



PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

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Dear Potential Sponsor,

The Music Atlanta Conference (MAC) and festival will take place October 10 - 12, 2013, at Atlanta Technical College, in Atlanta, Georgia. MAC represents an exceptional opportunity to put your company's brand and/or products in front of key music industry leaders who have a vested interest in creating relationships with your product.

MAC will bring together 500-1000 major players from the music and corporate industries for a host of educational panels, networking opportunities, listening sessions and showcases in order to contribute and gain valuable insight into the ever changing music business. We are answering the call for better information, clearer communication, and higher standards in a way that will positively impact the music and the community.

The Music Atlanta Conference is designed to highlight the best in Pop, R&B & Gospel music. The goal is to expand the appreciation for these different genres as we expose our attendees to the new model of the music business. Branding, Social Networking, Digital Distribution, Advertising & Touring companies will be on hand to offer insight and opportunities to attendees. MAC functions as a vehicle that will act as a filtering system to showcase quality entertainment. MAC will also have a celebrity presence from artist, producers and songwriters in the different genres coming to participate as they expose their companies and brands. The goal is to encourage entrepreneurship and the building of a better music business community.

By sponsoring the Music Atlanta Conference, you have an opportunity to reach a uniquely targeted audience, strengthen your existing relationships, gain maximum exposure for your brand, and add new customers within the music community. MAC is proud to have secured strong media partners including Rolling Out Magazine and other partners who believe in the need to support and strengthen the music community.

Sponsors will enjoy a host of benefits and numerous options including exhibits, panels, workshops, showcases, and specially hosted events. For more information on how you can become a 2013 MAC sponsor, please contact Nicole Massiah, Event Coordinator at musicatlantaconference@gmail.com. Packages can be customized to fit your company's needs.

We look forward to seeing you there!



MAC is spearheaded by Rolling Out Magazine and Writing Sessions America in association with Muddy Water Group and Eddie F. of Untouchable Digital Entertainment. Each of these entities has proven track records in producing excellence in the music industry and in the community! Below are just a few of the pictures from recent Writing Sessions event and Music Atlanta Kickoff Party!

Expected Attendees will include:

- Singers
- Songwriters
- Producers
- Engineers
- Dj's
- Music Executives
- Media



Anticipated number of attendees

500-1000



Gender

Male 58%
Female 42%

Age

18< 8%
19-26 16%
27-35 41%
36-44 19%
45-54 9%
55> 7%



2013 Music Atlanta Conference Sponsorship Packages

	COPPER SPONSOR \$1,000 (8)	SILVER SPONSOR \$2,500 (5)	GOLD SPONSOR \$5,000 (3)	PLATINUM SPONSOR \$7,500 (2)
Ad in Rolling Out the week of MAC	1/4Page	1/2Page	1Page	1 Page
Ad in MAC program	1/4 Page	1/2 Page	1Page	1 Page
Article on key executive (s) in Rolling Out issue of your choice		Regional	Regional	National
Inclusion in radio / tv commercials				•
Branding in VIP hospitality / Press Suites				•
Inclusion in all press releases				•
Logo placed on Rolling Out website banner with live link (500,000+impressions) (936x120)				•
Logo placed on MAC rotating website banner with live link (936x120)		•	•	•
Inclusion in all emails and social media postings	•	•	•	•
Business listed on sponsorship web page with company <i>description and url link</i>	•	•	•	•
First right of refusal for following annual events	•	•	•	•
Category exclusivity			•	•
Logo placed on Step and Repeat (8x8)			•	•
Logo placed on badges (1,500 printed)			•	•
Logo on stage and balcony banners (5x8)			•	•
Logo on flyers (4x6- 10,000 printed)	•	•	•	•
Logo on Posters (17x11-100 printed)		•	•	•
Product exhibiting/vending/merchandise space		10ft	15ft	20ft
Product and/or literature inserts in gift bags (500)	•	•	•	•
Logo on event t-shirt (500 printed)			•	•
Badges for all MAC events	4	8	12	20



VIP AWARDS SPONSOR

- Full page ad in MAC program
- Opportunity for representative to speak at Awards
- Inclusion in radio / tv commercials
- Inclusion in all emails and social media postings
- Logo placed on website banner with live link (500,000+impressions)
- Logo on stage banner and balcony banners during the MAC Awards
- Five (5) Badges for all MAC events

CONSIDERATION: \$5,000 (3)

KICK-OFF, NETWORKING, SHOWCASE, WRAP RECEPTION CO-SPONSOR / SPONSOR-OPTIONS INCLUDE:

- 1/4 page ad in MAC program
- Opportunity for representative to speak at the supported event
- Business listed on sponsorship web page with company *description and url link*
- Five (5) Badges for all MAC events

CONSIDERATION: \$1,500 (10)

SPECIAL HOSTED OFFSITE EVENT SPONSOR

- Business card ad in MAC program
- Your company can get involved with an already scheduled MAC session, or MAC can create a new sponsored session.
- Advertising as an "Official Music Atlanta Event within the Event " and the use of the official MAC registered name and logo
- Business listed on sponsorship web page with company *description and url link*
- Table-Top exhibit space at MAC
- Five (5) Badges for all MAC events

CONSIDERATION: \$1000 (6)

PANEL, OR WORKSHOP SPONSOR

- Business card ad in MAC program
- Opportunity for representative to speak on panel or at workshop
- Business listed on sponsorship web page with company *description and url link*
- Two (2) Badges for all MAC events

CONSIDERATION: \$750 (8)



LISTENING ROOM SPONSOR

- Business card ad in MAC program
- Logo on signage and promo materials in the room
- Business listed on sponsorship web page with company *description and url link*
- Two (2) Badges for all MAC events

CONSIDERATION: \$750 (6)

BOOTH EXHIBITOR

- Business card ad in MAC program
- 10x10ft product exhibiting/ vending/merchandise space
- Business listed on sponsorship web page with company *description and url link*
- Two (2) Badges for all MAC events

CONSIDERATION: \$300/\$250 OR AS CUSTOMIZED (20)

TABLE-TOP EXHIBITOR & FRIENDIP SPONSORS

- Table-Top exhibit space at MAC
- Two (2) Badges for all MAC events

CONSIDERATION: \$250 (25)

MEDIA SPONSORSHIP

- Opportunity to provide moderator and exclusively sponsor a panel session
- Branding in VIP hospitality /Press Suites
- Logo on MAC collateral material including advertising, online, direct mail, email and on-site signage
- 10x10ft product exhibiting/ vending/merchandise space
- Two (2) Badges for all MAC events

CONSIDERATION: Based on barter limited number. Two (2) barter ads (full-page, 4/C)*, or equivalent online promotional campaign including ad banners, 15 second radio mention, 30 second television spot, email newsletters, etc.

ASK US ABOUT CUSTOMIZED SPONSORSHIP PACKAGES!

FOR SPONSORSHIP AND EXHIBIT OPPORTUNITIES CONTACT:

Nicole Massiah – Event Coordinator for Music Atlanta, 404.849.0900

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