



SPONSORSHIP OPPORTUNITIES

# ABOUT MUSIC BIZ

As the leading music industry membership organization, Music Biz brings together the commerce, content and creative communities as a collective voice in the industry.

Music Biz:

- provides multiple opportunities for members to gain visibility and connect to business partners;
- opens access to the important data and metrics needed to make smart decisions;
- promotes and advocates on the important issues affecting our industry; and
- offers a myriad of programs to promote professional career development.



# OUR MEMBER COMMUNITY



Our community of members includes **top decision-makers** from online music retailers, streaming services, brick & mortar retailers, wholesalers, major and independent labels and distributors, internet radio services, aggregators, mobile service and hardware providers, data providers, information technology companies, startups, artists, songwriters, publishers, managers and management companies, educators, students, law firms, and more.

# MUSIC BIZ

2019

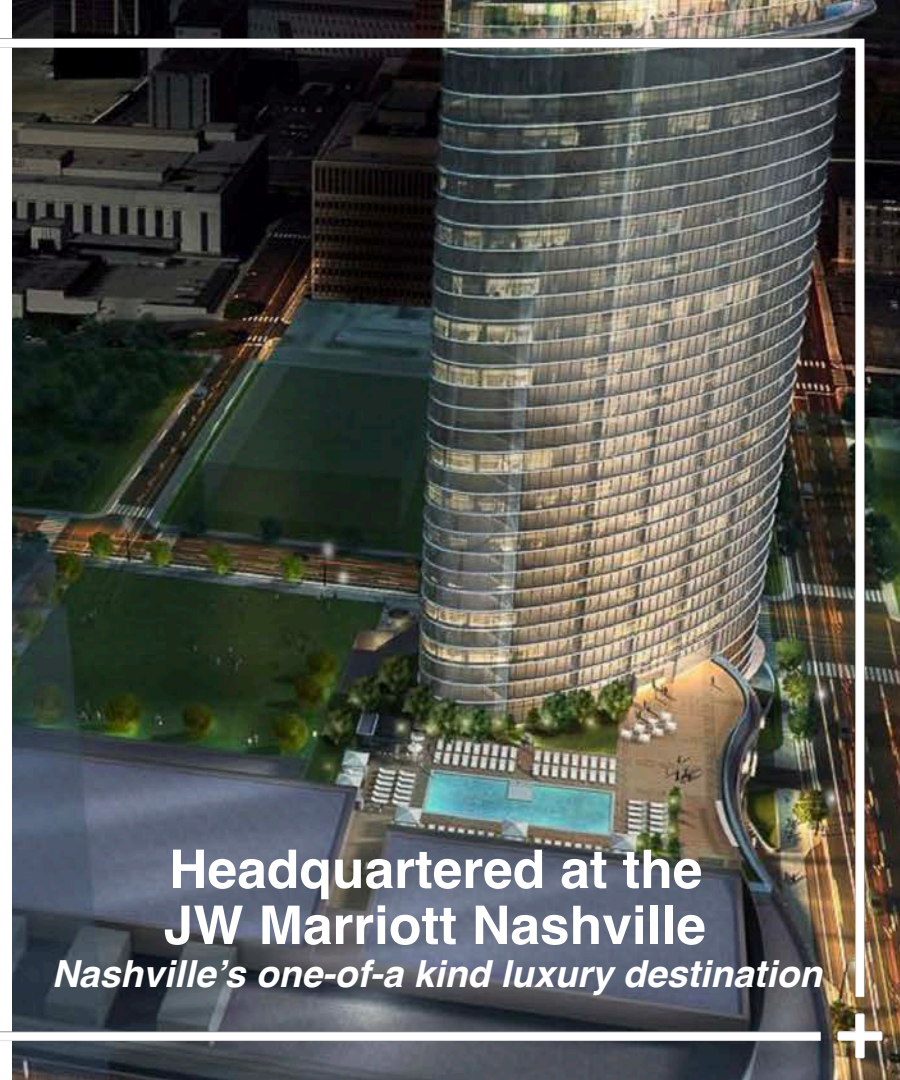
POWERED BY MUSIC BUSINESS ASSOCIATION

NASHVILLE / MAY 5-8

The Music Industry's  
Premier B2B Event

2200+ VIPS

Impacting Billions of  
Music Fans Worldwide



Headquartered at the  
JW Marriott Nashville  
*Nashville's one-of-a kind luxury destination*



