

30A SONGWRITERS FESTIVAL

JAN 16-19, 2026

17 YEARS OF HOOKS, LINES *AND* SINGERS



GUIDE TO SPONSORSHIP

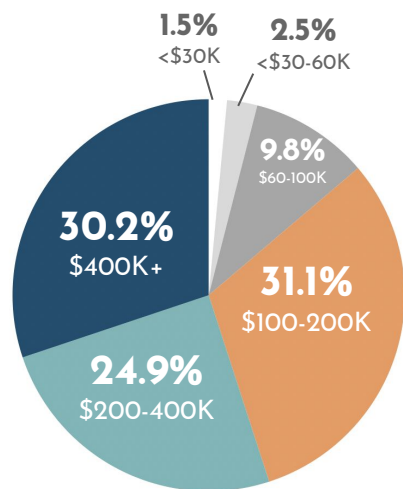
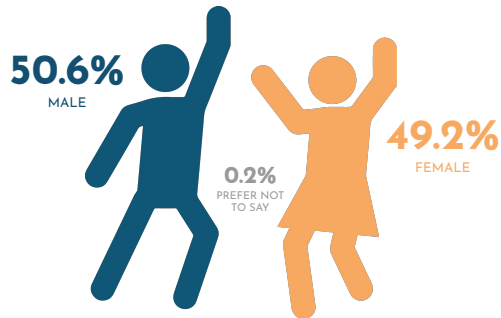
30ASONGWRITERSFESTIVAL.COM

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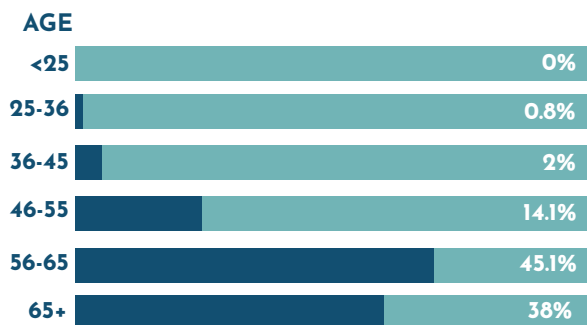
30A SONGWRITERS
FESTIVAL

OUR AUDIENCE

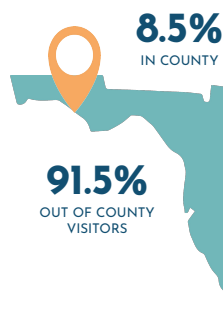
Affluent, diverse in age and gender
Fun-loving, yet serious about music



HOUSEHOLD INCOME



WELL-TRAVELED:
2+ people per party; average of 5 nights stayed in Walton County



SPONSORSHIP = PARTNERSHIP

Get maximum exposure pre-event and throughout the festival weekend

Now in its 17th year, the 30A Songwriters Festival is the premier festival for songwriters and music lovers in the nation. Tickets sell out in record time to a distinguished and discriminating audience of 6,000 people who visit South Walton each MLK, Jr. weekend to relax, rejuvenate, shop, dine and above all, hear world-class music.

Over 200 singer-songwriters and musicians travel from across the country to perform over 320 shows in spacious outdoor amphitheatres, cozy bars, coffee houses and traditional theatres, all tucked along Scenic Highway 30A on the gorgeous Gulf of Mexico.



"The 30A Songwriters Festival is the biggest and best event of the year."

30A.COM

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**30A SONG
WRITERS
FESTIVAL**

OUR FESTIVAL IS...

HIGHLY ANTICIPATED, selling out its first year and regularly every year since!

EXTREMELY UNIQUE - There is no other music festival experience like the 30ASWF which combines 175+ artists of all genres in 30+ diverse venue settings along Scenic Hwy. 30A and beyond.

AN EXCLUSIVE, INTIMATE AND EXCEPTIONAL MULTI-DAY EXPERIENCE - From morning brunch shows to late-night jams, cozy venues to a large outdoor main stage, bars & restaurants to a deluxe VIP food & beverage experience, the Festival offers something for everyone to enjoy.


