

LOCAL SPONSORSHIP PACKAGE



**SHOALS CITY
SHOWDOWN**

Elevate new talent online in the ultimate music showdown.

August 22nd – October 12th, 2024



Our Mission:

“Celebrating creativity,
unearthing new talent,
and fostering connections
while shining a light on
Muscle Shoals Music.”

Notable Partners:



Elevate your brand, support emerging talent, and join the future of Muscle Shoals Music by partnering with the Shoals City Showdown. The Shoals City Showdown is a new music discovery competition offering opportunity to rising artists across the nation. Based in the rich musical culture of legendary Muscle Shoals, Alabama, thirty-two artists are invited to show what they've got through a publicly voted, bracketed competition. All artists selected stand a chance to win a multitude of prizes through their performances.

Expand Your Network.

Partnering with the Shoals City Showdown expands your brands reach beyond local boundaries to captivate audiences nationwide.

Your prominent presence during this competition signifies more than just sponsorship; it represents a dedicated commitment to nurturing artists on a national level. Your involvement empowers artists through a multitude of opportunities, community involvement, economic impact, and highlights their incredible talent, leaving a lasting impact on creatives and music enthusiasts alike, cementing your influence in the dynamic realm of music.

Digital Reach



2.1K

Instagram Followers



1K

Email Subscribers

6K

Text Subscribers



1+ MIL

Digital Ad Reach



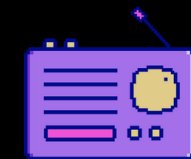
40K

Monthly Website Viewers



14.3K

Facebook Followers
22K Reach



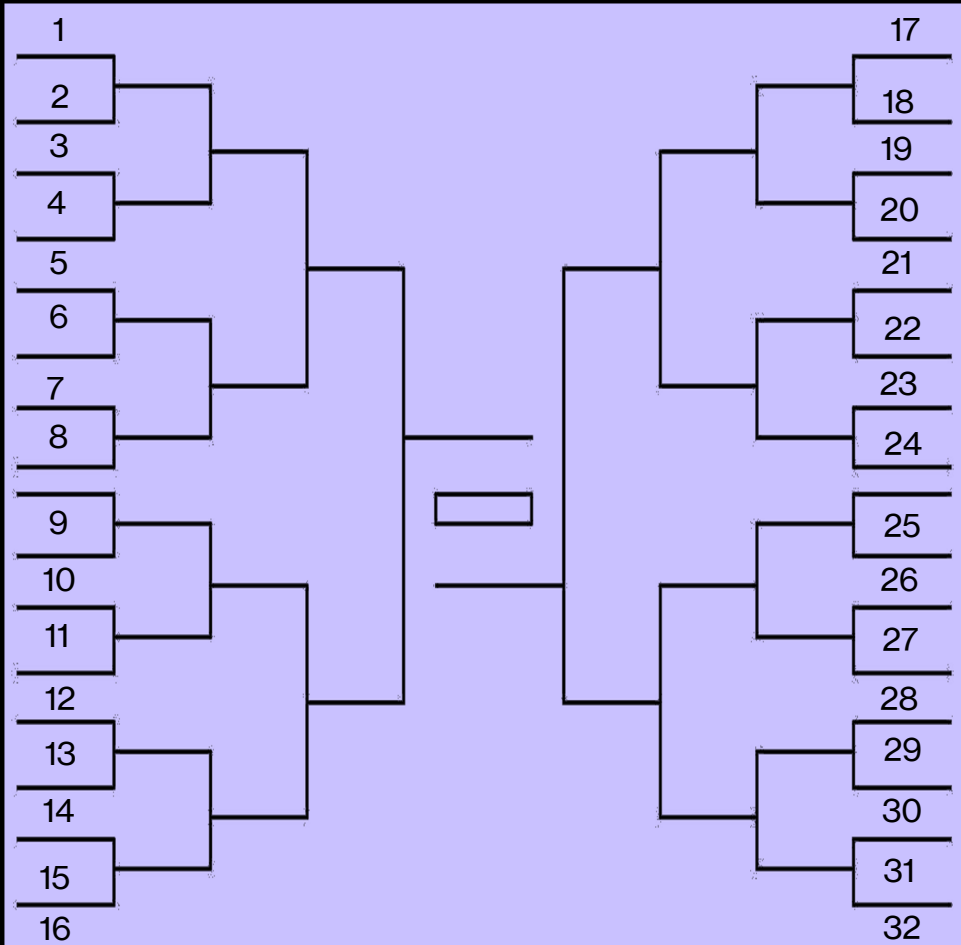
100K

Monthly Radio Listeners



LOCAL BUSINESS	TIER 1 \$8,000	TIER 2 \$5,000	TIER 3 \$2,500
ON – SITE PRESENCE			
Live Mention from Stage	Yes	Yes	Yes
Logo rotating on screen @ event	Yes	Yes	Yes
LEAD GENERATION			
Voter Registration Emails			
Voter Registration Phone Numbers			
RADIO ADVERTISING			
4-Month Advertising Schedule	Valued @ \$6,000	Valued @ \$3,500	Valued @ 2,000
DIGITAL ADVERTISING			
Logo on all digital ad spend	(1) ad (2) Weeks leading up to event	(1) ad (1) Week leading up to event	
Dedicated social media post & email	Yes	Yes	
Logo on bottom of email blast	2 Emails	1 Email	
BRANDING & NETWORKING			
Logo & Link on Event Website	Yes	Yes	Yes
Logo inclusion on Event T-Shirt	Yes	Yes	Yes
ADDITIONAL BRAND AWARENESS AT SRMG EVENT(S) THROUGHOUT THE YEAR			
Logo inclusion on on-site signage at SRMG Events	1 Event	1 Event	
