

# SPONSOR GUIDE



**OPELIKA  
SONGWriters  
FESTIVAL**

**MAR 27-30  
2025**  
HISTORIC DOWNTOWN  
OPELIKA, ALABAMA





**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



JON MUO

## ARTISTS Past artists have included

KT TUNSTALL  
 SISTER HAZELL  
 Toad The Wet Sprocket  
 10,000 Maniacs  
 Drivin N Cryin  
 Indigo Girls  
 Rickie Lee Jones T  
 he 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

LIVINGSTON TAYLOR  
 JON MUO  
 LILLY WINWOOD  
 CLARE CUNNINGHAM  
 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

AND MANY MORE

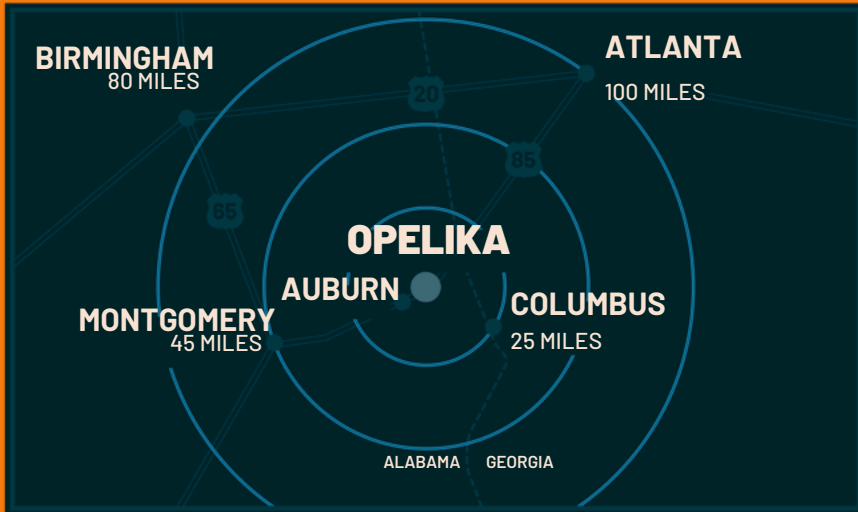
Photo Credits: Rick Diamond



KT TUNSTALL



# 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 **\$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
  - Your logo on Main Stage LED Screen
  - Logo included on all official advertising
  - Option of 10'x10' activation
  - Logo prominently featured as the Presenting Sponsor on all print materials, festival website, social posts, event signage, festival program
  - Full Page Ad on Inside Cover of Festival Program
  - Special On-Stage Recognition
  - (10) Commemorative OSF Gifts
- 
- First Right of Refusal for OSF 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
- Your logo on Main Stage LED Screen
- Option of 10'x10' activation
- Logo on all print materials, festival website, social posts, event signage, festival program
- Full Page Ad in Festival Program
- Special On-Stage Recognition



DAN NAMARRO  
LILLY WILKINSON  
Credit: [Opelika Songwriters Festival](#)

## MAIN STAGE SPONSOR

### 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, social posts, 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**





L-R Russel Carter, Mayor Fuller, Abe Partridge, Vicki Peterson (The Bangles), Jon Cowsgill, KT Tunstall, Rob Slocumb, Jen Slocumb  
Photo: Rick Diamond



# Contact

Jen Slocumb  
jen@theswmi.org  
334.663.5165

Rob Slocumb  
rob@theswmi.org  
334.663.4163

