



MUSIC BIZ

POWERED BY MUSIC BUSINESS ASSOCIATION

2020

SPONSORSHIP OPPORTUNITIES

ABOUT MUSIC BIZ

As the leading music industry membership organization, the Music Business Association (Music Biz) hosts its flagship event each year for the industry to meet and network. Not only at the conference, but throughout the year, Music Biz brings together the commerce, content and creative communities as a collective voice in the industry.

THE ASSOCIATION ALSO:

- 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 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.



For full list of community members:

[CLICK HERE](#)



Headquartered at Nashville's one-of-a kind luxury destination,

JW MARRIOTT®
NASHVILLE

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.

**4 DAYS OF IMPORTANT MUSIC
INDUSTRY CONVERSATIONS**

150

PROGRAMS



350

SPEAKERS

850

INDUSTRY ENTITIES

2,300 ATTENDEES

at the Music Biz 2019 Annual Conference

ATTENDING COMPANIES



ATTENDING COMPANIES



[CLICK HERE FOR THE FULL LIST OF ATTENDEES](#)

ATTENDEE SATISFACTION



96%

**Rated the Conference as
Good – Excellent**

Music Biz 2019 Attendee Survey Results

95%

**Rated Educational Value
Good – Excellent**

95%

**Agreed it Was Worth the
Time & Investment**

PROMOTIONAL PARTNERS

- + 2112
- + American Association of Independent Music (A2IM)
- + The Americana Music Association
- + Association of Independent Music Publishers (AIMP)
- + Copyright Society of the South
- + Entertainment Retailers Association (ERA)
- + Gospel Music Association
- + Helping Our Music Evolve (H.O.M.E.)
- + International Music Managers Forum (IMMF)
- + International Songwriting Competition
- + Leadership Music
- + Music Biz Besties
- + Music Managers Forum (MMF)
- + REC Philly
- + Society of Leaders in Development (SOLID)
- + Sounds Australia
- + SOURCE
- + The Other Nashville Society (TONS)
- + Unsigned Only Music Competition
- + WHO KNEW
- + Women in Music
- + Women's Music Business Association

MEETINGS + NETWORKING



“Without question, Music Biz is the leading conference for the music industry in the US. I did more business development and made more new connections at Music Biz than at the prior four conferences I attended, combined.”

— Jennifer Newman Sharpe, ONErpm

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 2019 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

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



LIVE MUSIC



LUKE COMBS



DANIELLE BRADBERRY



KASSI ASHTON



CASADEE POPE

MUSIC BIZ AWARDS



2019 Award Winners (L-R): **Breakthrough Artists:** Kane Brown & Bebe Rexha, **Harry Chapin Memorial Humanitarian Award:** Darius Rucker, **Chairman's Award for Sustained Creative Achievement:** Peter Frampton

PAST AWARD WINNERS



Paula Abdul
Adele
Ashford & Simpson
Kane Brown
Jackson Browne
Melissa Etheridge
Peter Frampton
Ariana Grande
Buddy Guy
The Doobie Brothers
Halsey (pictured right)
Sam Hunt

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

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

... AND MANY MORE!

