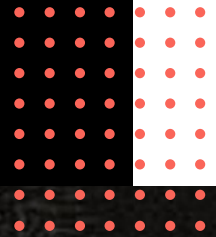




AMERIPOLITAN MUSIC AWARDS

# SPONSORSHIP PROPOSAL

FEBRUARY 16TH - 18TH 2024



Junior Brown  
2017 Founder of the Sound Recipient

A weekend festival and awards ceremony celebrating music with prominent roots influence.

[www.ameripolitan.org](http://www.ameripolitan.org)



## ABOUT THE EVENT

**Event Name** Ameripolitan Music Awards 2024

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**Event  
Background**

The Ameripolitan Music Awards was created in 2013 by internationally renowned artist, Dale Watson, to benefit, acknowledge and celebrate artists who work in music with prominent roots influence. This includes the genres of Honky Tonk, Rockabilly, Western Swing and Outlaw Country Music.

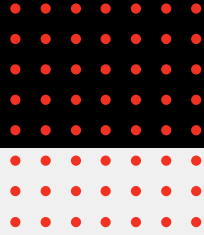
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**Event  
Purpose**

The Ameripolitan Music Awards Weekender brings together a vast community of international musicians, artists, creators and their supporters for a weekend of live performances, showcases and an awards ceremony that honors those voted to be working at the top of their game!

# OUR HISTORY

Ameripolitan, this thought-provoking word, is intended to be an invitation to discuss the future of the music that is important to so many of us.



Who would've thought that a discussion with a couple friends in a smokey old bar ten years ago would have led to a whole movement in country roots music?

In February of 2014 the first Ameripolitan Awards took place in Austin Texas. Ray Price was presented an award for lifetime achievement and legend Johnny Bush received "Founder of the Sound" award. It was the beginning of a new trend in music and has been consistently evolving ever since.

In 2023, The Ameripolitan Music Weekender had a hugely successful event hosted at The Guesthouse at Graceland and Hernando's Hide-A-Way in the heart of the famed music city, Memphis, TN.

They welcomed 100+ global music artists, DJs, Music Venues & Festival Organizers working in the Ameripolitan genre. They honored legends Johnny Rodriguez and The Adams Brothers and presented 17 awards to an array of artists making legendary music today.

The event drew an enormous amount of people from all over the world including countries throughout Europe, Canada, Scandinavia, and Australia.



Johnny Rodriguez  
2023 Master Award Recipient



Jenny Don't & the Spurs  
2023 Outlaw Group Winners

Photos courtesy of Liza Orozco

# 2024 EVENT DETAILS



The 2024 Ameripolitan Awards returns to its roots in Austin Texas! The weekend showcases are being hosted at local music institutions The Continental Club, The Broken Spoke, The Saxon Pub & C-Boys.. The Awards show is being held at ACL Live at The Moody Theater.

The 2024 program will honor Ray Benson, legendary Texas musician of Asleep at the Wheel and Flaco Jimenez & Auggie Meyers - Original members of The Texas Tornados.

## Special Performances



**Flaco Jimenez**



**Auggie Meyers**



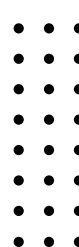
**Ray Benson**

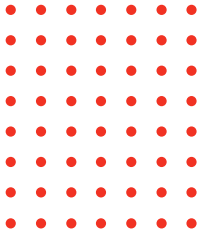
## Locations



Ameripolitan 2024 is eagerly anticipated and has a strong, diverse and committed fan base with a combined network of over 100K followers on social media.

We foresee this event to be a sold-out affair with an expected attendance of over 2500 people, all of whom actively seek to engage with and support this event and our roots music community. It offers a unique opportunity to bring commerce to independent music venues in Austin, and a way to give back to the people that help give platform to the music we love.





# EVENT HIGHLIGHTS



## ARTIST SHOWCASES

The weekend allows us to showcase multiple artists working under the Ameripolitan genre umbrella.

With so many artists from the community all in one place at the same time, we are able to showcase one-off collaborative performances that aren't seen anywhere else. This also invites the legendary late night lobby jams we've come to love.

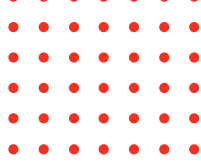


## Independent Makers + Specialist Vendors

Ameripolitan offers space for selected artists and artisans to sell their wares during the festival. This includes vendor opportunities for people who work in bespoke western fashion, leather goods, rare vinyl, vintage fashion, textiles, photography, jewelry and more.



