

30A SONGWriters FESTIVAL

JAN 16-20, 2025

16 YEARS OF HOOKS, LINES *AND* SINGERS

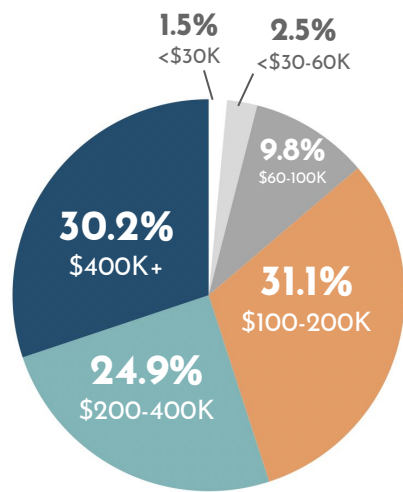
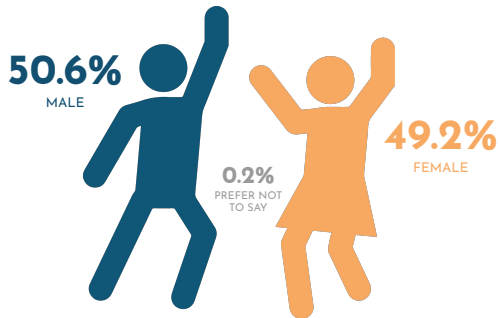


GUIDE TO SPONSORSHIP

30ASONGWRITERSFESTIVAL.COM

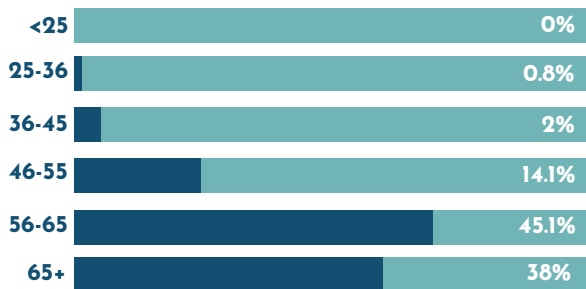
OUR AUDIENCE

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

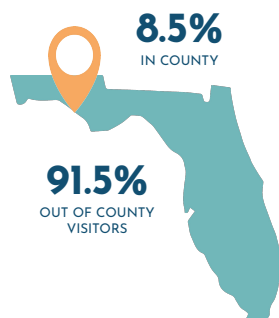


HOUSEHOLD INCOME

AGE



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 sixteenth year, the 30A Songwriters Festival has 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 175 singer-songwriters and bands 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."



"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

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.



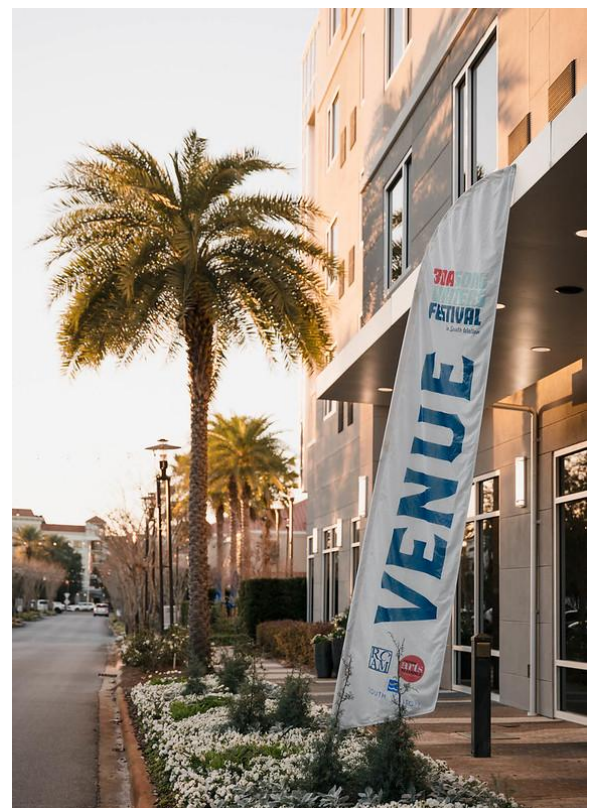
OUR DESTINATION IS...

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



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

PRESENTING

Presenting partnership is an industry-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

This is a customizable level of partnership that provides major benefits and recognition pre-event and festival-wide. Premier Partners receive high-level exposure, advertising, VIP access and other great benefits.

Investment starts at \$25,000

STAGE

Opportunities are available at various levels depending on venue size and audience reach. From cozy bars to 3,000 seat amphitheaters, Stage Partners receive title stage sponsor credit 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 - 15 units for 4 - 7 nights

SIGNATURE

Signature Partners receive exciting benefits and exposure pre-event and festival-wide, including advertising and tickets.

Investment starts at \$5,000

MEDIA

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 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*

**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 venue size/capacity, technical requirements for sound, lighting, staging, and staff necessary to maintain festival standards.*

ARTIST WELCOME BAGS

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.

\$500 investment

HOSPITALITY

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.

Custom donation

PRINT ADVERTISING

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*

**Multi-publication packages are available for year-round advertising.*

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.

Prices start as low as \$500/month.

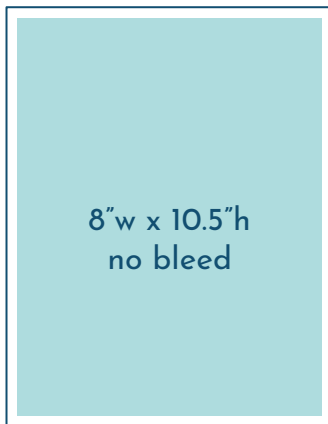
2025 ADVERTISING SPECS AND RATES

Every 30A Songwriters Festival attendee will receive an official 30ASWF Program when they check in at Festival Headquarters.

