

www.615SoulLineDance.org



Nash Vegas Nights

YOUR BRAND. OUR REACH. LEAD WITH IMPACT.

Connect to your target audience in a way that speaks directly to their interests.

FEBRUARY 19-22, 2026
Sonesta Nashville Airport
Nashville, TN



CONTACT

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WHERE GLAMOUR, MOVEMENT,
AND MISSION COLLIDE

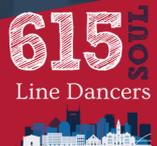
Our Experience

NashVegas Nights is a four-day, Moulin Rouge-themed destination event in the heart of Music City, welcoming 300 engaged attendees from across the country. Hosted by 615 Soul Line Dance, the experience blends bold style, immersive themed nights, and high-energy soul line dance workshops.

Built for connection, NashVegas Nights invites brands to actively engage our audience through curated activations and intentional touchpoints woven throughout the weekend. Every partnership is designed to feel authentic, celebratory, and memorable, allowing your brand to be experienced, not just seen.

This is more than visibility. It is an opportunity to build meaningful relationships, generate leads, and align with a trusted nonprofit that understands how to engage urban communities through culturally relevant experiences. Together, we create moments rooted in joy, movement, and collective energy.

Partner with NashVegas Nights to expand your reach, deepen engagement, and bring your brand to life through culture in motion.



Let's

STEP IN



OUR AUDIENCE

We surveyed our community of traveling soul line dancers and developed audience personas that reflect our target demographic.

Our Audience

300 Participants

91% Women 9% Men

20 States



Black or African American

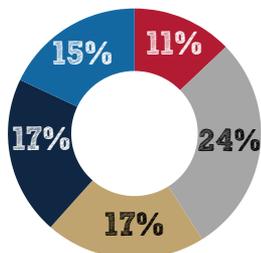
45 - 54 Year Range

55-64 Year Range

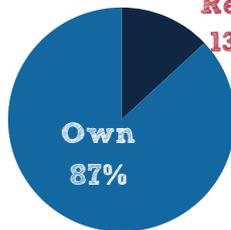
65-74 Year Range

Household Income

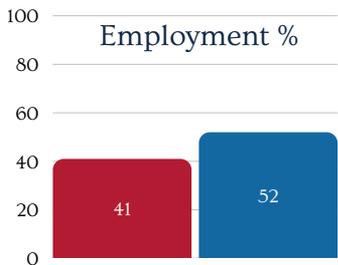
Home Ownership



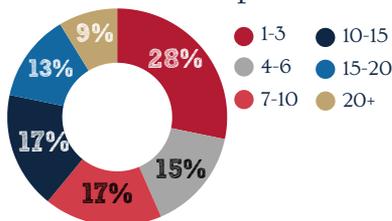
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999



Full-Time Retired



Travel Soul Line Dance Events per Year



Our Audience

Social Media Analysis

The Social Media Audience Analysis Report provides a comprehensive overview of the demographics, interests, and behaviors of the audience.

Overall Since 2022



Gender

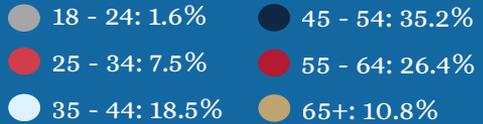


92.2%

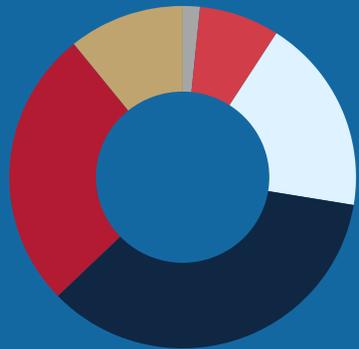
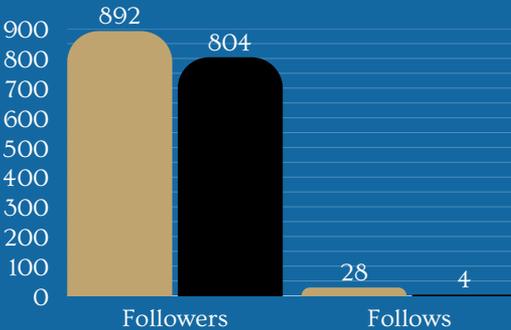


7.8%

Age



615 Soul Other Nonprofits





MARY JOHNSON

I LOVE to Travel and explore new cities through Soul Line Dancing.

Household Income: \$135,000 Homeowner
Single 2 Kids (Ages: 38 and 35)

LIKES

- Working Out
- Traveling
- Wellness Products
- Restaurants
- Moscato
- Spending time with family
- Social Media

FRUSTRATIONS

- Rising prices
- Not enough time in the day
- Aching Bones
- Preparing for Retirement

MOVITATIONS

- Being Active
- Price and Ease
- Comfort
- Opportunity to Explore

RADIOLOGY TECHNOLOGIST

AGE 58

GENDER WOMAN

LOCATION ATLANTA, GA

Audience Personas

ANNE THOMAS

RETIRED

“My Soul Line Dance community keeps me feeling young!”



LIKES

- Traveling and Sightseeing
- Staying active
- Spending time with grandchildren
- Comfortable fashion

FRUSTRATIONS

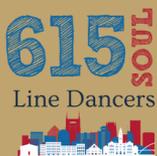
- Health Issues
- Deciding if I should downsize
- Budgeting

MOVITATIONS

- Valuing my peace and time
- Willing to spend for traveling and other passion projects
- Ways to consolidate bills
- Convenience

Household Income: \$85,000
2 Kids (Ages: 52 and 48) and 6 Grandchildren
Married Homeowner

AGE 69
GENDER WOMAN
LOCATION BALTIMORE, MD



ACTIVATION OPPORTUNITY



WE COVER ALL OF THE BASES

We believe in partnerships that do more than place logos—they spark interaction, build brand trust, and connect directly with your target audience.

Our Activations

Curate a unique experience by selecting an activation that is designed to put your brand at the center of the experience, bringing your company to life in a vibrant and soulful atmosphere.

Starting at \$2,500

INTERACTIVE DISPLAYS/LOUNGES CREATE AN ON-SITE IMMERSIVE EXPERIENCE

Go beyond traditional advertising and reflect **YOUR** brand's identity.

YOUR space becomes a HUB for conversation, connection, and conversion.

YOUR chance to turn presence into participation—and participation into brand loyalty.



PRODUCT SAMPLING

PUT YOUR BRAND IN THEIR HANDS

Included in each Welcome Box issued to **300** participants.

Also, receive a **dedicated product sampling booth** for the FULL 4-day event.



LEAD GENERATION CONTEST

CAPTURE LEADS WHILE FUELING THE FUN

Offer exciting giveaways, prizes, or premium perks—turning entertainment into valuable engagement. Also, receive a **company material vendor booth** for the FULL 4-day event.

It's a win-win: You gain leads. They gain prizes. And your brand becomes part of the night to remember.



As a bonus, we include the following assets to make sure we cover all the main asset categories:

- Logo Placement on Welcome Box, Digital Itinerary, and Website with Direct Company Link.
- Public Thank-You Shoutouts during the event programming.

Interested in sponsoring the event outside of our activations?