ALL ACCESS FEST

2019 FESTIVAL SPONSORSHIP OPPORTUNITIES
Partnering with Music Forward offers you a way to connect your brand with something much bigger.

We provide music industry access and opportunities that wouldn’t otherwise exist for underrepresented young people.

$25 million invested in communities.
1 million youth impacted.
JOIN THE MOVEMENT
Why Music Forward?

- **Why Music Forward?**
  - There is only 1 female producer for every 49 male producers in the music industry.
  - 1.2 million of our nation’s 16-24 year olds are not currently enrolled in school or working.
  - Less than 10% of music executives listed on Billboard’s Top 100 are people of color.
  - 83% of Music Forward’s participants identify as youth of color.

**MUSIC FORWARD HAS A RATIO OF 1:1 FEMALE TO MALE PARTICIPANTS**

**100% OF MUSIC FORWARD ALUMNI ARE SUCCESSFULLY ENGAGED IN HIGH SCHOOL, COLLEGE, OR A CAREER**

**83% OF MUSIC FORWARD’S PARTICIPANTS IDENTIFY AS YOUTH OF COLOR**
AMPLIFY YOUR BRAND THROUGH ALL ACCESS FEST

All Access Fests are half-day career fairs that invite youth ages 16-22 to follow their dream of a career in the music industry at a festival that will spark discovery and map pathways to success. The Fests feature artist performances, panel presentations, breakout sessions, and hiring and informational booths with colleges and employers in the music business.

PANELS & WORKSHOPS

All Access Fest panel and workshop topics include:

- Developing your Professional Pitch
- Technology and Innovation in Music
- Building your Brand
- Vocal Lessons
- Women in the Music Industry
- Build Your Own Concert
- Resume Review
- On-site Interviews
EXPAND YOUR REACH THROUGH OUR FOLLOWING

- **MAKE YOUR DIGITAL MARK** through Music Forward and our partners in All Access Fest major markets, including House of Blues, Live Nation, and more. Potential reach through social media, newsletter, and website promotions at the highest level of sponsorship includes:

  - **8.3M+** social media impressions
  - **204K+** avg. monthly visitors
  - **26K+** in-person engagements
  - **150K+** email subscribers
  - **8.3M+** social media impressions

- **GAIN POTENTIAL EXPOSURE** through press, TV, and radio spotlights.

- **POSITION YOUR BRAND** as a generous and invested partner in future leaders within 5 major markets where Music Forward has a presence: Chicago, Las Vegas, Los Angeles, New Orleans, and Orlando.

- **REACH THE FUTURE NOW** by connecting with thousands of highly-engaged Gen Z youth, community members, and music industry insiders via onsite activations.
TAILOR YOUR PACKAGE TO YOUR PRIORITIES

Sponsorship packages are customizable to meet your business needs:

- Showcase products and/or services in Live Nation/House of Blues venues in 5 major markets
- Promote your brand by sponsoring a panel, workshop, keynote, or event activation area
- Share expertise and engage a large creative pool of motivated and diverse Gen Z youth

YOUR BRAND HERE
<table>
<thead>
<tr>
<th></th>
<th>HEADLINER $10,000 PER MARKET $30,000 ALL MARKETS</th>
<th>PRODUCER $5,000 PER MARKET $20,000 ALL MARKETS</th>
<th>STAGE MANAGER $2,500 PER MARKET $10,000 ALL MARKETS</th>
<th>ENGINEER $1,000 PER MARKET $5,000 ALL MARKETS</th>
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<tbody>
<tr>
<td>Company name mention on Music Forward website</td>
<td>✔</td>
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<td>✔</td>
</tr>
<tr>
<td>Social media recognition distributed to national audience</td>
<td>x3</td>
<td>x2</td>
<td>✔</td>
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<tr>
<td>Inclusion on event promotional collateral</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
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<tr>
<td>Promotional tabling space at event</td>
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<tr>
<td>Participant product giveaway</td>
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<tr>
<td>Company name mention in Music Forward newsletter</td>
<td>LOGO</td>
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<tr>
<td>Special one-time access to House of Blues Foundation Room</td>
<td>5 PASSES</td>
<td>4 PASSES</td>
<td>3 PASSES</td>
<td>2 PASSES</td>
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<tr>
<td>Verbal recognition at event</td>
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<tr>
<td>Product placement during industry panels</td>
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<tr>
<td>Press release mentions</td>
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<tr>
<td>Inclusion on post-event blog</td>
<td>✔</td>
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<tr>
<td>Logo on Step and Repeat</td>
<td>✔</td>
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<tr>
<td>Branding on designated event swag</td>
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<tr>
<td>Feature on House of Blues TV</td>
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<td>Dedicated social media recap recognition</td>
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<tr>
<td><strong>EXCLUSIVE ACTIVATIONS</strong></td>
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<tr>
<td>Exclusive Keynote, Panel or Educational workshop “Presented By” sponsor</td>
<td>✔</td>
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<tr>
<td>Exclusive sponsorship of key event area (registration table, lounge, green room, etc.)</td>
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<td>Category exclusivity (if first to commit)</td>
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Want to amplify your brand even further? Align with Music Forward as an overall 2019 sponsor or select specific initiatives throughout the year that enhance your social impact and business objectives.
THANK YOU

Bo Nicholson, Associate Director of Charitable Partnerships
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