

2024 SPONSORSHIP OPPORTUNITIES

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.



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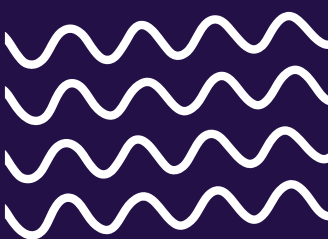
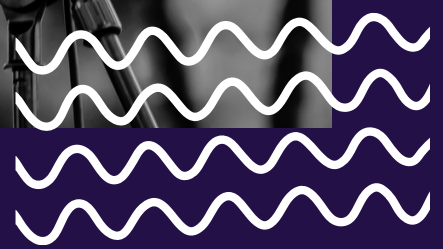


ABOUT THE COUNTRY MUSIC HIGHWAY TRIBUTE SHOW

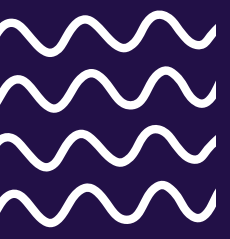
SOAR has partnered with tourism commissions and venues from the Country Music Highway to host the Country Music Highway Tribute Show.

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

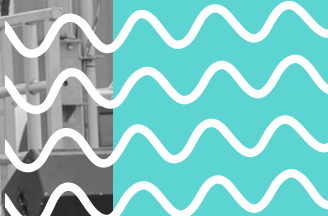
2023

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

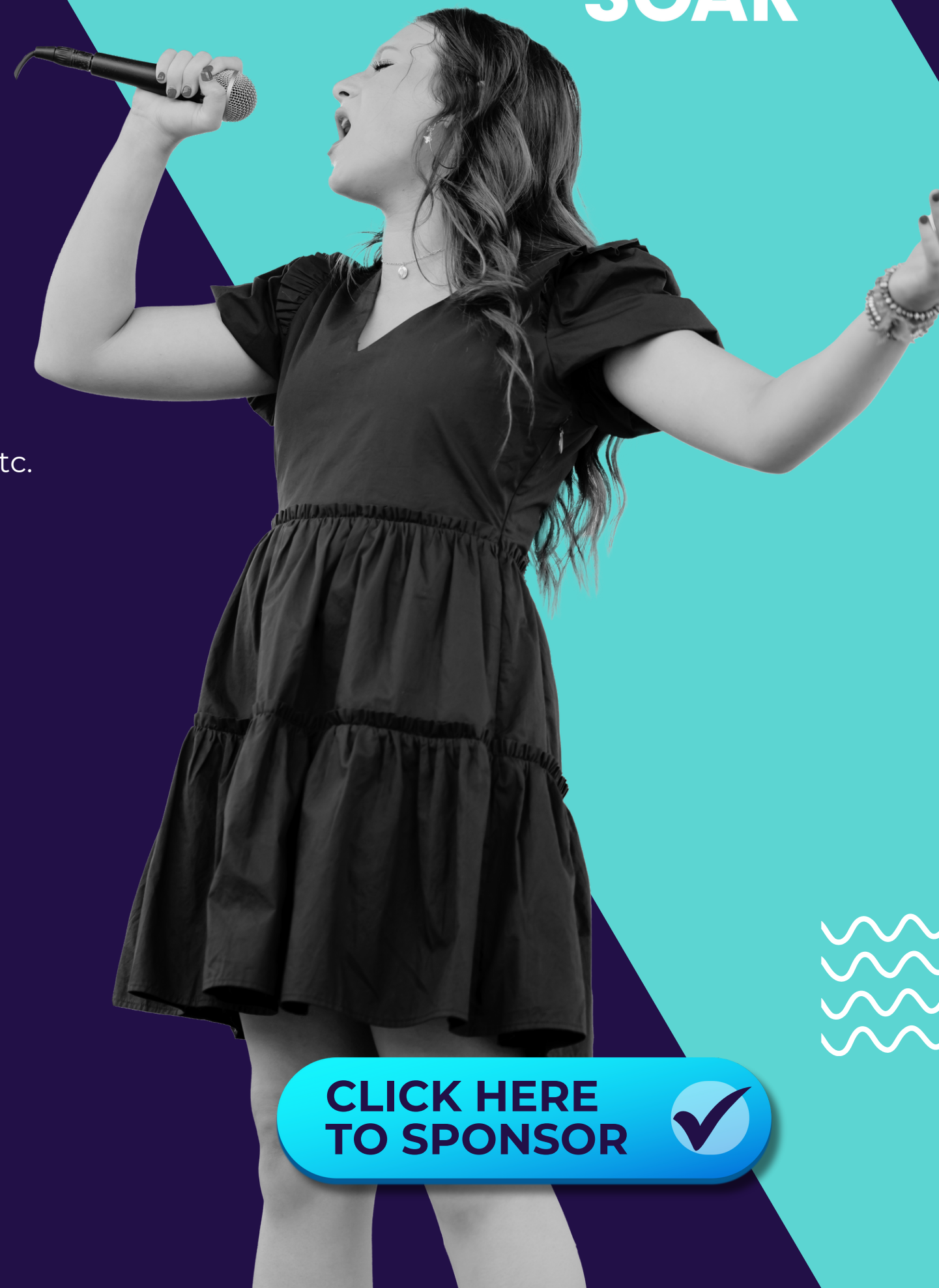


EXCLUSIVE PRESENTING SPONSORSHIP \$50,000

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BENEFITS:

- Exclusive naming rights to the Country Music Highway Tribute Show.
 - Sponsorship will be reflected on the Country Music Highway Tribute Show and all references to such.
 - This will be included in any reference on the website, press releases, blogs, social media, etc.
- Include one Facebook Live at each show location featuring representatives from your business/organization.
- Premier signage on the stage.
- Premier sponsorship recognition on the Country Music Highway Tribute Show website.
- Custom social media graphics and poster images to showcase sponsorship.
- Provide on-stage welcome at each show location.
- Premier sponsorship recognition on venue screen(s).
- 30-second commercial (no audio) on venue screens.
 - This will loop throughout the event.
- Complimentary premier and expanded space at both outdoor locations to showcase business/organization.
- Complimentary space in the lobby of the indoor venue to showcase business/organization.
- Invitation to join SOAR representatives for photo opportunities at each event.
- \$10k of this sponsorship will go directly into a fund distributed to deserving organizations supporting the arts in participating communities.