THE ULTIMATE IN LUXURY ACCOMMODATIONS - The Festival partners with some of the best hotels and rental agencies to provide our customers and sponsors with access to accommodations to meet their needs.

IMPACTFUL, making a \$7 million economic impact to the county over the event weekend and raising much-needed funds for the Cultural Arts Alliance of Walton County.

ARGUABLY THE BEST SONGWRITERS FESTIVAL IN THE UNITED STATES!

A personal approach...

Sponsorship of the 30A Songwriters Festival is a powerful marketing tool with a wide range of opportunities to support your company's objectives and to align your business with our excited, receptive and affluent audience.



"If you love great songwriting, there's really no better vacation than 30A Songwriters Festival. It's the perfect destination for lyric lovers, acoustic guitar fetishists, and those who enjoy music with a deeper meaning."

AMERICAN
SONGWRITER MAGAZINE

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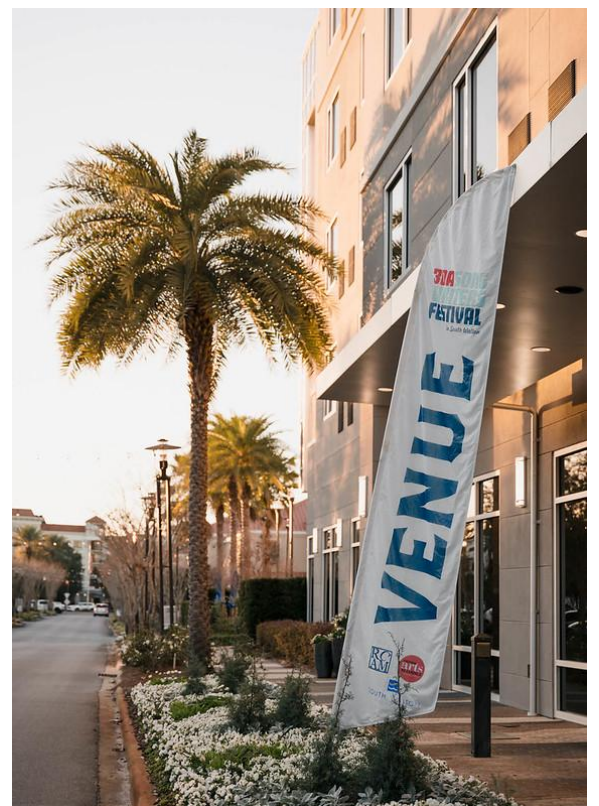
OUR DESTINATION IS...

Located in Northwest Florida, South Walton is home to 26 miles of sugar-white sand beaches, turquoise water and 16 high-end and culturally distinct beach neighborhoods each with its own personality and style.

The 30A Songwriters Festival's collection of venues is made up of small and large establishments woven along Scenic Highway 30A, which winds along the Gulf of Mexico.

Easily accessible by the airports in Panama City Beach, Fort Walton Beach, Destin and Pensacola.

UPSCALE YET CASUAL & RELAXING



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30A SONGWRITERS
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FESTIVAL SPONSORSHIPS CAN BE...

EXCLUSIVE and provide maximum exposure pre-event and throughout the Festival weekend.

CUSTOMIZED to fit the needs of each partner.



"I can't envision a better setting for concerts than this slice of Northwest Florida where white sands, turquoise waters and bright blue winter skies create an atmosphere found few places but here."



VISITFLORIDA.COM

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PRESENTING

Presenting sponsorship is an industry-exclusive opportunity that provides maximum exposure, both pre- and post-event and throughout the Festival experience. 30A Songwriters Festival Presenting Sponsors receive exclusive branding across all platforms and at every Festival stage, digital advertising, VIP benefits, exclusive Festival access, and more. **Investment starts at \$50,000**

PREMIER

Premier Sponsorship is a customizable investment that provides major benefits and recognition pre-event and Festival-wide. Premier Sponsors receive high-level exposure, digital advertising, VIP access, and other great benefits.