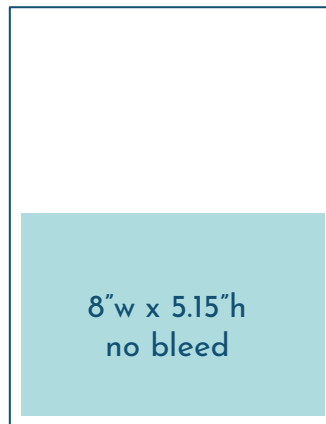
This full-color booklet will be the official go-to guide containing important information, including the Festival schedule, venue map and more.

It is also a wonderful Festival souvenir!

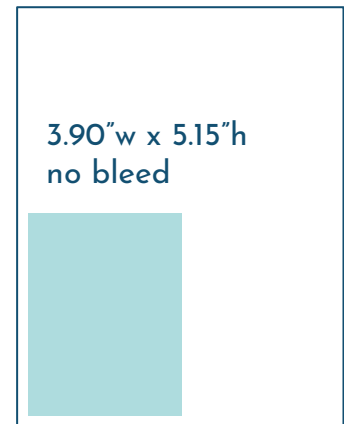
Multi-publication packages and premium placement options are available upon request.



FULL PAGE
\$2,550



HALF PAGE
\$1,400
horizontal only



QUARTER PAGE
\$1,000
vertical only

SUBMITTING ARTWORK FILES

Acceptable File Types: Print-ready PDF, 300 dpi CMYK JPG, CMYK EPS

Please provide print-ready ads with all fonts converted to outline to **BOTH:**
courtney@culturalartsalliance.com & katie@culturalartsalliance.com

Files must be less than 10MB. For larger files or questions regarding file specifications, contact: Courtney Malone, courtney@culturalartsalliance.com.

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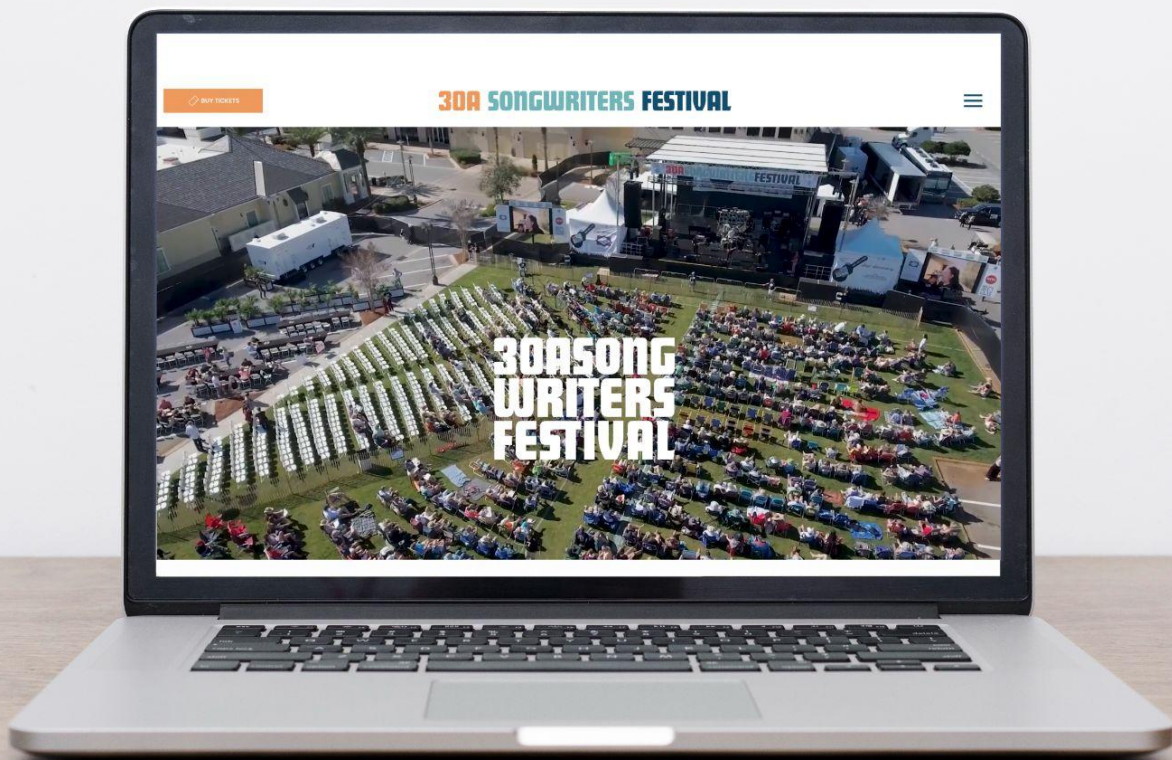


Last year,
our website had
75,000 visitors
and **233,370**
page views.

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



30ASONGWRITERSFESTIVAL.COM



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PRIOR SPONSORS

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

"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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30A SONG
WRITERS
FESTIVAL



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, 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, Meghan Trainor, John Fullbright, Amy Lavere, and Robert Ellis, among many others.

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30SONG
WRITERS
FESTIVAL

Get In Touch & Lock In Your Sponsorship Today!

Gabby Callaway, Director of Advancement

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gabby@culturalartsalliance.com