# ATTENDING COMPANIES



ALLIANCE  
ENTERTAINMENT



MUSIC



ARTIST GROWTH



ascap



AUDIENCE



BIG LOUD



BUZZ ANGLE MUSIC

CAA



caroline



Disney Music Group

entertainmentOne

ebay



facebook

Fender



FUGA

Google



HYPERWALLET

# ATTENDING COMPANIES



# ATTENDING COMPANIES



# MUSIC BIZ IS MORE THAN JUST A CONFERENCE.

- + Our event facilitates powerful discussions on music's role in the lives of our shared audiences.
- + It allows for networking among members of the industry whose paths might not cross otherwise, opening the door for business partnerships which will shape the future of the industry.
- + It gives new talent the platform to express their art, and to make connections that can change their lives and career paths in unimaginable ways.
- + And it is a time for reflection, to recognize our peers who continue to push the industry forward artistically, financially, and philanthropically at our awards ceremony.



# ATTENDEE SATISFACTION



**98%**

**Rated The Conference  
as Good – Excellent**

**96%**

**Agreed It Was Worth  
The Time & Investment**


**96%**

**Rated The Educational  
Value As Good –  
Excellent**

*Music Biz 2018 Attendee Survey Results*



# MEETINGS & NETWORKING

A photograph of a modern office or lounge area where several people are gathered. In the foreground, a man in a blue t-shirt is sitting on a chair, looking at a laptop. Next to him, a man in a black t-shirt with 'MYLAN I AREY' on it is also sitting and looking at a laptop. In the background, a man in a dark shirt is standing and talking to a group of people. The room is decorated with large potted plants and a wooden shelf with various items. The overall atmosphere is professional and collaborative.

Music Biz provided me with the opportunity to connect with professionals from many different sectors within the industry that were both eager to learn and willing to share their own expertise.

— **Brittany Holloway, Pandora**



A large crowd of people at a music industry event, with a blue banner at the top and a quote box at the bottom.

# MEETINGS & NETWORKING

A true representation of what the industry is today —  
Music Biz is a perfect place for label teams to meet with  
commerce partners and get real business done.

— **Matt Signore, Warner Music Nashville**



# PRESENTATIONS & PANELS



The Music Biz 2018 conference was so content rich it was like getting a four year college curriculum in four days.

— Jerry Lembo, Jerry Lembo Entertainment Group

# PRESENTATIONS & PANELS

Artists  
Managers & Touring  
Songwriters & Publishers  
Industry Analysis  
Consumer Trends  
Metadata  
Licensing & Sync  
Marketing Case Studies  
Business Development  
Brand Partnerships  
Entrepreneurs & Start-ups  
Digital Music Service Workshops  
DIY Resources  
Global Opportunities



