER
MUSCLE SHOALS SONGWRITERS FOUNDATION



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Thank you,
MSSF Board