



15 years of hooks, lines, and singers



30A SONGWRITERS FESTIVAL

fifteenth

2024

annual

JANUARY 12-15

GUIDE TO SPONSORSHIP

NOW IN ITS FIFTEENTH YEAR, THE 30A SONGWRITERS FESTIVAL HAS BECOME THE PREMIER FESTIVAL FOR SONGWRITERS AND MUSIC LOVERS IN THE NATION. TICKETS SELL OUT IN RECORD TIME TO A DISTINGUISHED AND DISCRIMINATING AUDIENCE THAT VISITS SOUTH WALTON EACH MLK, JR. WEEKEND TO RELAX, REJUVENATE, SHOP, DINE AND ABOVE ALL, HEAR WORLD-CLASS MUSIC. OVER 175 SINGER-SONGWRITERS AND BANDS TRAVEL FROM ALL OVER THE COUNTRY TO PERFORM OVER 320 SHOWS IN SPACIOUS OUTDOOR AMPHITHEATERS, COZY BARS, COFFEE HOUSES AND TRADITIONAL THEATRES, ALL TUCKED ALONG SCENIC HIGHWAY 30A ON THE GORGEOUS GULF OF MEXICO.



[30ASONGWRITERSFESTIVAL.COM](https://www.30ASONGWRITERSFESTIVAL.COM)



SPONSORSHIP = PARTNERSHIP

Get maximum exposure pre-event and throughout the festival weekend

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. THE 30A SONGWRITERS FESTIVAL WOULD LOVE TO WORK WITH YOUR COMPANY TO CREATE A CUSTOMIZED PARTNERSHIP THAT WILL DRIVE YOUR BRAND TO OUR CUSTOMER BASE LEADING UP TO AND THROUGHOUT THIS FOUR-DAY FESTIVAL.

A STEP ABOVE

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 30A Songwriters Festival, which combines artists of all genres, levels of experience and performance styles in 30 diverse venue settings.
- THE ULTIMATE IN LUXURY HOMES AND CONDO ACCOMMODATIONS.
- AN EXCLUSIVE, INTIMATE AND EXCEPTIONAL MULTI-DAY EXPERIENCE.
- ARGUABLY THE GREATEST SONGWRITER'S FESTIVAL IN THE UNITED STATES.
- IMPACTFUL, making a \$7 million impact to the county and raising much-needed funds for the Cultural Arts Alliance of Walton County.

"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

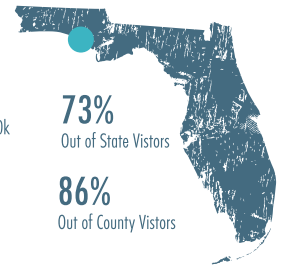
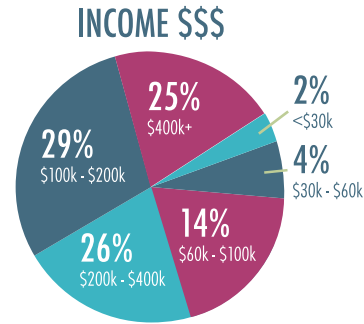
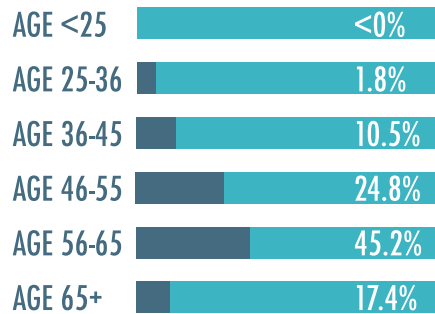
Our Audience is...

- AFFLUENT • DIVERSE IN AGE AND GENDER • FUN-LOVING, YET SERIOUS ABOUT MUSIC
- WELL-TRAVELED Nearly 73% travel to Florida for this Festival and 86% are from outside of Walton County. 2+ people per travel party; average of 5 nights stayed in South Walton.



51%

49%



Our Destination is...

- Home to 16 high-end and culturally distinct beach neighborhoods. 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 and relaxing.
- Patrons drive in or fly to South Walton primarily from other parts of Florida, Georgia, Tennessee, Alabama, Texas, Louisiana, Mississippi, Missouri, Arkansas, Ohio and over a dozen additional states.

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

Our Partnerships are...

- Exclusive and provide maximum exposure pre-event and throughout the Festival weekend.
- Personalized to fit the needs of each partner.

30A.COM

RUSSELL CARTER russell@rcam.com (404) 377.9900

JENNIFER STEELE jennifer@culturalartsalliance.com (850) 622.5970

The 15th Annual
**30ASONG
WRITERS
FESTIVAL**

A GREAT OPPORTUNITY

What kind of partner are you?

WITH PARTNERSHIPS STARTING AT \$500,
EVERYONE CAN AFFORD TO BE A PARTNER!