**2018 FEATURED KEYNOTE**  
**SCOOTER BRAUN**



**MUSIC'S LEADING LADIES SPEAK OUT**  
**DOLLY PARTON** WITH **LINDA PERRY**

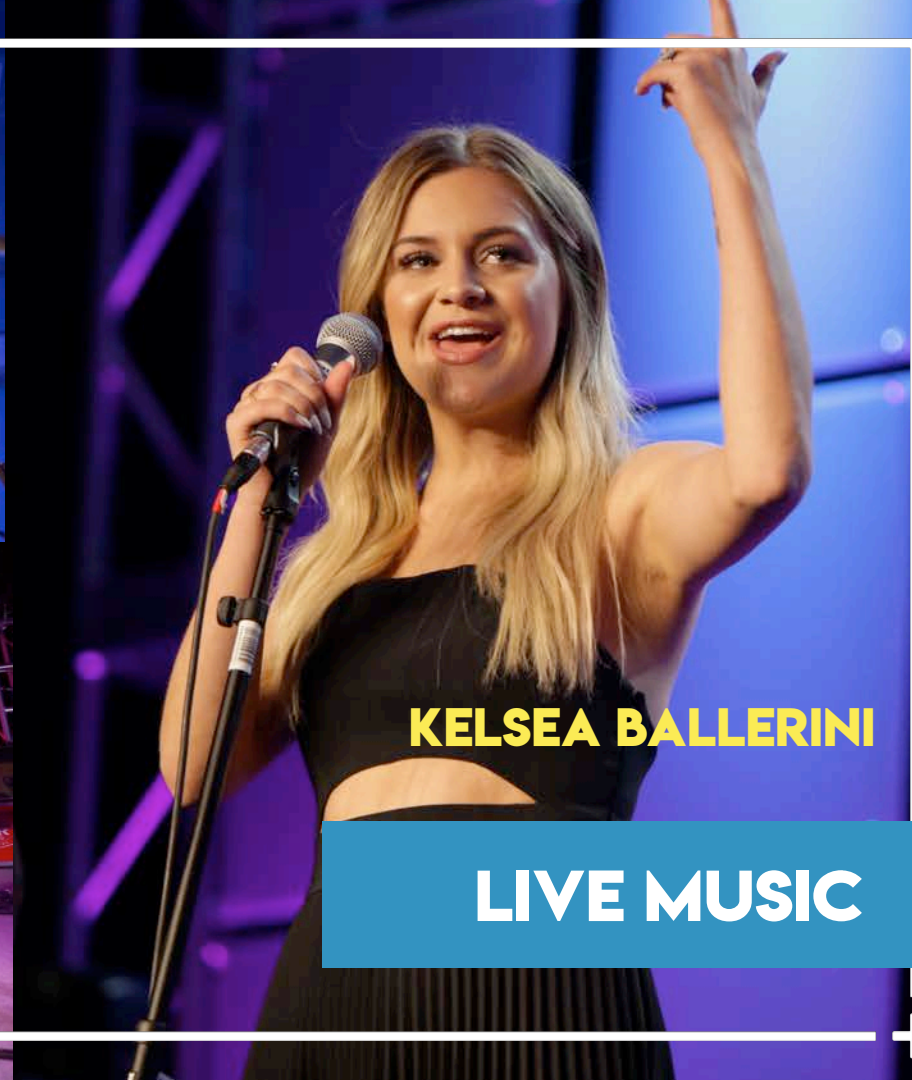




**KONGOS**



**ALICE COOPER GROUP**



**KELSEA BALLERINI**

**LIVE MUSIC**



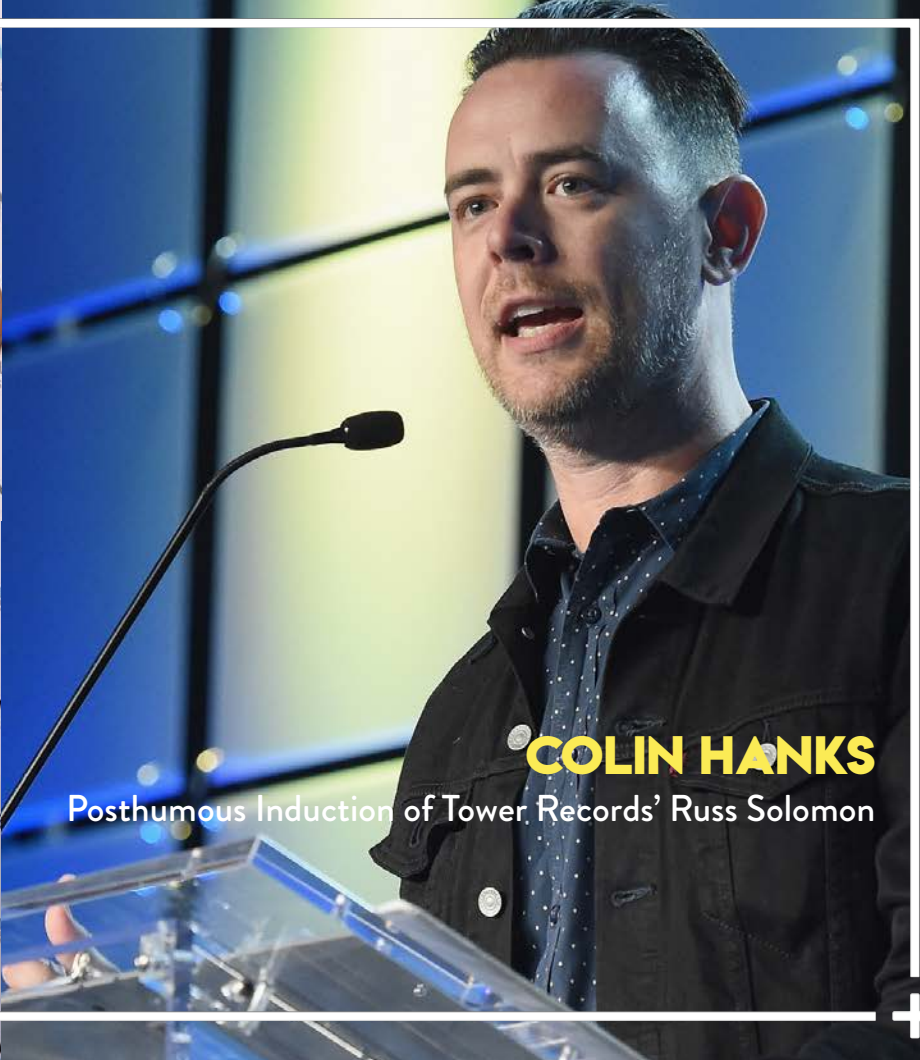
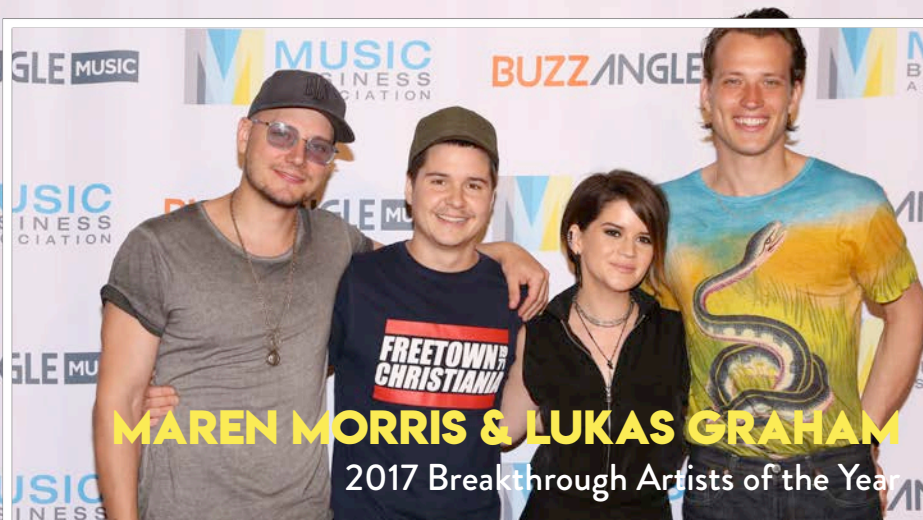


Be part of an industry revolution at Music Biz!

— Andre Vargas, CAA

# MUSIC BIZ AWARDS & HALL OF FAME DINNER









## 2018 HARRY CHAPIN MEMORIAL HUMANITARIAN AWARD

### SCOOTER BRAUN

Pictured with (L to R): Music Biz President James Donio; Sandy Chapin, widow of the late Harry Chapin; Hilary Rosen, CNN Correspondent; and Fred Beteille, Facebook and Music Biz Board Chairman





**2018 CHAIRMAN'S AWARD**  
**NILE RODGERS**





# PAST AWARD WINNERS

Paula Abdul  
Adele  
Ashford & Simpson  
Jackson Browne  
Cheap Trick  
Melissa Etheridge  
Ariana Grande  
Buddy Guy  
The Doobie Brothers  
Halsey (*pictured at right*)  
Sam Hunt  
Cyndi Lauper