Investment starts at \$25,000

SIGNATURE

Signature Sponsorship offers exclusive Festival experience branding opportunities and provides pre-event and onsite exposure, digital advertising, and ticket packages.

Investment starts at \$10,000

STAGE

Opportunities are available at various levels depending on venue size and audience reach. From cozy bars to our 6,000 seat amphitheater, Stage Sponsors receive title stage branding, ticket packages, and other rewards. **Investment starts at \$7,000**

LODGING

The Festival offers multi-leveled opportunities to be an official hotel or rental company partner through the in-kind donation of rooms, condos and homes used by visiting songwriters. Official lodging partners receive pre-event marketing for weekend bookings, advertising, and experience benefits, including discounted tickets for customer packages. **In-kind investment of 5 - 25 units for 4 - 7 nights**

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VENUE PARTNERSHIP

Venue partners will see a strong return on investment when their business is an official 30A Songwriters Festival venue. This level of partnership offers your business a prime opportunity when thousands of consumers are guaranteed to walk through your door to enjoy not just music but also food, beer, wine and whatever else your venue has to offer. **Investment starts at \$5,000***

**Available only if new venues are needed and to businesses who are in compliance with the Americans with Disabilities Act and whose size, parking, insurance and infrastructure meet Festival requirements. Pricing is based on venue size/capacity, technical requirements for sound, lighting, staging, and staff necessary to maintain festival standards.*

HOSPITALITY & ON SITE ACTIVATION

Hospitality partner opportunities include donation of dollars and/or product to be offered to the Festival audience. This level can include access to thousands of people through on site activations or tastings that enhance the Festival experience. Our team will be happy to customize this level of partnership based upon Festival and partner needs. **Customized investment**

MEDIA

Our marketing team will work with each media partner to ensure that you receive maximum exposure to your desired demographic. From giveaways to stage partnerships, we can create a mutually beneficial partnership that produces results. **Customized investment**

WEBSITE & MOBILE APP PARTNERS

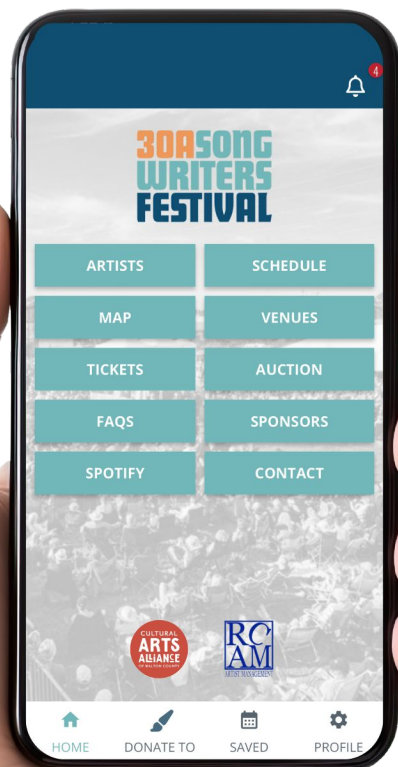
Year-round logo advertising is available on the 30A Songwriters Festival website and official mobile app provided by Aloomba for iPhones and Android phones. **\$500/month**

ARTIST WELCOME BAGS

Over 200 artists and musicians receive a deluxe welcome bag packed full of gift certificates and other goodies. Get your product in front of these celebs and entice them into your restaurant or shop by providing vouchers, gift cards or other unique offers. **\$500 investment**