Photos L-R from top: Old Chap Menswear, Kaitlin Butts, Joseph Wyman Photography, Wild Earp, Jukebox Mama



# BUDGET ESTIMATE DETAILS



Ameripolitan is a registered 501(c)(3) non-profit organization formed in 2013, all donations are tax-deductible.

## Income

Source of Funds	Amount
Internal Funding (ticket sales)	\$125,000
External Funding (sponsorships/donations)	\$175,000
<b>Total Funding</b>	<b>\$300,000</b>

## Expense

Item	Amount
Venues/Hotel	\$100,000
Artists	\$50,000
Awards Show Ceremony	\$100,000
Consumption	\$50,000
<b>Total Expenses</b>	<b>\$300,000</b>





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## AMERIPOLITAN SPONSORSHIP MISSION

Operating as a non-profit 501(c)(3), The Ameripolitan Music Awards are dedicated to supporting our friends and colleagues - the Independent Roots Musicians, Venues, Festivals & Radio that honor traditional roots music while still thriving in originality.

Support from our sponsors is how we can recognize and reward the talent we love to listen to and give back to those artists who deserve a platform and special recognition in the roots music industry.

**Thank you so much for your interest and contribution.**

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PRESENTING SPONSORSHIP

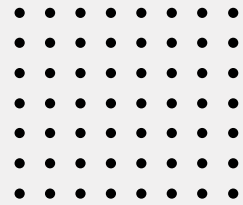


Dale Watson

## GOLDEN LONESTAR

**\$30,000**

**Ameripolitan Awards Show  
ACL LIVE at The Moody Theater  
Feb 18th 2024**



**Branded  
Company  
Promotion :**

- Logo on stage banners on each side of the theater proscenium
- Logo projected on main stage backdrop
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as presenting Sponsor by show host, Dale Watson, during the awards show
- Full page, front inside cover advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in both host venues

**Perks:**

- VIP Suite for 15 people during the awards show
- 15 VIP weekend passes are available on request. This includes premium seating and full access to all showcases and swag bags packed with Ameripolitan merch.
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 6 guests
- Private Concert with Dale Watson and special guests
- One of a kind guitar autographed by all 2024 Ameripolitan artists and honorees



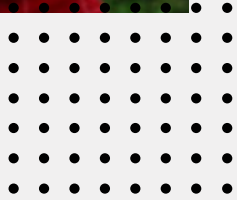


James Hand & James White  
Photo Courtesy of Winker Withaney

# TEXAS TROUBADOUR

# \$25,000

**Ameripolitan Artists Showcases  
The Broken Spoke  
Feb 17th 2024**



**Branded  
Company  
Promotion :**

- Logo on stage banners at The Broken Spoke
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as presenting Sponsor by show host, Dale Watson, during the awards show
- Full page, prime position advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in host venues

**Perks:**

- VIP Suite for 10 people during the awards show
- 10 VIP weekend passes are available on request. This includes premium seating and full access to all showcases and swag bags packed with Ameripolitan merch.
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 4 guests

PRESENTING SPONSORSHIP



Willi Carlisle

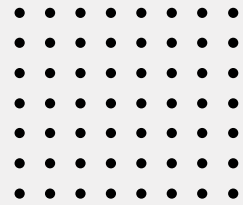
Photo Courtesy of That Heavy Glow

**OUTLAW**

**\$10,000**

**Ameripolitan Artist Showcases  
The Continental Club**

**Feb 16th + 17th 2024**



**Branded  
Company  
Promotion :**

- Logo on stage banners at The Continental Club
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as Presenting Sponsor by hosts during showcases
- Full page, prime positioned advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in the host venue

**Perks:**

- 5 VIP weekend passes are available on request. This includes VIP seating at the awards show, premium seating and full access to all artist showcases.
- 5 swag bags packed with Ameripolitan merch.
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 2 guests

