

THE 5TH ANNUAL

# Lake Martin SONGWRITER'S FESTIVAL

JULY 24-27, 2025



2025  
SPONSORSHIP  
OPPORTUNITIES

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



# About the FESTIVAL

4 DAYS OF MUSIC  
30+ SONGWRITERS  
MULTIPLE VENUES

In just five years, it's easy to see why thousands have gotten hooked on The Lake Martin Songwriter's Festival. The annual July event has quickly become one of the destination's crown jewels.

In the first year, the festival committee worked hard to get 20 songwriters. By year four, the committee received more than 200 applications from songwriters nationwide.

**The Lake Martin Songwriter's Festival has grown to more than 3,500 attendees** throughout the five-day event. It's become a fun getaway for thousands across the southeast - many of whom drop an anchor for multiple nights to explore everything Lake Martin offers.

**Today, the festival boasts over 50 sponsors and venue partners.** Lake Martin Tallapoosa County Tourism markets the festival and it's partners, aiming to introduce the unique spirit of Lake Martin to all visitors. **Tallapoosa County sees an economic impact of thousands of dollars annually** as a result of the event.

We're excited about the continued growth of the Lake Martin Songwriter's Festival, and invite YOU to become part of bringing this entertaining event to the Lake Martin area in 2025!





# Our AUDIENCE


ALEXANDER CITY



Lake Martin Songwriter's Festival attendees are music lovers, adventurers, outdoor enthusiasts, foodies, affluent, fun-loving, diverse in interests, and well-traveled.

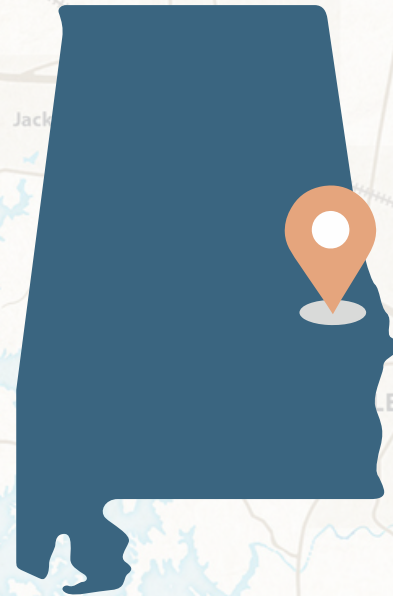


  
**3,500**  
ATTENDEES

AVERAGE  
**AGE 40+**

  
**95K**  
AVERAGE  
INCOME

 **48%** MALE  
 **52%** FEMALE



**88%**  
IN-STATE

**65%**  
OUTSIDE  
OF COUNTY

Festival attendees drive or fly in from all over the southeast. **Averaging 2+ people per travel party, our research shows these festival-goers make multiple stops - and purchases - at Lake Martin area establishments** in route to and from venues. Studies indicate these festival-goers make a vacation out of their travel, **spending multiple nights** and enjoying all of the

amenities the Lake Martin area offers. **Attendees have traveled as far as from Illinois, Ohio, Pennsylvania, California, Kentucky, South Carolina, and south Florida** to attend the Lake Martin Songwriter's Festival!

Source: Placer.ai Analytics









# ARTISTS & Venues

Each year, the Lake Martin Songwriters Festival partners with **15+ restaurant & bar venues across the Lake Martin area** to host singer-songwriter listening rounds. Venues see significant traffic - resulting in increased revenue - to their locations as festival-goers flock to see the amazing entertainment lineup.

Past guest artists have included well-known singer-songwriters including Jeffrey Steele, Pam Tillis, Jamie O'Neal, Thompson Square, Buddy Cannon, Marla Cannon-Goodman, Adam Hood, Kristen Kelly, Charlie Argo, Terri Jo Box, Trick Savage, and Emma Zinck among notable others.





Sponsorship = Partnership! **Sponsorship of the Lake Martin Songwriter's Festival is a powerful marketing tool** with a wide range of opportunities to support your company's objectives and to align your business with our excited, receptive, and affluent audience. We'd love to work with your company to **create a customized partnership** that will **drive your brand to our customer base.**

## \$10,000 LEVEL

- 10 Invitations to VIP Sponsor Reception + dinner & drinks
- 10 Exclusive VIP Seats for Friday and Saturday nights
- Full page ad in the festival program
- Logo on banners and print materials distributed throughout the County
- Name and logo in all video production
- Name and logo in social media marketing
- Logo on front page of festival website with link to your site
- Logo and link listed on festival website partners page
- Acknowledgement at all stages each night
- Opportunity to distribute business material at festival venues
- Logo will be largest and always first level listing

## \$5,000 LEVEL

- 8 Invitations to VIP Sponsor Reception + dinner & drinks
- 8 Exclusive VIP Seats for Friday and Saturday nights
- 3/4 page ad in festival program
- Logo on banners and print materials distributed throughout the County
- Name and logo in social media marketing
- Logo and link listed on festival website
- Acknowledgement at all stages each night
- Opportunity to distribute business material at festival venues
- Logo will be 2nd largest



## \$2,500 LEVEL

- 6 Invitations to VIP Sponsor Reception + dinner & drinks
- 6 Exclusive VIP Seats for Friday and Saturday nights
- 1/2 page ad in festival program
- Logo on banners and print materials distributed throughout the County
- Name and logo in social media marketing
- Logo and link listed on festival website
- Acknowledgement at select stages
- Opportunity to distribute business material at festival venues

### \$1,250 LEVEL

- 4 Invitations to VIP Sponsor Reception + dinner & drinks
- 1/4 page ad in festival program
- Logo on print materials distributed throughout the County
- Logo and link listed on festival website
- Acknowledgement at a select stage
- Opportunity to distribute business material at festival venues

### \$750 LEVEL

- 2 Invitations to VIP Sponsor Reception + dinner & drinks
- Logo on print materials distributed throughout the County
- Logo and link listed on festival website
- Acknowledgement at select stage



# Let's PARTNER!



Interested in sponsoring the  
2025 Lake Martin  
Songwriter's Festival?  
**Drop us a line!**



(256) 215-3067



LakeMartinSongwritersFestival.com



admin@lakemartinsongwritersfestival.com

**SPONSORSHIP  
DEADLINE:  
MARCH 4, 2025**

