



BE WHAT EVERYONE IS TALKING ABOUT ... GET ON BOARD TODAY!

*In just two years, the 30A Songwriters Festival has become the premier songwriters festival in the nation. Tickets sell out each year in record time to a distinguished and discriminating audience that visits South Walton to relax, shop and above all, hear world-class music by over 100 songwriters in large and small venues along Scenic Highway 30A.*



**JANUARY 13-15, 2012**

*Here is what ticket buyers, artists and partners have to say about the 30A Songwriters Festival...*

What an awesome weekend! Left the Canada snow behind for three days of amazing artists, soul-stirring songs, plenty of sunshine and smiles. Got it on the calendar for next year! -2011 Festival attendee

Playing the 30A Songwriters Festival was one of the recent highlights of the Indigo Girls' career. The venues were packed with music-hungry listeners, and all of the artists participating were excited to be there. -Emily Saliers of Indigo Girls

Great weekend of fantastic music. Get ready for more people wanting to partake in this wonderful event! Thank you! -2011 Festival attendee

It was a pleasure working with the extremely professional team. This is a time of year when we usually do not see high rates of occupancy. However, because of the event, we were nearly full! -Seagrove Villas/360 Blue, partner

The 30A Songwriters Festival is one of the most diverse songwriter's festivals I have ever been to, and I have attended many. The wide range of songwriters, the great attentive crowds, the unique venues, the beautiful location and the attention to details demonstrated by the producers of the event made for an incredible experience. -Shawn Mullins, songwriter

We were extremely pleased with the success of our 30A Songwriters Festival Sponsorship. We absolutely saw an increase in traffic to our website as well as bookings for that weekend. -Beach Rentals of South Walton, partner

Everyone we have spoken with says this is the best songwriter's festival they have participated in! It was flawless! -Jessica Cayne, songwriter

*Place your company in the spotlight at the 2012 30A Songwriters Festival and get face time with over 3,000 upscale consumers. Contact Tracy Oosterman to find out how you can partner with what is being called the "BEST" songwriters festival in the country!*



**30A SONG  
WRITERS  
FESTIVAL**

# 30A SONGWRITERS FESTIVAL



*Caliza Pool Venue at Alys Beach*

## Presenting Partners / \$15,000

INDUSTRY EXCLUSIVITY, ONLY THREE AVAILABLE

- Credited as follows: The 30A Songwriters Festival presented by Visit South Walton and sponsored by YOUR COMPANY
- Listed as Presenting Partner on 30A Songwriters Festival and Cultural Arts Alliance website for 12 months
- Company mention on each stage throughout Festival
- Opportunity to place signage in Festival headquarters
- Opportunity for on-site promotion at Festival headquarters
- Logo placement on all collateral and e-blasts, including:
  - E-blasts impacting 500,000
  - Festival facebook page impacting songwriters and music enthusiasts
  - Rack cards and posters (5,000 printed)
  - All press releases
  - All print and web advertising
- Opportunity to place items in artist welcome bags and to provide additional swag for Festival (cups, caps, etc.)
- Post-event wrap-up package with copies of all advertising, articles, photos of your company's exposure throughout the event, website hits, estimated attendance report, demographics, etc.
- Priority seating in large venues
- Five (5) VIP All-Access weekend passes
- Ten (10) general weekend passes
- Ten (10) 30A Songwriters Festival t-shirts
- Five (5) 30A Songwriters Festival caps
- Full page ad in 2012 Program Guide



*Shawn Mullins*



*Jeffrey Steele*

# 30A SONGWRITERS FESTIVAL



## Stage Partner / \$10,000

LARGE VENUE, OVER 300 CAPACITY

- Example of credit: The YOUR COMPANY Stage at The Gulf Place Amphitheater
- Listed as Partner on 30A Songwriters Festival and Cultural Arts Alliance website for 12 months
- Your company mentioned as stage partner on your sponsored stage throughout Festival
- Logo placement on all Festival banners located throughout Festival
- Ongoing promotion of your company on the 30A Songwriters Festival facebook page
- Large banner crediting your company as stage partner placed on or above your company's sponsored stage
- Listing in the Program Guide as a Stage Partner
- Opportunity to place items in artist welcome bags and to provide additional swag for Festival (cups, caps, etc.)
- Priority seating in large venues
- Two (2) VIP All-Access weekend passes
- Eight (8) general weekend passes
- Eight (8) 30A Songwriters Festival t-shirts
- Three (3) 30A Songwriters Festival caps
- Full page ad in 2012 Program Guide

*Lyceum Lawn Venue at Seaside*

## Stage Partner / \$5,000

SMALL VENUE, UNDER 300 CAPACITY

- Example of credit: The YOUR COMPANY Stage at Fish Out of Water
- Listed as Partner on 30A Songwriters Festival and Cultural Arts Alliance website for 12 months
- Your company mentioned as stage partner on your sponsored stage throughout Festival
- Logo placement on all Festival banners located throughout Festival
- Ongoing promotion of your company on the 30A Songwriters Festival facebook page
- Banner crediting your company as stage partner placed on or above your company's sponsored stage
- Listing in the Program Guide as a Stage Partner
- Opportunity to place items in artist welcome bags and to provide additional swag for Festival (cups, caps, etc.)
- Priority seating in large venues
- Six (6) weekend passes to the 2012 Festival
- Three (3) 30A Songwriters Festival shirts
- Three (3) 30A Songwriters Festival caps
- Full page ad in 2012 Program Guide

# 30A SONGWRITERS FESTIVAL



*Sam Bush and 18 South*

## *Platinum Record Partner / \$3,000*

- Logo listing as Platinum Record Partner on 30A Songwriters Festival and Cultural Arts Association websites for 12 months with hotlink
- Logo on headquarter banner
- Half page ad in official program guide
- Four (4) general weekend passes
- Two (2) Festival shirts
- First right of refusal to sponsor 2013 Festival as a Gold Record Partner
- Opportunity to place promotional items in Artist welcome bags
- Opportunity to provide additional swag or promotional items (cups, etc.)

## *Gold Record Partner / \$2,000*

- Logo listing as Gold Record Partner on 30A Songwriters Festival and Cultural Arts Association websites for 12 months with hotlink
- Logo on headquarter banner
- Quarter page ad in official program guide
- Two (2) general weekend passes
- First right of refusal to sponsor 2013 Festival as a Gold Record Partner
- Opportunity to place promotional items in Artist welcome bags
- Opportunity to provide additional swag or promotional items (cups, etc.)

## *Program Guide Partner / \$400 - \$1,000*

- Full color quarter page ad - \$400
- Full color half page ad - \$750
- Full color full page ad - \$1,000



*Rodney Crowell*