BUILDING SOUND FUTURES
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 underserved young people.

$25 million invested in communities.
1 million youth impacted.

JOIN THE MOVEMENT
Music Forward connects young people to the music industry. Through panels, networking, mentorship, and performances, we transform young lives, inspire careers, and champion a more inclusive music industry.

**ARTIST DEVELOPMENT**
- Industry Workshops
- Open-Mics
- Coaching
- Performances
- Artist Grants

**CAREER DEVELOPMENT**
- Industry Panels
- Venue Tours
- Career Fairs
- Internships
- Scholarships
WHY MUSIC FORWARD?

There is only 1 female producer for every 37 male producers in the music industry.

4.5 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.

Music Forward has a ratio of 1:1 female to male participants.

98% of Music Forward alumni are successfully engaged in high school, college, or a career.

79% of Music Forward’s participants identify as youth of color.
ARTIST DEVELOPMENT

INDUSTRY SESSIONS

MONTHLY PANELS & WORKSHOPS
Emerging artists are empowered to use their voice to dream big and connect with experts to learn what it takes to make it in the music industry.

OPEN MIC
At select Industry Sessions, young artists perform and receive professional feedback

ARTIST SPOTLIGHT SERIES
From Open Mics, a roster of talented artists are invited to perform at paid gigs

HOLLYWOOD INTENSIVE & SHOWCASE
The most talented acts are hosted in Hollywood for a week-long intensive and culminating showcase on a legendary stage to set the stage for a career in the spotlight.
ALL ACCESS - CAREER EXPLORATION
All Access is designed to inspire, create momentum, and redefine what’s possible for the next generation of industry leaders. Programs allow students to build skills, network with professionals, and discover careers in the music industry.

**All Access Tours**
Behind-the-scenes visits to venues, studios, and offices

**All Access in the Class**
On-campus career exploration workshops to identify interests & goals

**All Access on the Road**
Interactive assembly presentations to support career & college planning

**All Access Fest**
A music industry career fair to spark discovery and map pathways to success

**Gigternships**
Hands-on job shadow experiences & internships
EXPAND YOUR REACH

- **MAKE YOUR DIGITAL MARK** through Music Forward, House of Blues, Live Nation, and our partners and followers’ social media, newsletter, and website promotions:

  - 8.3M+ SOCIAL MEDIA IMPRESSIONS
  - 840K+ FOLLOWERS
  - 204K+ AVG. MONTHLY VISITORS
  - 26K IN-PERSON ENGAGEMENTS
  - 150K+ EMAIL SUBSCRIBERS

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

- **POSITION YOUR BRAND** as a generous and invested partner in future leaders within 6 major market where Music Forward has a presence: Boston, Chicago, Dallas, Las Vegas, Los Angeles, and New Orleans.

- **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 6 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
- Make your mark as a presenting sponsor throughout the year, across multiple activations
THANK YOU

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