



MARCH
27 - 30
2025
HISTORIC
OPELIKA, AL
SPONSOR
GUIDE

THE
SOUND
WALL





SISTER HAZELL

Credit: Rick Diamond



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.



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.



Credit: Rick Diamond



LILLY WINWOOD



JOHN MUQ

ARTISTS Past artists have included

- | | | |
|--------------------------|----------------------|-----------------------|
| KT Tunstall | Livingston Taylor | Steve Poltz |
| Sister Hazel | Jon Muq | Liz Longley |
| Toad The Wet Sprocket | Lilly Winwood | Larry Mitchell |
| 10,000 Maniacs | Grayson Capps | Pierce Pettis |
| Drivin N Cryin | Paul McDonald | Eliot Bronson |
| Indigo Girls | Peter Bradley Adams | Robby Hecht |
| Rickie Lee Jones The | Martha's Trouble | Kate Campbell |
| War & Treaty Shawn | Alice Peacock | Pat Victor |
| Mullins | Heather Lynne Horton | Noah Zacharin |
| John Paul White | Sara Jean Kelly | Jack Barksdale |
| Glen Phillips | Sarah Clanton | Cliff Eberhardt |
| Toad The Wet Sprocket | Jesse Lynn Madera | Louise Mosrie |
| Kristian Bush Sugarland | Goldpine | Ryanhood |
| David Ryan Harris | Bradley Cole Smith & | Jennifer Lynn Simpson |
| Ruthie Foster | Nelson Nolen | Katie Martin |
| Dan Navarro | Wyatt Espalin | Sam Pointer |
| Sarah Lee Guthrie Chris | Meaghan Farrell | Mark True |
| Stills | Michelle Malone | Dave Potts |
| Kim Richey | Cousin Curtis | Dallas Dorsey |
| Jeff Black | Cat Ridgeway | Dixon Darling |
| Leigh Nash | Adam Hood | |
| Sixpence None The Richer | Mindy Smith | |
| Mary Bragg | Jeffrey Steele | |
| Abe Partridge | Charlie Mars | |
| | Amy Lavere | |

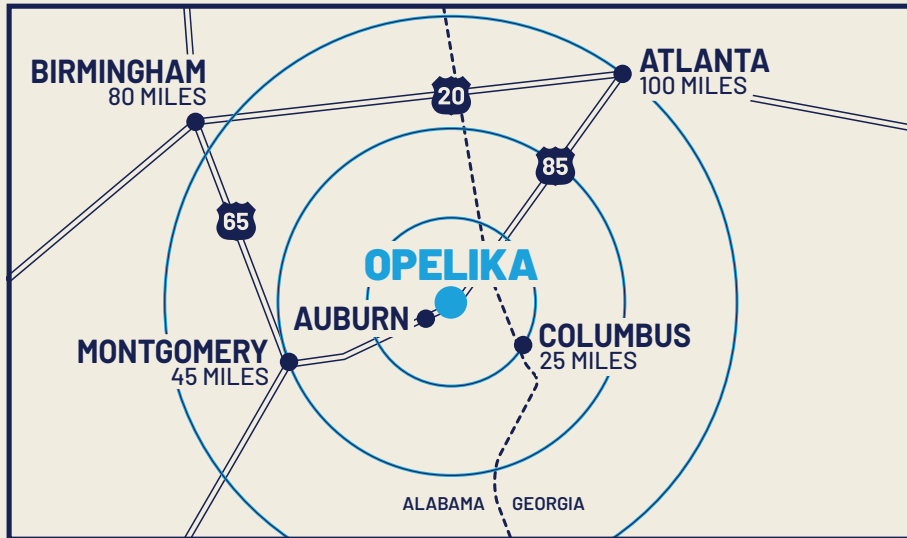
Photo Credits: Rick Diamond



KT TUNSTALL

AND MANY MORE

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**.



Credit: Rick Diamond

\$350+
AVERAGE HOME
PRICE

\$80,000
AVERAGE INCOME

40+
AVERAGE AGE

54%
FEMALE

46%
MALE



SPONSORSHIP OPPORTUNITIES



Credit: Rick Diamond

PRESENTING SPONSOR **\$15,000 Investment**

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

- (10) VIP Passes & (14) Weekend passes
- (4) Seats at Thur Night Kickoff Dinner
- 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 2026

GOLD SPONSOR **\$10,000 Investment**

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

INCLUDES

- (6) VIP Passes & (10) Weekend Passes
- (4) Seats at Thur Night Kickoff Dinner
- 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

STAGE SPONSOR

MAIN STAGE

INCLUDES

- (4) VIP Passes (8) weekend passes
- Your logo on main stage LED screen
- 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

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

\$5,000 Investment

MEDIUM VENUE

INCLUDES

- (6) 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

***Ask about customization of individual packages**



Credit: Rick Diamond

SMALL VENUE

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

GOLF CART SPONSOR

INCLUDES

- (6) Weekend passes
- Signage on each golf cart with your branding
- Logo featured on festival website, social posts, event signage, festival program
- 1/2 page ad in festival program

\$3500 Investment



Contact

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