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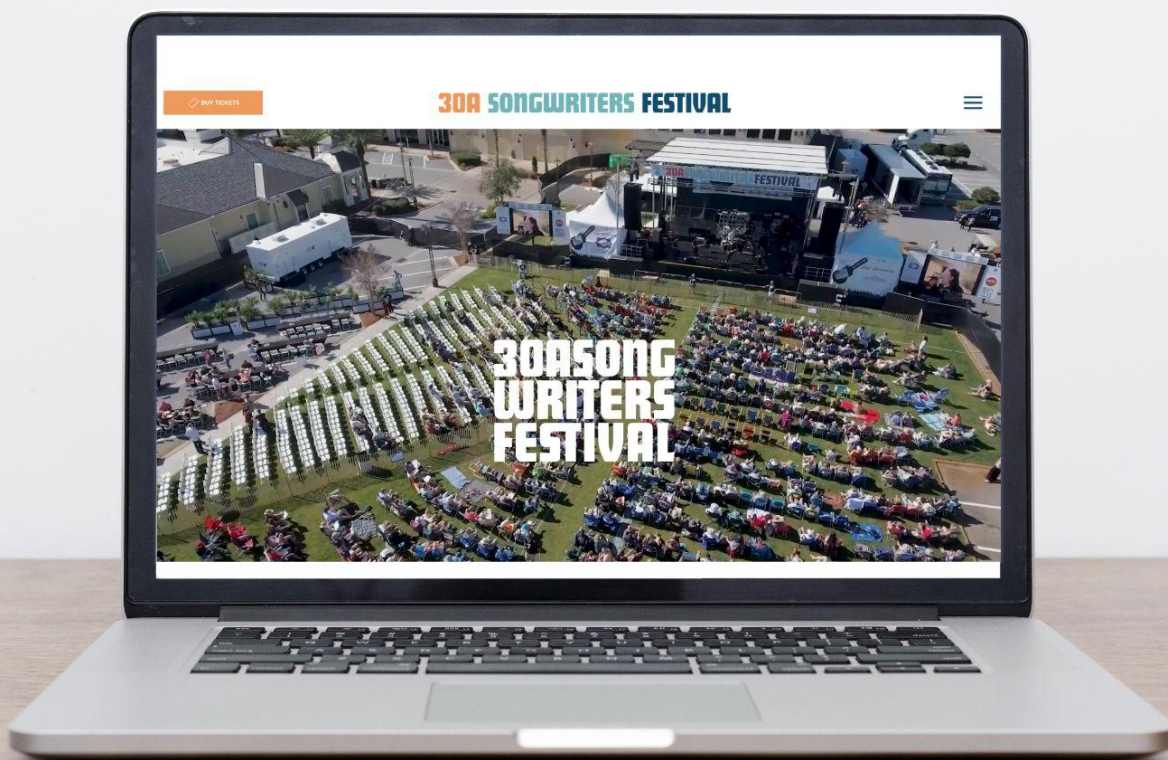
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Last year, our website had **75,000** visitors and **233,370** page views.