- Invitation to emcee portions of all three shows.
- 35 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



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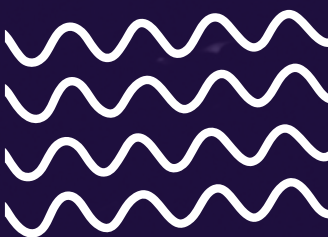
EXCLUSIVE STAGE SPONSORSHIP \$25,000

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BENEFITS:

- Exclusive naming rights to the Country Music Highway Tribute Show stage at all three locations.
- This will be included in any reference on the website, press releases, blogs, social media, etc.
- Include one Facebook Live at each show location featuring representatives from your business/organization.
- Premier signage on the stage.
- Premier sponsorship recognition on the Country Music Highway Tribute Show website.
- Custom social media graphics and poster images to showcase sponsorship.
- Provide on-stage welcome at each show location.
- Premier sponsorship recognition on venue screen(s).
- 30-second commercial (no audio) on venue screens.
- This will loop throughout the event.
- Complimentary premier and expanded space at both outdoor locations to showcase business/organization.
- 20 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



EXCLUSIVE GREEN ROOM/BACKSTAGE SPONSORSHIP \$12,500



BENEFITS:

- Exclusive naming rights to backstage and green room areas.
- Include one Facebook Live at each show location featuring representatives from your business/organization.
- Large signage on/near the stage.
- Prominent sponsorship recognition on the Country Music Highway Tribute Show website.
- Custom social media graphics and poster images to showcase sponsorship.
- Provide on-stage welcome at each show location.
- Prominent sponsorship recognition on venue screen(s).
- 15-second commercial (no audio) on venue screens.
- This will loop throughout the event.
- Complimentary expanded space at both outdoor locations to showcase business/organization.
- 10 VIP Passes
 - Access to complimentary food and drinks throughout the event.

