



Institute for Music Business

THE MUSIC BUSINESS CONFERENCE 2024

# SPONSOR PACKET

[IMBUSINESS.ORG](http://IMBUSINESS.ORG)



Angela Moss Poole, PhD, CPA  
Founder & CEO

I hope this letter finds you well. I am excited to share an excellent opportunity for your organization to partner with us to support our inaugural "Music Business Conference 2024."

The Music Business Conference 2024 is scheduled for May 31-June 1, 2024, in Tallahassee, Florida. It is tailored to provide a platform for aspiring music professionals from across the United States to learn, network, and explore career opportunities in the music industry. Through a diverse range of activities such as panel discussions, networking receptions, artist showcases, song reviews, and engagement with industry leaders, attendees will gain valuable insights and connections to level up their music careers.

Your organization's sponsorship of this event will play a vital role in empowering the next generation of music industry leaders and contribute to the growth and vitality of the music ecosystem. Music is not only a form of artistic expression but also a thriving business sector with abundant opportunities for economic development and cultural enrichment. The Music Business Conference 2024 aims to provide attendees with the tools and resources they need to succeed in this dynamic industry.

Thank you for your sponsorship consideration. I look forward to the possibility of collaborating with you to make this event a resounding success.

Advancing the culture through music,



Angela



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# THE MUSIC BUSINESS CONFERENCE 2024 ITINERARY

## DAY 1:

**Friday, May 31, 2024**  
**Hotel Indigo Tallahassee**

3pm – 5pm: Hotel Check In

6pm – 8pm: Kick Off Reception

7pm – 8pm: Fireside Chat

7pm – 9pm: Michael Crowne Live Art/Silent Auction

9pm – 11pm: Late Nite Open Mic

## DAY 2:

**Saturday, June 1, 2024**  
**TNL Performing Arts Center**

9am – 3pm: MAIN EVENT

11am – 1pm: Michael Crowne Live Art/Silent Auction



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Angela Moss Poole  
Conference Host

Fred Jerkins  
Grammy-Winning  
Producer & Songwriter

Tony Mercedes  
Grammy-Winning  
Music Publisher

Damon Stewart  
President of IGA Talent  
Mgmt.

TJ Chapman  
Industry  
Mastermind

# INDUSTRY PANELISTS



Meta Washington  
Guest Emcee

Adrian Warren  
CEO of Vessel  
Entertainment

Brett Engel  
Producer & Music  
Songwriter

Yan-Snead  
Music Programmer  
Pandora

Adrian Dickey  
Award-Winning  
Producer

Derrick Huggins  
Guest Moderator



# OUR PROGRAMS

## CAREER AND TECHNICAL EDUCATION FOR THE MUSIC INDUSTRY

### FLEXIBLE PROGRAM OPTIONS (EVENING, WEEKEND, AND ONLINE)



## MUSIC LABEL OPERATIONS



Learn advanced concepts to implement music marketing strategies, publishing and royalty administration, and music finance.



## MUSIC STUDIO OPERATIONS



Gain proficiency in the latest Digital Audio Workstations (DAWs) to compose and produce music and manage your music studio.



## MUSIC MONEY & MINDSET

**YOUTH MUSIC BUSINESS MENTORSHIP PROGRAM**  
Learn Principles Of Music Business From Industry Experts.

Students between the ages of 12-18 learn principles of music business including songwriting/composition, music production on digital audio workstations (DAW), and music marketing from industry experts.

### INNOVATIVE PROGRAMS FOR PUBLIC AND PRIVATE MIDDLE AND HIGH SCHOOLS

We bring digital music programs to your school to help to improve learning outcomes for all subjects.

#### OUR UNIQUE MODEL



Partner with principals to develop a sustainable program in their school



Equip teachers with the tools to succeed



Provide exposure to career pathways for students

### PERSONALIZED COACHING AND CUSTOM PROGRAMS



Sometimes our students desire 1 on 1 coaching or need something specifically designed for a group.

To learn more visit:  
[www.imbusiness.org/our-programs](http://www.imbusiness.org/our-programs)



# THE MUSIC BUSINESS CONFERENCE 2024

## SPONSORSHIP AND VENDOR OPPORTUNITIES

### PLATINUM: \$10,000

- 4 Conference registrations with VIP Seating
- 4 VIP Suite & Reception passes
- Podium recognition
- Logo placement on event banners
- Acknowledgement in social media posts/ads
- Recognition on IMB website
- 30 sec. video promo played during conference

### GOLD: \$5,000

- 2 Conference registrations with VIP Seating
- 2 VIP Suite & Reception passes
- Podium recognition
- Logo placement on event banners
- Acknowledgement in social media posts/ads
- Recognition on IMB website

### PATRON: \$500

- Logo placement on event banners
- Recognition on IMB website

### VENDOR'S MUSIC MARKET: \$250

- Enjoy premium exposure of participant traffic for both days of conference
- Available for 4 exclusive vendors

### CORPORATE TABLE: \$1,000

- 8 Conference registrations
- Logo placement at event table

**FOR MORE INFORMATION:**  
844-7MUSICBIZ (844-768-7422)  
[info@imbusiness.org](mailto:info@imbusiness.org)



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*Thank you!*