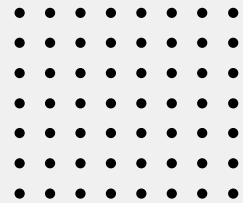
## PRESENTING SPONSORSHIP



# HONKY TONK ANGEL

## \$10,000

**Ameripolitan Artist Showcases  
C-Boys Heart & Soul  
Feb 16th + 17th 2024**



### **Branded Company Promotion :**

- Logo on stage banners at C-Boys heart & Soul
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as Presenting Sponsor by hosts during showcases
- Full page, prime positioned advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in the host venue

### **Perks:**

- 5 VIP weekend passes are available on request. This includes VIP seating at the awards show, premium seating and full access to all artist showcases.
- 5 swag bags packed with Ameripolitan merch.
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 2 guests

PRESENTING SPONSORSHIP



Nic Roulette 2023 Rockabilly Male Winner  
Photo Courtesy Mike McElya

## ROCKABILLY FILLY

**\$10,000** Ameripolitan Artist Showcases  
**The Saxon Pub**  
**Feb 16th + 17th 2024**

### Branded Company Promotion :

- Logo on stage banners at The Saxon Pub
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as Presenting Sponsor by hosts during showcases
- Full page, prime positioned advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in the host venue

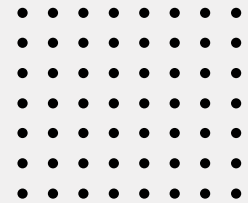
### Perks:

- 5 VIP weekend passes are available on request. This includes VIP seating at the awards show, premium seating and full access to all artist showcases.
- 5 swag bags packed with Ameripolitan merch.
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 2 guests

PRESENTING SPONSORSHIP



Sean Mencher, Kyle Eldridge, Dakota Collins  
Photo Courtesy Mike McElya



## WESTERN SWING

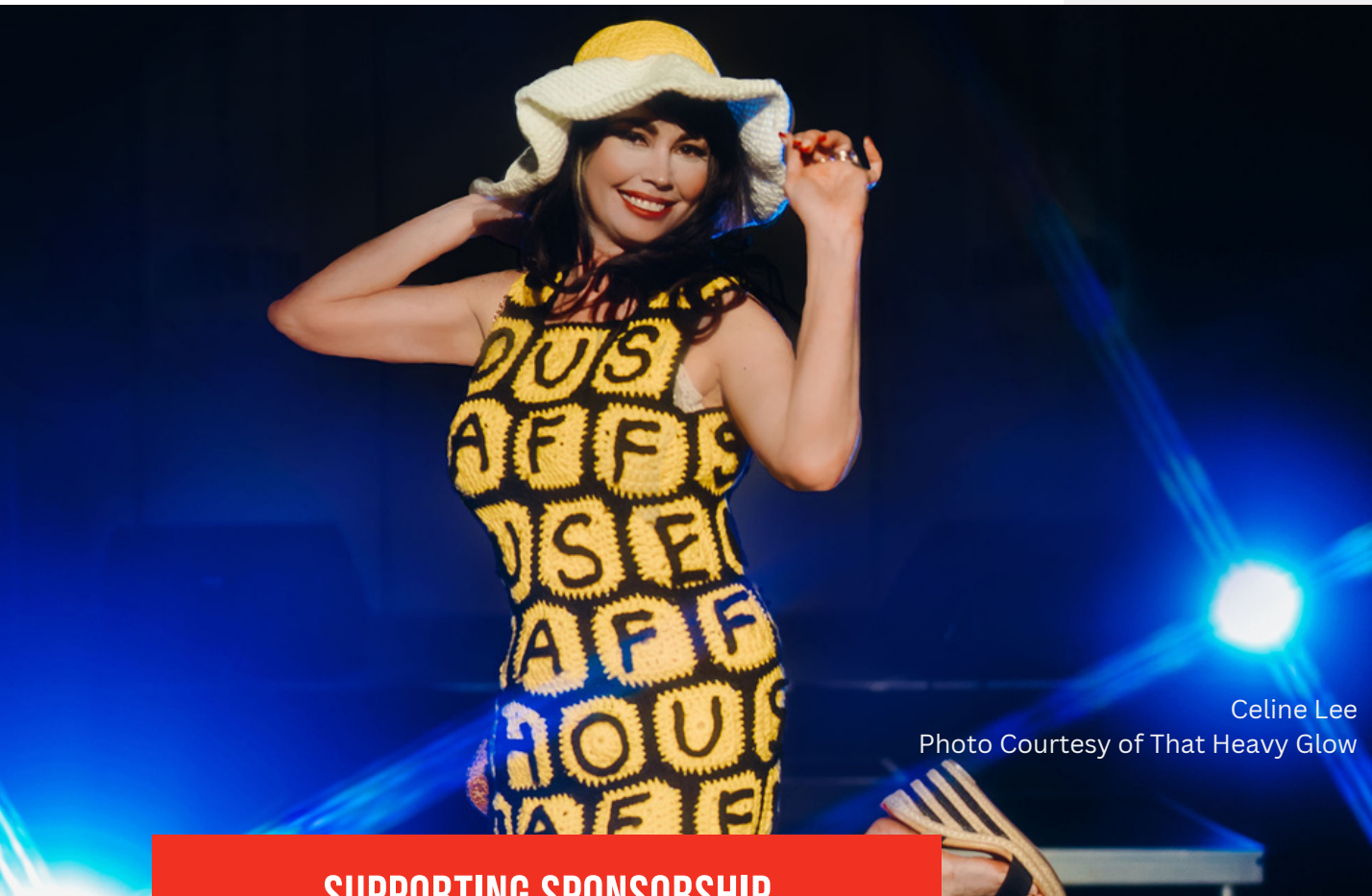
**\$10,000** The Ameripolitan Hub  
The Wyndham Hotel  
Feb 16th + 17th 2024