Muscle Shoals Music Playlist Naming Rights	Yes		4

How It Works:



- The Shoals City Showdown is a bracketed competition starting with 32 artists
- The public will vote online for their favorite artists to move through the four-round bracket system
- Each round will have a different category and panel of judges
 - 2 artists will win the Judges vote each round and automatically be awarded
 - *Potential Judges:* John Paul White of The Civil Wars, Brittany Howard of The Alabama Shakes, Spooner Oldham of The Swampers, Gary Nichols of The Steel Drivers, Jason Isbell, Tiera Kennedy, Noah Gordon of 8 Track Entertainment, & more
- The Shoals City Showdown culminates with a live performance featuring the final four artists. Winners will be announced by the end of the night
- The Shoals City Showdown benefits the Shoals Dream Center by donating \$1 per public vote cast throughout the competition

Charity: The Shoals Dream Center

Welcome to the Shoals Dream Center, where practical support meets life-changing hope for families in need throughout the Shoals Community. As a lifeline for those below the poverty level, the Dream Center is more than just a resource – it's a beacon of light in tough times. With nearly 830,000 pounds of food distributed to over 22,000 individuals last year alone, we're not just filling bellies – we're nourishing souls. Through our innovative grocery store style food bank, qualified individuals can shop for essentials at no cost, empowering them to reclaim dignity and choice. But that's not all. The Dream Center Academy is where at-risk kids find more than just after-school care – they discover a second family, a place to learn, grow, and thrive under the guidance of caring mentors. Here, dreams take flight, and futures are transformed.



Singing River Media Group

Additional 2024 Event Opportunities

Spirit of Freedom



July 4th



McFarland Park
Florence, AL



30,000+ Attendees

Football In The South Awards Banquet



December 15th



Clarion Inn
Muscle Shoals, AL



120 Attendees
Including Head Coaches
from 30+ High Schools

Stuff The Bus



December 2nd - 15th

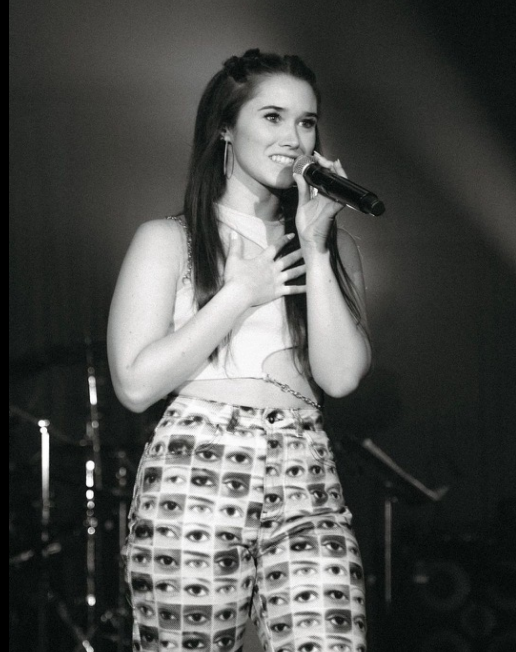


Walmart
Muscle Shoals & Florence, AL



Over 6K Toy Donations for kids
in Colbert & Lauderdale County

Meet The Team



Meagan Connors

Executive Director & Founder
Artist/ Songwriter
Radio Host



Lillian Glanton

Digital Media // LG Media Co
Founder of Muscle Shoals
Songwriters Festival



Mike Self

Owner of Singing River Media
Sales & Marketing Specialist



LET'S MAKE AN IMPACT

SHOALSCITYSHOWDOWN@GMAIL.COM

