

2024 MEDIA PARTNER OPPORTUNITY

The Country Music Highway Tribute Show is authentically Appalachia — showcasing talent from the Highway that has produced more stars per square mile than anywhere else in America.



SOAR

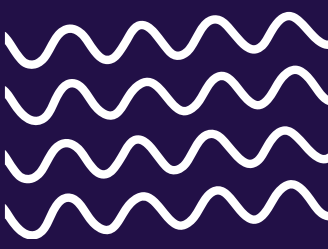
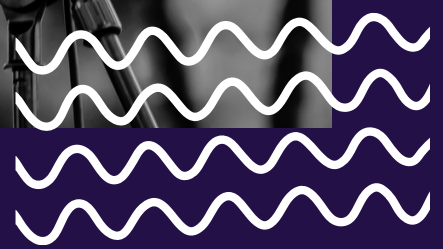


ABOUT THE COUNTRY MUSIC HIGHWAY TRIBUTE SHOW

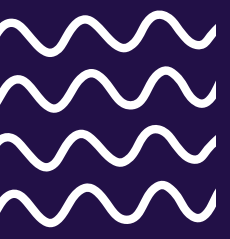
SOAR has partnered with tourism commissions and venues from the Country Music Highway to host the Country Music Highway Tribute Show.

This year's shows are scheduled for the following communities:

Russell	 Louisa	 Ashland
JUNE 1	JULY 16	AUGUST 2-3



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ABOUT LAST YEAR'S SHOW

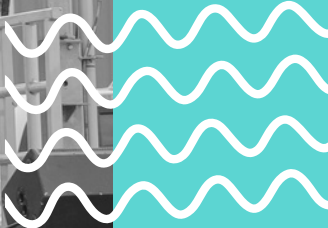
2023

Last year's inaugural Country Music Highway Tribute Show was a huge success. The series included outdoor shows in Paintsville and Whitesburg and culminated in a paid concert at the Mountain Arts Center in Prestonsburg.

Read the recap.



2023 Recap



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2023 HIGHLIGHTS
AND STATS

63

performer applications

arts and crafts
vendor applications

58

31

food vendor applications

\$7k

donated back to
support the arts



WHY PARTNER? COMMUNITY EXPOSURE MATTERS

PARTNERSHIPS LIKE THIS BUILD COMMUNITY:

- This event is a regional collaboration with tourism organizations and venues from across the Country Music Highway. This includes:
 - Visit AKY
 - Boyd County Tourism and Convention Bureau
 - Lawrence County Tourism
 - Paintsville Tourism
 - Floyd County Tourism
 - Prestonsburg Tourism
 - Pike County Tourism
 - Pikeville Tourism
 - Letcher County Tourism
 - Mountain Arts Center
 - Paramount Arts Center
 - Appalachian Wireless Arena

WITH YOUR SUPPORT AS A MEDIA PARTNER, YOU CAN ALSO BUILD RELATIONSHIPS – OR DEEPEN YOUR EXISTING CONNECTIONS – WITH TOURISM AGENCIES AND SPONSORS.

Additionally, many businesses from across the region support the Country Music Highway Tribute Show through sponsorships and other support.

As a Media Partner, you not only *support* a worthwhile cause of showcasing the future stars of the Country Music Highway, but you are also supporting an event that is reinvesting into the arts up and down the Country Music Highway.

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WHAT'S IN A PARTNERSHIP BENEFITS

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EXCLUSIVITY FOR VIEWERS AND READERS:

- Announcements of lineups
- Access to performers

OTHER BENEFITS:

- In-kind, on-air advertising
- SOAR will provide all collateral (unless otherwise agreed upon by the media outlet).
 - 30-second commercials
 - 15-second commercials
 - Teasers
 - Digital advertisements
- Live Show mentions
- Exposure in programming
- Availability (if applicable) to interview event organizers, performers, etc. on live or pre-recorded segments.

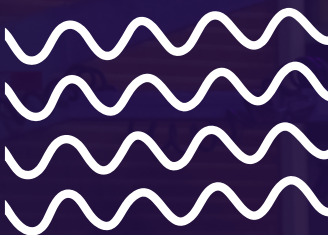


WHAT'S IN A PARTNERSHIP YOUR MEDIA OUTLET EXPOSURE

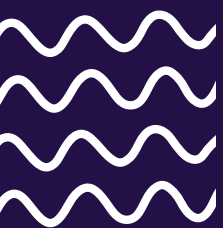


BENEFITS:

- Logo on the website as an official Media Partner
- Logo on signage at or near the stage as an official Media Partner.
- Logo on the video wall.
- Custom social media graphics and posters to showcase the partnership.
- Ability to emcee a portion of each show.
- Complimentary space at each show location.
- Ability to do live remotes, segments, etc. at each location.
- Ability to conduct raffles, giveaways, etc. at each location.
- VIP Passes.
- Access to complimentary food and drinks throughout the event.
 - This will be based on the value of the value of advertising and other benefits.



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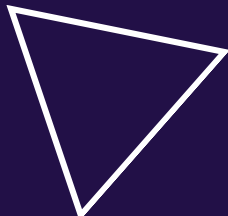
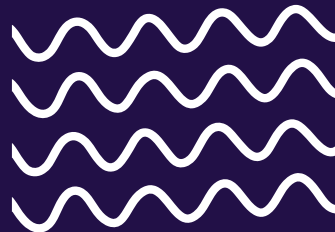
CONTACT:
KIRSTEN **WILBURN**
SOAR EVENTS COORDINATOR

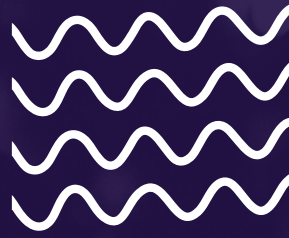
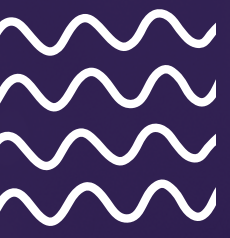


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THANKYOU

FROM YOUR FRIENDS AT

SOAR