**Branded  
Company  
Promotion :**

- Logo on stage banners at venue
- Logo on step & Repeat backdrop at the Ameripolitan Awards Show red carpet
- Logo included in all printed and digital promotional materials including social media posts, newsletters and e-blasts.
- Verbal recognition as Presenting Sponsor by hosts during showcases
- Full page, prime positioned advertisement in printed event program
- Opportunity to include collateral promotional materials and merchandise in the host venue

**Perks:**

- 5 VIP weekend passes are available on request. This includes VIP seating at the awards show, premium seating and full access to all artist showcases.
- 5 swag bags packed with Ameripolitan merch
- Private meet & Greet with honorees and performers
- 2 Night stay at Presenting hotel for up to 2 guests

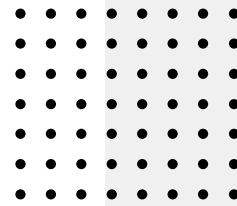


Celine Lee  
Photo Courtesy of That Heavy Glow

## SUPPORTING SPONSORSHIP

# FAMILY \$5000

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### Perks:

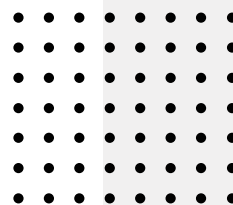
- 4 VIP seats at The Ameripolitan Awards Show
- 4 VIP weekend passes are available on request. This includes premium seating and full access to all artist showcases.
- 4 swag bags packed with Ameripolitan merch
- Private meet & Greet with honorees and performers
- Recognition of support in printed event program



Ichi-Bons Rockabilly Nominees 2023

**SUPPORTING SPONSORSHIP**

**FRIEND  
\$2500**



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**Perks:**

- 2 VIP seats at The Ameripolitan Awards Show
- 2 VIP weekend passes are available on request. This includes premium seating and full access to all artist showcases.
- 2 swag bags packed with Ameripolitan merch
- Private meet & Greet with honorees and performers
- Recognition of support in printed event program

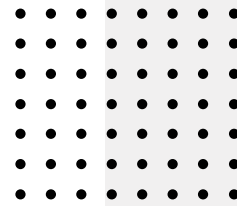


Les Green

Photo Courtesy of That Heavy Glow

## SUPPORTING SPONSORSHIP

# WEEKENDER \$1000



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### Perks:

- 2 VIP seats at The Ameripolitan Awards Show
- 2 VIP weekend passes are available on request. This includes premium seating and full access to all artist showcases.
- 1 swag bag packed with Ameripolitan merch
- Recognition of support in printed event program

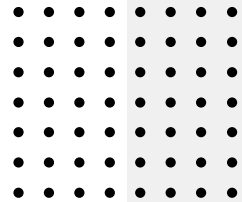




**THANK YOU! WE HOPE YOU ARE INTERESTED!**

Sierra Ferrell & Torrie Blake  
Photo courtesy of That HeavyGlow

# CONTACT INFORMATION



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<b>Social Media</b>	@ameripolitan

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