Presenting Partner

Presenting partnership is an exclusive opportunity that provides maximum exposure, both pre-event and festival-wide. Every mention of the the 30A Songwriters Festival will include "Presented by," with the Presenting Partner's logo. The Presenting Partner will also receive exclusive VIP benefits and access during the Festival.

Investment starts at \$50,000

Premier Partners

This is a customizable level of partnership that provides major benefits and recognition pre-event and festival-wide. Premier Partners receive great exposure, VIP access and other great benefits. **Investment starts at \$25,000**

Stage Partners

Opportunities are available at various levels depending on venue size and audience reach. From cozy bars to 3,000 seat amphitheatres, Stage Partners receive title stage sponsor credit and other rewards. **Investment starts at \$5,000 and goes up to \$25,000.**

Signature Partners

Signature Partners receive exciting benefits and exposure pre-event and festival-wide, including advertising and tickets. **Investment starts at \$2,500.**

Media Partners

We know that you are special and have a unique need and goal. We 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.

Venue Partners

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.*

**This level of partnership will only be available to businesses who are in compliance with the Americans with Disabilities Act and whose size, parking and infrastructure meet Festival requirements. Pricing is based on technical requirements for sound, lighting, staging and staff necessary to maintain festival standards.*

Program Guide Partners

Every 30A Songwriters Festival attendee receives an Official Program Guide at Festival Headquarters. Each year, over 5,000 ticket buyers, partners, artists and volunteers carried this official go-to guide. The 8.5 x 11 full-color booklet contains important information, including the Festival schedule, venue map and artist bios. It is also a wonderful Festival souvenir! **Pricing starts at \$1,000.**

Artist Welcome Bag Partner

Over 150 artists and musicians receive a deluxe welcome bag packed full of gift certificates and other goodies. Get your product in front of these celebs or get them into your restaurant or shop by providing vouchers, gift cards or other enticing offers. **This is a \$500 investment.**

Hospitality Partners

Hospitality partner opportunities include donation of product to special event presentation. Our team will be happy to customize this level of partnership based upon festival and partner needs.

Website & Mobile App Partners

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



LAST YEAR, OUR WEBSITE HAD 75,000 VISITORS AND 233,370 PAGE VIEWS. OVER 6,100 PEOPLE LAST YEAR ALONE DOWNLOADED THE APP.

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**30A SONG
 WRITERS
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"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!"

PRIOR YEARS SPONSORS

HEARTS BLUFF MUSIC, ANNUAL STAGE PARTNER

Absolut
 Americana Music Association
 ASCAP
 Berkshire Hathaway HomeServices
 Beach Properties of Florida
 Big Bad Breakfast
 BOTE Boards
 Centennial Bank
 Coca-Cola
 Culligan Water
 Curb Music
 D'Addario
 Destin Jeep
 D R Horton Builders
 Emerald Coast Wealth Advisors of Raymond James
 Emerald Coast Wine & Spirits
 Enterprise
 Florida Department of State Division of Cultural Affairs

Fisher's Flowers
 Gibson Acoustic
 Grand Boulevard at Sandestin
 Grayton Beer Company
 gulfcoastgo
 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
 The Sanctuary at 331 SEASIDE
 Silver Sands Premium Outlets
 Sprint
 St Joe Community Foundation
 30A Company
 Tesla
 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

MEDIA PARTNERS

American Songwriter
 Atlanta Magazine
 The Beachcomber
 Cumulus Media
 Emerald Coast Magazine
 Folk Alley
 Good Grit Magazine
 Nash Country Daily
 Nashville Scene

NFocus
 No Depression
 Oxford American
 Relix Magazine
 Sowl.com
 Southern Living
 Tallahassee Magazine
 30a.com
 Thirty-A Review

WABE 90.1 FM Atlanta NPR
 WRLT Lightning 100 Nashville
 WUWF Pensacola

AMERICAN
 SONGWRITER
 MAGAZINE

"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."

NAMED BY COASTAL LIVING MAGAZINE AS ONE OF THE
Best Music Festivals on the Beach in Florida

NAMED ONE OF USA TODAY'S
10best Reader's Choice: Best Southern Event

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Jeff Tweedy



Roseanne Cash



KT Tunstall



Elvis Costello



Grace Potter

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, 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, 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, RODNEY CROWELL, KRISTIAN BUSH (SUGARLAND), YOLA, NORTH MISSISSIPPI ALLSTARS, ROBYN HITCHCOCK, KATHY MATTEA, 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, MEGHAN TRAINOR, JOHN FULLBRIGHT, AMY LAVERE, AND ROBERT ELLIS, AMONG MANY OTHERS.

MARK YOUR CALENDAR
FOR

The 16th Annual
30ASONG
WRITERS
FESTIVAL

2025
JAN. 17-20