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EXCLUSIVE SILENT AUCTION SPONSORSHIP \$12,500

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BENEFITS:

- “Powered By” sponsor of the Country Music Highway Tribute Show Silent Auction.
- Large signage on/near the stage.
- Prominent sponsorship recognition on the Country Music Highway Tribute Show website.
- Custom social media graphics and poster images to showcase sponsorship.
- Provide on-stage welcome at each show location.
- Prominent sponsorship recognition on venue screen(s).
- 15-second commercial (no audio) on venue screens.
- This will loop throughout the event.
- Complimentary expanded space at both outdoor locations to showcase business/organization (beside Country Music Highway Silent Auction area)
- 10 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



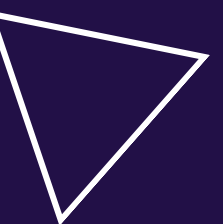
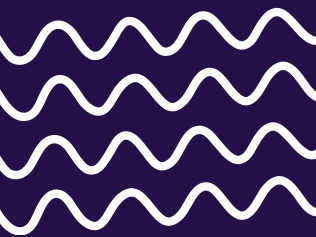
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NON-EXCLUSIVE PLATINUM SPONSORSHIP \$10,000

- Large signage on/near the stage.
- Prominent sponsorship recognition on the Country Music Highway Tribute Show website.
- Custom social media graphics and poster images to showcase sponsorship.
- Provide on-stage welcome at each show location.
- Large sponsorship recognition on venue screen(s).
- Complimentary space at both outdoor locations to showcase business/organization.
- 5 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



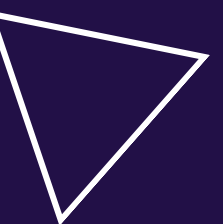
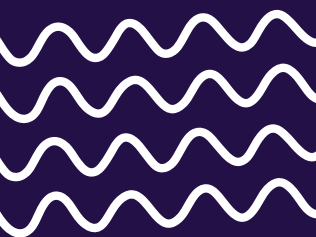
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NON-EXCLUSIVE GOLD SPONSORSHIP \$7,000

- Medium signage on/near the stage.
- Sponsorship recognition on the Country Music Highway Tribute Show website.
- Sponsorship recognition on venue screen(s).
- Complimentary space at both outdoor locations to showcase business/organization.
- 2 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



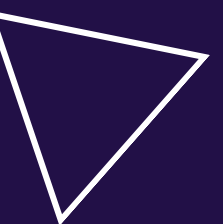
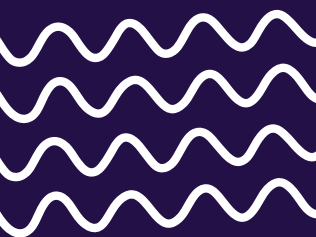
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NON-EXCLUSIVE SILVER SPONSORSHIP \$5,000

- Small signage on/near the stage.
- Sponsorship recognition on the Country Music Highway Tribute Show website.
- Sponsorship recognition on venue screen(s).
- Complimentary space at both outdoor locations to showcase business/organization.
- 2 VIP Passes.
 - Access to complimentary food and drinks throughout the event.



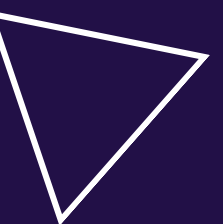
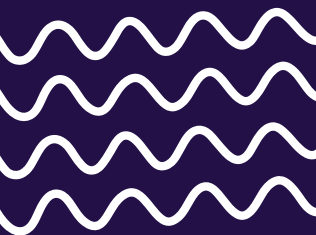
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NON-EXCLUSIVE SHOW SPONSORSHIP \$2,500

- Sponsorship recognition on or near the stage at the location of the sponsor's choice.
- Sponsorship recognition on the Country Music Highway Tribute Show website.
- Sponsorship recognition on venue screen(s).
- Custom social media graphics to showcase sponsorship.
- Complimentary space at one outdoor show location to showcase business/organization.



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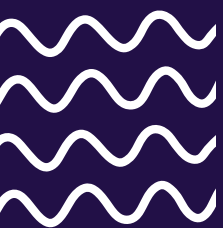
NON-EXCLUSIVE COMMUNITY SPONSORSHIP \$500

- Sponsorship recognition on venue screen(s).

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CONTACT:

KIRSTEN WILBURN

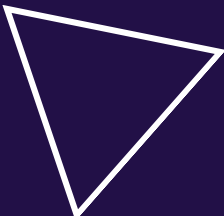
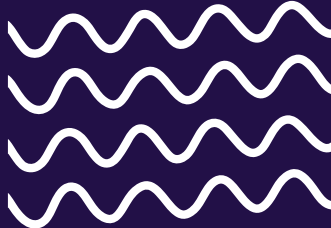
SOAR EVENTS COORDINATOR



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THANKYOU

FROM YOUR FRIENDS AT

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