

TWANGFEST SXSW DAY PARTY IN AUSTIN | MARCH 15, 2018



THE PARTY | Twangfest is proud to announce that the SXSW tradition of the Twangfest Day Party lives on for a 19th year, bringing a full afternoon of live music with 10 bands on two stages at the historic Broken Spoke in South Austin. Mark your calendar and warm up your honky-tonk engines: The party will be held March 15, 2018. **Admission is free with RSVP.**

THE VENUE | Known as one of the great country music dance halls in the world, the Broken Spoke has hosted everyone from George Strait to Asleep at the Wheel, Bruce Robison to Dale Watson, Willie Nelson to the Derailers. It's a big (600 person capacity), warm, historic and absolutely dance-friendly hall, with great home cooking and some of the coldest beer in town.

THE FESTIVAL | South by Southwest (SXSW) began in 1987 as a music industry conference and has since expanded into ten days of conferences, festivals, and parties -- both official and unofficial. Collectively, SXSW is the highest revenue-producing event for the Austin economy.

THE AUDIENCE | The Twangfest SXSW party offer a unique audience of over 600 music enthusiasts over the course of the afternoon. With many fans who travel to Austin just for the Twangfest party, this event offers access to an engaged, dedicated audience.

HISTORY | Our parties have presented national artists like: Sturgill Simpson, Calexico, Dale Watson, Chuck Prophet, Kelly Willis, Pokey LaFarge, Nikki Lane, and many others.

NON-PROFIT SUPPORT | Twangfest is a 501c3 Non-profit Organization. We are powered by volunteers who are passionate about music. Your sponsorship for this event is tax-deductible.

PRESENTING SPONSORSHIP

“The Twangfest SXSW Day Party sponsored by **YOUR BRAND**”

PRODUCT PRE-EXPOSURE and ON-SITE GIVEAWAYS EXCLUSIVITY

- Product on-site; details to be negotiated with the Broken Spoke
- Included by name and logo in all promotional materials released before event, including but not limited to: print collateral, event calendars, social media and press releases
- At least six announcements and thank you's for YOUR BRAND from stage
- Banner placement behind both stages; opportunity for staff presence at party
- Opportunity to distribute branded giveaways to party attendees
- VIP seating and meet and greet opportunities with performing artists
- Opportunity for VIP giveaway with reserved seating and more.
- **YOUR BRAND** will be the only Day Party sponsor



TOTAL INVESTMENT: \$2000