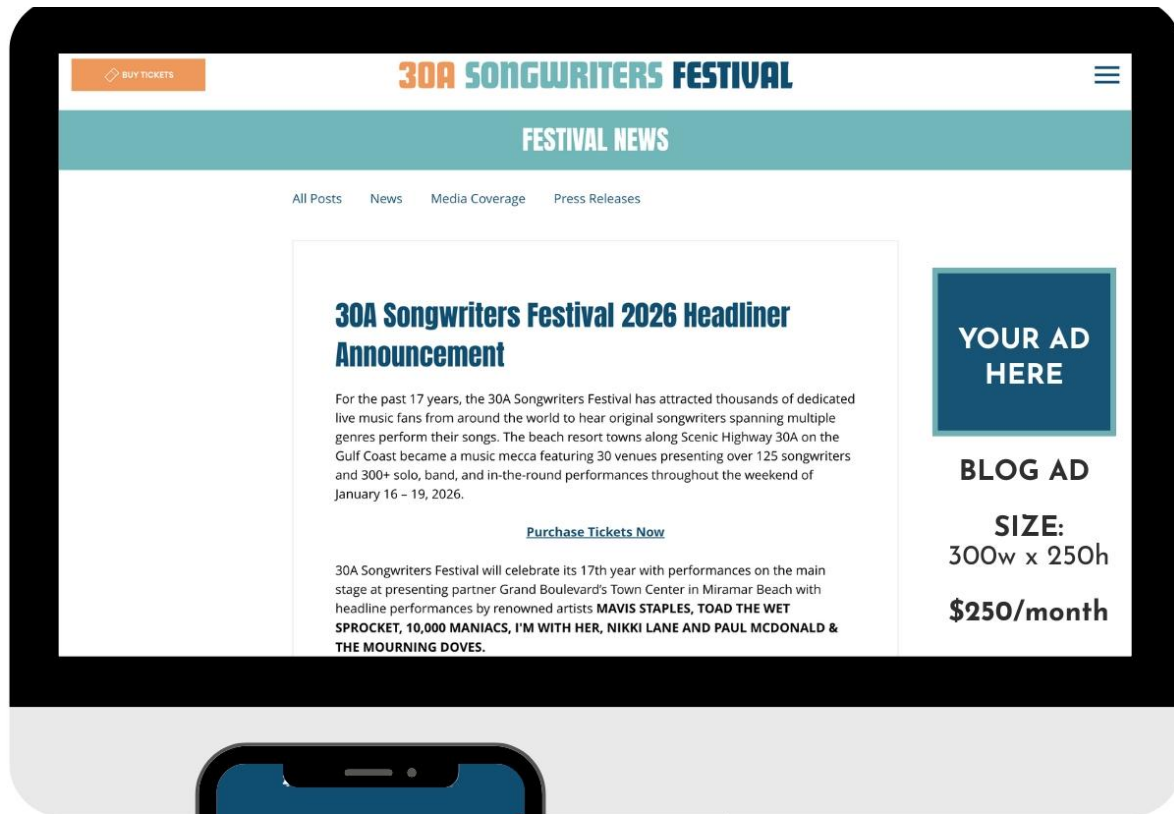
Over **6,100** people
downloaded the mobile app.

30ASONGWRITERSFESTIVAL.COM



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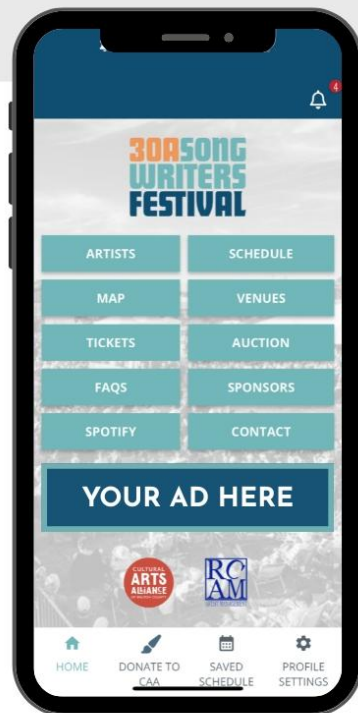
MOBILE APP AD

SIZE:
640w x 100h

Title/Powered by:
\$5,000 (1)

Premier: \$1,000
(5 max)

Partner: Included in
sponsorship/lodging
partners



30A SONGWRITERS FESTIVAL

MEDIA SPONSORS

YOUR
LOGO
HERE

SUPPORTER SCROLL

SIZE:
400w x 400h
\$1,000



CONTACT



PRESS



VOLUNTEER



SPONSORS

NEWS

INFO

ABOUT

BOOKING

TRIP PLANNER



YOUR
AD
HERE

EMAIL AD

SIZE:
1200w x 1200h

\$750

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CURRENT & PAST SPONSORS

Absolut
Americana Music Association
ASCAP
Berkshire Hathaway HomeServices
Beach Properties of Florida
Big Bad Breakfast
BOTE Boards
Centennial Bank
Coca-Cola Bottling Company
Corcoran Reverie
Culligan Water
Curb Music
D'Addario
Destin Jeep
Douglas Elliman Real Estate
Emerald Coast Wealth Advisors of Raymond James
Emerald Coast Wine & Spirits
Enterprise
Florida Department of State Division of Arts & Culture
Fisher's Flowers
Gibson Acoustic
Grand Boulevard
Grayton Beer Company
Hayden Outdoor Real Estate
Hearts Bluff Music Publishing
Koast Builders Incorporated
Latitude Margaritaville