Leiber & Stoller  
Annie Lennox  
Little Big Town  
Martina McBride  
Reba McEntire  
Julia Michaels  
Nicki Minaj  
Katy Perry  
Bonnie Raitt  
Lionel Richie

Nile Rodgers  
Ed Sheeran  
Rod Stewart  
Dee Snider  
Taylor Swift  
Meghan Trainor  
Jack White  
The Who  
Brian Wilson

***... and so many more!***



# PROMOTIONAL PARTNERS

American Association of Independent Music (A2IM)  
Association of Independent Music Publishers (AIMP)  
Americana Music Association  
Billboard Magazine  
Copyright Society of the South  
Country Music Association  
Gospel Music Association

Leadership Music  
Music Biz Besties  
Music City Music Council  
Music Connection  
NSAI  
The Other Nashville Society (TONS)  
SOLID  
SOURCE  
WHO KNEW  
Women In Music

# MEDIA COVERAGE

The Music Biz Annual Conference garners media coverage before, during and following the event from trade, business and consumer media including:



## SPONSOR FEEDBACK

“We had a great time running the Jaxsta Lounge over the past three years. We’ve had so much positive feedback from attendees. To receive so many thank yous is rewarding in itself. It probably won’t surprise you to hear we have already come up with about 10 ideas on how to make our Jaxsta Lounge at Music Biz 2019 even better!”

— Beau Adams, Jaxsta





“This was one of the most impactful sponsorships we’ve ever done. I really appreciate working with the Music Biz staff early on to share our goals and co-crafting a sponsor experience that was perfectly aligned with our goals.”

— **Erin Crawford, Nielsen Music**



# 2019 CONFIRMED SPONSORS

As of 3.21.19

## Presenting Sponsors

**BUZZ** ANGLE MUSIC

**CITY NATIONAL BANK**



AN RBC COMPANY



**CMA**  
COUNTRY MUSIC ASSOCIATION



January



J.P.Morgan **nielsen**

**RollingStone**



**TIVO**

**wea**

## Supporting Sponsors



BAUER  
ENTERTAINMENT  
MARKETING



**billboard**



**CLIO**  
MUSIC



DICKINSON WRIGHT



**FLYTEVU**



**LYRICFIND**

**Nashville**  
MUSIC CITY

**PaVoneer**

**Pinnacle**  
FINANCIAL PARTNERS



**ROUND HILL**  
MUSIC

**SESAC**

**single**

**Songtrust**



**ticketmaster**



TuneRegistry



UNIVERSAL MUSIC GROUP



VERIFY. VALIDATE. ARCHIVE.

**VNUE**



**wework**



# ENGAGE OUR VIP AUDIENCE

## PRESENTING SPONSORS — \$25,000+

**Be an exclusive sponsor of a specific event, reception or featured presentation. Or, bundle two or more supporting opportunities into a package that suits your company.**

- + Six (6) full-badge registrations to Music Biz 2019.
- + Full-page, full-color ad in the official Conference Program.
- + Logo on all Music Biz 2019 marketing collateral, website, and on-site signage designating company as a Presenting Sponsor.

# ENGAGE OUR VIP AUDIENCE

## SUPPORTING SPONSORSHIP PACKAGES AVAILABLE TO FIT YOUR BUDGET

**Various events and branding opportunities are available to create awareness at Music Biz 2019.**

- + Includes full-badge registrations to Music Biz 2019.
- + Full-color ads in the official Conference Program.
- + Logo on all Music Biz 2019 marketing collateral, website, and on-site signage designating company as a Supporting Sponsor.

**CUSTOMIZE YOUR  
SPONSORSHIP TODAY!**

**CONTACT US!**

**Nick Maiale**

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[musicbiz2019.com](http://musicbiz2019.com)

View our 2019 promotional video [here](#).



**2017 HUMANITARIAN AWARD**

**PAULA ABDUL**

Pictured with Bessie-Moo, photo published in People