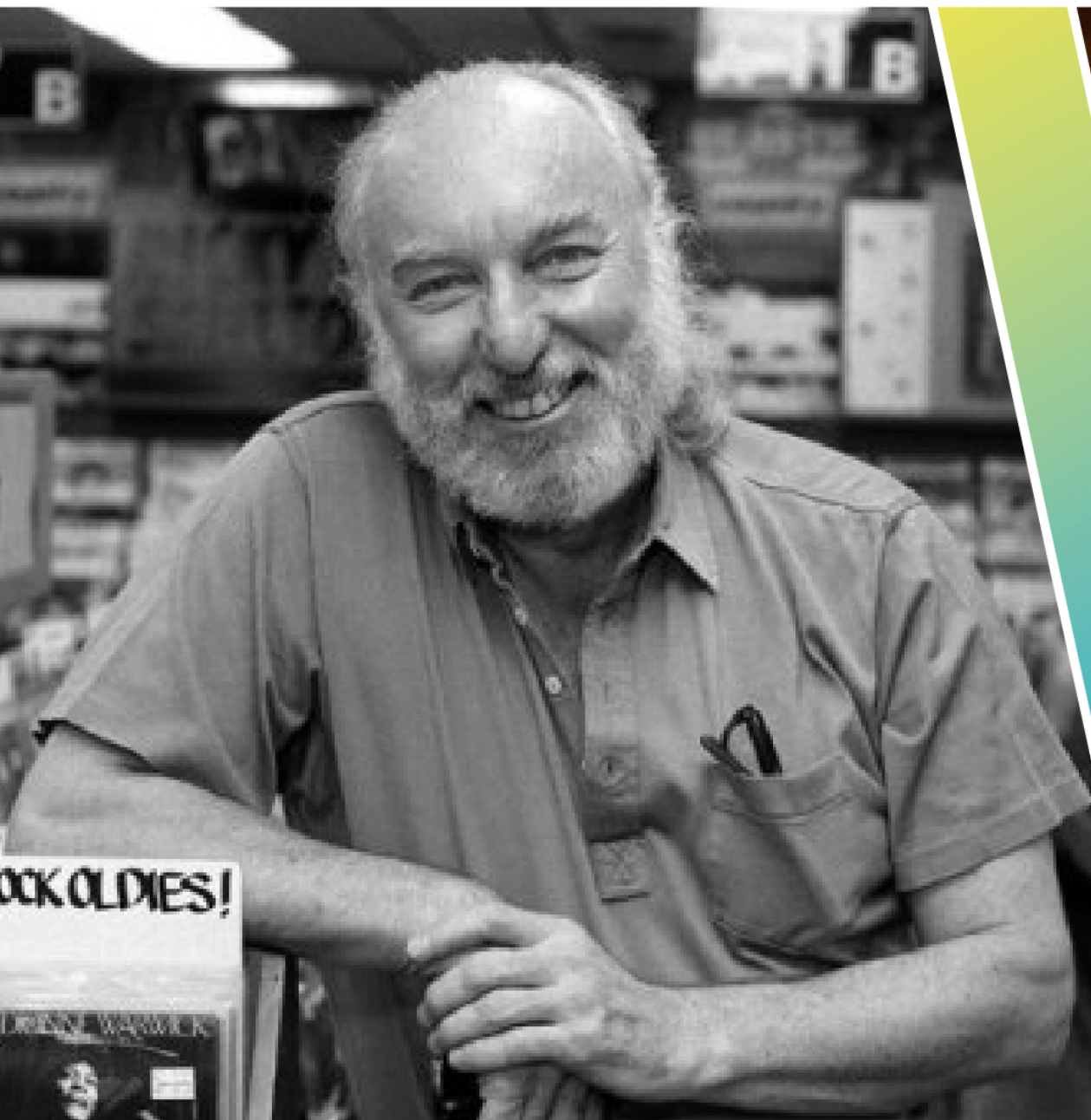
MUSIC BIZ HALL OF FAME

Established in 2018, the **MUSIC BUSINESS HALL OF FAME** is reserved for the individuals, organizations and institutions that have significantly contributed to the expansion and continued success of the music business. It was commissioned to honor those industry stalwarts we draw inspiration from as we, in our own ways, push to innovate and drive growth in the industry.