Merrill Lynch
Morning Star Foundation
National Music Publishers' Association
Neptune Recording Studios
Nicholas Air
Northwest Florida Beaches International Airport
Pernod Ricard
Premier Property Group
Recording Academy Songwriters
and Composers Wing
ResortQuest by Wyndham Vacation Rentals
Rosemary Beach Realty & Cottage Rentals
Royce Smith, Realtor
SEASIDE
Silver Sands Premium Outlets Sprint
St Joe Community Foundation
Tesla
The 30A Company & 30A.com
The Recording Academy, Atlanta Chapter (NARAS)
The Sanctuary at 331
Tito's Handmade Vodka
Visit South Walton
Walton Funding, LLC Watercolor
Woody Guthrie Center
ZT Motors

"The Hearts Bluff team was pleased to sponsor The Boathouse stage. The space was cool, and the vibe and writers were fantastic. Every minute was a treat and we can't wait to go back next year!"

HEARTS BLUFF MUSIC,
ANNUAL STAGE PARTNER

MEDIA PARTNERS

American Songwriter Atlanta Magazine
The Beachcomber
Cumulus Media
Emerald Coast Magazine
Folk Alley
Good Grit Magazine
Nash Country Daily
Nashville Scene
N Focus
No Depression
Oxford American
Relix Magazine
Sowal.com
Southern Living
Tallahassee Magazine
30a.com
Thirty-A Review
WABE 90.1 FM Atlanta NPR
WRLT Lightning 100 Nashville
WUWF Pensacola

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ARTISTS FROM PREVIOUS YEARS INCLUDE...

Brian Wilson, Jackson Browne, John Prine, Emmylou Harris, Rodney Crowell, Rosanne Cash, Brandi Carlile, Lyle Lovett, Dr. John, Morgan Wade, Graham Nash, The Bangles, Meghan Trainor, Jason Isbell, Grace Potter, Steve Earle, Indigo Girls, Rickie Lee Jones, Patty Griffin, Lucinda Williams, The Zombies, Leon Russell, Ann Wilson of Heart, Shawn Colvin, Richard Thompson, Jeff Tweedy, JD Souther, Livingston Taylor, Ani DiFranco, Jerry Douglas, Cheap Trick, Tanya Tucker, Lee Ann Womack, Mary Chapin Carpenter, Shawn Mullins, Matthew Sweet, The Gin Blossoms, Charles Kelley (Lady A), Loudon Wainwright III, Robert Randolph, Shovels & Rope, Kristian Bush (Sugarland), YOLA, North Mississippi Allstars, Robyn Hitchcock, Kathy Mattea, KT Tunstall, Deana Carter, Rita Wilson, Ed Roland (Collective Soul), Chely Wright, Todd Snider, Darrell Scott, John Oates (Hall & Oates), James McMurtry, Paul Thorn, Gary Louris (Jayhawks), David Ryan Harris (John Mayer), Emerson Hart (TONIC), David Hodges (Evanescence), Cracker, Sarah Lee Guthrie, Mary Gauthier, Jay Farrar (Son Volt), John Driskell Hopkins (Zac Brown Band), Parker Millsap, John Moreland, Aaron Lee Tasjan, John Fullbright, Amy Lavere, and Robert Ellis, and hundreds of others.

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Get In Touch & Lock In Your Sponsorship Today!

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