

# Sponsorship Proposal

## AMERIPOLITAN MUSIC AWARDS

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

Feb 17th - 19th

# 20 23







# About Us

**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.**

**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!**

**In 2020, The Ameripolitan Music Weekender had a hugely successful event hosted at The Guesthouse and Hernando's Hide-A-Way in the heart of South Memphis. They gratefully welcomed 100+ global music artists, DJs, Music Venues & Festivals Organizers working in the Ameripolitan genre and honored Duane Eddy with the Master Award.**

**The event drew an excellent attendance of people from all over the world including countries such as England, Japan, Scandinavia, Sweden and Germany. Additionally the awards ceremony drew 75,000 viewers via livestream.**

**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.**

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





# 2023

**The 2023 program includes performances by accomplished artists: Summer Dean, Georgia Parker/Big Cedar Fever, Bloodshot Bill, Dave Stuckey, Tammi Savoy, Sean Mencher, Joey Simeone of The Bellfuries and Charley Crockett, with more being confirmed as we speak! Our panel of esteemed judges includes James Intveld, Big Sandy, Rosie Flores and Dale Watson.**

**It will honor Johnny Rodriguez - a musical legend in his own right, loved and respected all over the world, from the Outlaw Movement of the 1960's and 70's.**

**The 2023 event is held at The Guesthouse at Graceland and Hernando's Hide-A-Way. With their historical context, connection to the musical legend Elvis Presley and vintage aesthetic, both venues are the ideal setting for this one-of-a-kind event.**

**Ameripolitan 2023 is eagerly anticipated as shown by a newly published article by Saving Country Magazine and our first ticket release sold out in 2 days! We have a strong, diverse and committed fan base with 60k+ followers on Facebook and close to 50k + followers on Instagram.**

**We foresee this event to be a sold out affair with an expected attendance of 2500 people, all of whom actively seek to engage with and support this event and our community.**

**Ameripolitan is seeking fiscal support from individuals and companies who are interested in associating with this artistic venture. Companies who are excited and inspired by the music we love, and those who are interested in supporting quality events and happenings in South Memphis.**

**The Ameripolitan Music Awards have previously been sponsored by Fender, Tito's Vodka, Sun Studio, Wiseacre Brewing Co, H-E-B, Ditty TV and Memphis Tourism**





# Sponsorships Available

## **Sponsor A Stage - Presenting Sponsorship**

2 available  
\$15,000 each

Company Logo on:

2 Stage side banners on each side of the proscenium

All Printed materials

Social Media posts

Newsletters and e-blasts

Website Home Page

Full Page advertising in Event Program

Step & repeat backdrop

Entry wristbands

Day of events:

Opportunity to include collateral promotional materials and merchandise in both  
host venues

Verbal recognition as presenting Sponsor from show MC

VIP Event Passes are available on request



# Sponsor a Showcase

## **Special Event Sponsorship Fashion Show**

\$5,000

1 available

Company Logo on:

Fashion Show Stage banners

All Printed event materials

Social Media posts related to fashion show

E-blasts related to fashion show

Fashion Show Event webpage

FB event page

Half Page advertising in Weekender Event Program

Logo on entry wristbands

Day of Show:

Front row table for the fashion show available on request

Verbal recognition as presenting Sponsor from show MC

Opportunity to include collateral promotional materials and merchandise in  
Showcase Venue





# Sponsor a Showcase

## **Special Event Sponsorship Steel Guitar Showcase**

\$2,500

1 available

Company Logo on:

Steel Guitar showcase Stage banners

All Printed event materials

Social Media posts related to Steel Guitar showcase

E-blasts related to Steel Guitar showcase

Steel Guitar showcase Event webpage

FB event page

Half Page advertising in Weekender Event Program

Logo on entry wristbands

Day of Show:

Front row table for the Steel Guitar showcase available on request

Verbal recognition as presenting Sponsor from show MC

Opportunity to include collateral promotional materials and merchandise in  
Showcase Venue





# Sponsor a Showcase

## **Special Event Sponsorship Songwriters showcase**

\$2,500

1 available

Company Logo on:

Songwriters Showcase Stage banners

All Printed event materials

Social Media posts related to Songwriters Showcase

E-blasts related to Songwriters Showcase

Songwriters Showcase Event webpage

FB event page

Half Page advertising in Weekender Event Program

Logo on entry wristbands

Day of Show:

Front row table for the Songwriters Showcase available on request

Verbal recognition as presenting Sponsor from show MC

Opportunity to include collateral promotional materials and merch in Showcase  
Venue





# Liquor Sponsorship

## **Multiple available**

\$5,000 - \$10,000

Company Logo on:

All Printed materials

Social Media posts

Newsletters and e-blasts

Website Home Page

Full Page advertising in Event Program

Step & repeat backdrop

On entry wristbands

Day of event:

Opportunity to include collateral promotional materials and merchandise in host Venues

Featured use of liquor/beer in speciality cocktails and special menus for all associated events and showcases at both host venues.

Verbal recognition as Liquor Sponsor from show MC's





# Artist Sponsorship

## **Sponsor an Artist**

Donations of \$150+

Multiple available

Name or company name will appear on:

Website sponsorship page

Optional Social Media shout out

Printed event program

Please state if you have a specific artist you would like to sponsor and you will receive a personalized thank you message from them!

Your donation will help us cover the artists accommodations, travel and food + beverage for the weekend.

If you are interested in sponsoring an artist, please email Emily at [admin@ameripolitan.org](mailto:admin@ameripolitan.org)





# Additional Sponsorship

## **Friends of Ameripolitan 2023**

\$100

Multiple available

Name listed on Website

Name listed in printed event program

## **Sponsor A Service**

If you are available to sponsor Ameripolitan 2023 by providing a service or product that supports the production of the weekend, please email [Celine@ameripolitan.org](mailto:Celine@ameripolitan.org)

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# Gallery

**Some of the featured artists from previous Ameripolitan awards and some appearing in 2023!**



**James Intveld**  
2023 ARTIST



**Summer Dean**  
2023 ARTIST



**Reverend Horton Heat**  
2020 ARTIST



**Wayne Hancock**  
2020 ARTIST



**Tammi Savoy**  
2023 ARTIST



**2019 WINNER HONKY TONK  
MALE**

**Full galleries and more information can be found  
on our website**

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





# Contact Us

## Ameripolitan Music Awards

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