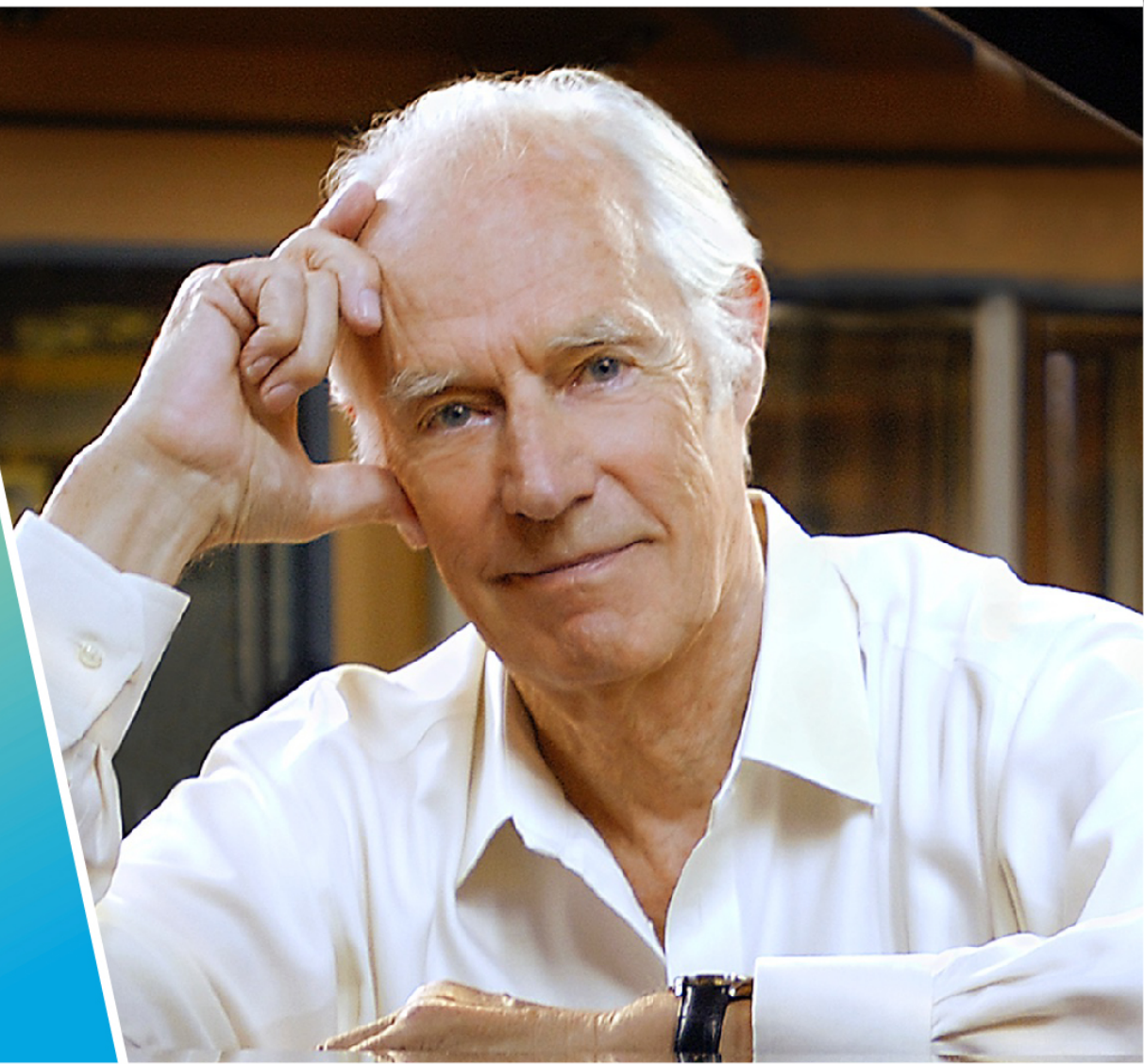
Hall of Fame inductees are selected annually by the Music Biz Board of Directors, and are honored during our Awards & Hall of Fame program, as part of our Annual Music Biz Conference.



2018 HALL OF FAME INDUCTEE
RUSS SOLOMON / Tower Records



2019 HALL OF FAME INDUCTEE
SIR GEORGE MARTIN



[CLICK HERE FOR ADDITIONAL LABELS, EXECUTIVES,
VENUES + MEDIA OUTLETS INDUCTED IN 2019](#)

MEDIA COVERAGE

The conference garners media coverage before, during & following the event including:



- + **THE VERGE** – Metadata is the Biggest Little Problem Plaguing the Music Industry
- + **FORBES** – As Music Industry Embraces More Women in the Executive Roles, Gender Disparity Remains
- + **AMERICAN SONGWRITER** – Alternative Revenue Streams a Hot Topic at Music Biz 2019
- + **MEDIUM** – The Four Ingredients of a Great Music Business Conference Panel

[CLICK HERE FOR MORE MEDIA COVERAGE FROM 2019](#)

2019 SPONSORS

PRESENTING SPONSORS



SUPPORTING SPONSORS



[CLICK HERE FOR CONFIRMED SPONSORS FOR 2020](#)

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 2020 even better!”

— Beau Adams, Jaxsta

PRESENTING SPONSORSHIPS

BE FRONT & CENTER AS A PRESENTING SPONSOR

\$25,000+

Be an exclusive sponsor of a specific event, reception or featured presentation.

Or, design a custom activation by bundling two or more supporting opportunities into a package that suits your company.

- + Six (6) full-badge registrations to Music Biz 2020.
- + Full-page, full-color ad in the official Conference Program.
- + Logo on all Music Biz 2020 marketing collateral, website, and on-site signage.

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- | | |
|---------------------------|--------------------------------|
| + Cocktail Parties | + Awards Dinner Co-Sponsorship |
| + Breakfast Presentations | + Speakers' Green Room |
| + Activation Areas | |

PRESENTING SPONSORSHIPS



SUPPORTING SPONSORSHIPS

SUPPORTING SPONSORSHIP PACKAGES ARE AVAILABLE TO FIT YOUR BUDGET

\$5,000+

- + Includes two (2) full-badge registration to Music Biz 2020.
- + Full-color ad in the official Conference Program.
- + Logo on all Music Biz 2020 marketing collateral, website, and on-site signage.

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- | | |
|-------------------------|-------------------------|
| + Booth Activation Area | + Name Badges |
| + Lanyard | + Networking Breakfasts |
| + Signage / Branding | |

SUPPORTING SPONSORSHIPS





CUSTOMIZE YOUR SPONSORSHIP TODAY!

CONTACT US

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Music Biz 2020 Website:

CLICK HERE