

THE 5TH ANNUAL



MAY
16-19
2024

HISTORIC
OPELIKA, AL

SPONSOR
GUIDE

THE
SOUND
WALL





The Sound Wall is owned by Rob & Jen Slocumb, aka the duo Martha's Trouble. The Sound Wall Music Initiative is a 501(c)(3) nonprofit

organization founded by Rob & Jen Slocumb is dedicated to promoting and celebrating the art of music in the Auburn/Opelika community. It strives to enhance the lives of our community members through music education, artist development, and funding support for local musicians and schools.



Russell Carter Artist Management is a full-service artist management firm that has worked with national recording artists since 1990.

Prior to forming RCAM,

Russell Carter practiced entertainment law in Atlanta for ten years. He is a member of the Georgia Bar Assn., NARAS (the GRAMMY organization), the Americana Music Association, and a board member of the Cultural Arts Alliance of Walton County (CAA) in Florida. RCAM, based in the 4th Ward in Atlanta, books, promotes, and co-produces the 30A Songwriters Festival with the CAA and co-produces the Opelika Songwriters Festival in Alabama with the Sound Wall.



Credit: Rick Diamond

Opelika Songwriters Festival (OSF) was founded in 2019 by Rob & Jen Slocumb, aka, **Martha's Trouble** and has grown thanks to their partnership with **Russell Carter Artist Management. (RCAM)**

OSF is a multi-day festival featuring 80 shows in a small, southern, charming railroad town.

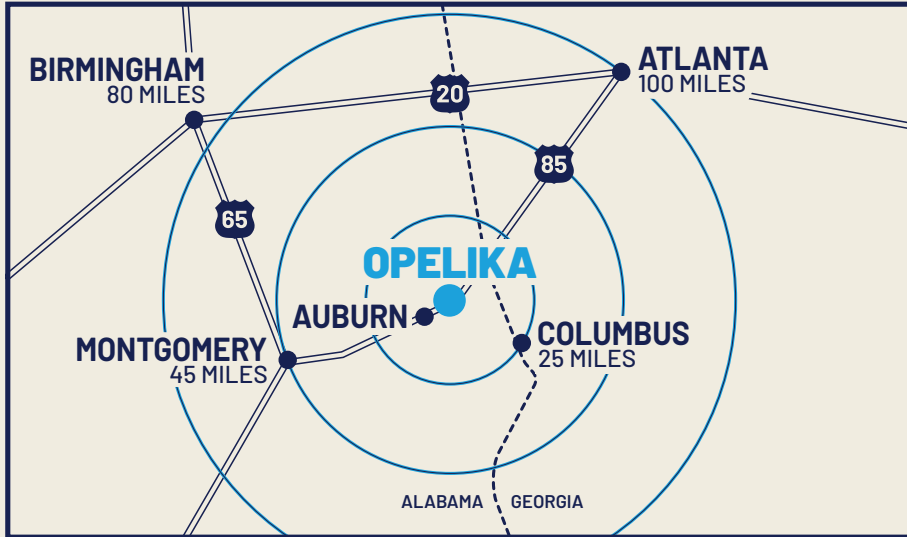
Intimate listening rooms are created in a variety of unique venues such as restaurants, coffee shops, a distillery, pubs, and galleries creating up close and personal experiences that create memories that last a lifetime.

Sponsoring this event will showcase your brand front and center to an excited and affluent crowd- music enthusiasts who have your full attention and enjoy supporting our sponsors and partners.

Proceeds benefit **The Sound Wall Music Initiative**, a 501(c)(3) nonprofit organization celebrating the art of music in the Auburn/Opelika community.



OPELIKA/AUBURN, AL



TRAVELING FROM ATLANTA

I-85 South 100 miles to Exit 62

TRAVELING FROM MONTGOMERY

I-85 North 45 miles to Exit 62

TRAVELING FROM BIRMINGHAM

280 East 80 miles to Opelika

It's easy to get here! A short drive from bigger cities like **Atlanta**, **Birmingham**, **Montgomery**, and **Columbus**. Opelika is located off **Interstate 85 at Exit 62**.

OUR AUDIENCE



Credit: Rick Diamond

\$350+
AVERAGE HOME
PRICE

\$80,000
AVERAGE INCOME

40+
AVERAGE AGE

54%
FEMALE

46%
MALE



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR

The presenting sponsor is an exclusive opportunity that provides maximum exposure, both pre-event and festival wide. Every mention of Opelika Songwriters Festival will include "Presented by your company"

INCLUDES

- (8) VIP Passes & (8) Weekend passes
- Stage Banner with your logo
- Logo included on Billboard, posters or official advertising of OSF
- Option of 10" x 10" activation
- Logo prominently featured as the Presenting Sponsor on all print materials, festival website, social posts, event signage, festival program
- Full Page Ad in Inside Front Cover of Festival Program
- Special on stage recognition
- 10 Commemorative OSF Gifts
- Category- exclusivity
- First right of refusal for 2025

\$15,000 Investment

GOLD SPONSOR

Event sponsors receive prime exposure, VIP access and other great benefits.

INCLUDES

- (4) VIP Passes & (8) Weekend Passes
- Stage Banner with your logo
- Logo featured on all print materials festival website, social posts, event signage, festival program
- Option of 10" x 10" activation
- Full page Ad in festival program
- Live acknowledgement as event sponsor

\$10,000 Investment

STAGE SPONSOR

MAIN STAGE (1 Available)

INCLUDES

- (2) VIP Passes (6) weekend passes
- Stage Banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- Full page ad in festival program
- Live acknowledgement as Stage Sponsor

\$7,500 Investment

LARGE VENUE (2 Available)

INCLUDES

- (2) VIP Passes (4) Weekend passes
- Stage Banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- Full page ad in festival program
- Live acknowledgement as Stage Sponsor

\$5,000 Investment

MEDIUM VENUE (2 Available)

INCLUDES

- (4) Weekend passes
- Stage banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- 1/2 page ad in festival program
- Live acknowledgement as Stage Sponsor

\$2,500 Investment



Credit: Rick Diamond

SMALL VENUE (2 Available)

INCLUDES

- (4) Weekend passes
- Stage banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- 1/4 page ad in festival program
- Live acknowledgement as Stage Sponsor

\$1,500 Investment

COMMUNITY SPONSOR

INCLUDES

- (2) Weekend passes
- Logo featured on festival website, event signage, festival program

\$1,000 Investment

FRIEND OF THE FESTIVAL

INCLUDES

- (2) Weekend pass
- Name listed on festival website

\$500 Investment



10,000 Maniacs



Kristian Bush
Sugarland

ARTISTS Past artists have included

Toad The Wet Sprocket
10,000 Maniacs
Drivin N Cryin
Indigo Girls
Rickie Lee Jones
The War & Treaty
Shawn Mullins
John Paul White
Glen Phillips
Toad The Wet Sprocket
Kristian Bush Sugarland
David Ryan Harris
Ruthie Foster
Dan Navarro
Sarah Lee Guthrie
Chris Stills
Kim Richey
Jeff Black
Leigh Nash
Sixpence None The Richer
Mary Bragg
Abe Partridge

Grayson Capps
Paul McDonald
Peter Bradley Adams
Martha's Trouble
Alice Peacock
Heather Lynne Horton
Sara Jean Kelly
Sarah Clanton
Jesse Lynn Madera
Goldpine
Bradley Cole Smith
& Nelson Nolen
Wyatt Espalin
Meaghan Farrell
Michelle Malone
Cousin Curtis
Cat Ridgeway
Adam Hood
Mindy Smith
Jeffrey Steele
Charlie Mars
Amy Lavere

Steve Poltz
Liz Longley
Larry Mitchell
Pierce Pettis
Eliot Bronson
Robby Hecht
Kate Campbell
Pat Wictor
Noah Zacharin
Jack Barksdale
Cliff Eberhardt
Louise Mosrie
Ryanhood
Jennifer Lynn Simpson
Katie Martin
Sam Pointer
Mark True
Dave Potts
Dallas Dorsey
Dixon Darling
Mia Rogers
AND MANY MORE



Glen Phillips - Toad
the Wet Sprocket

Photo Credits: Rick Diamond



THE 5TH ANNUAL



Contact

Rob Slocumb
rob@theswmi.org
334.663.4163

Jen Slocumb
jen@theswmi.org
334.663.5165

Tracy Oosterman
tracy@onemoresponsor.com
404.803.0020