

THE 6TH ANNUAL



Lake Martin

SONGWRITER'S FESTIVAL

JULY 23-26, 2026



LakeMartinSongwritersFestival.com

2026
PARTNERSHIP
OPPORTUNITIES

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.

The Lake Martin Songwriter's Festival has grown to more than 4,000 attendees throughout the four-day event. In 2025, the festival hosted its first ticketed concert at The AMP on Lake Martin which drew more than 1,000 spectators alone.

Thanks to the festival's 50 sponsors and venue partners, all songwriter rounds remain free to attendees. Explore Lake Martin Tourism markets the festival and its partners, aiming to introduce the unique spirit of Lake Martin to all visitors.

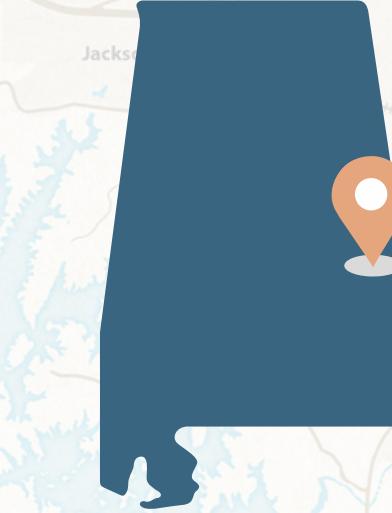
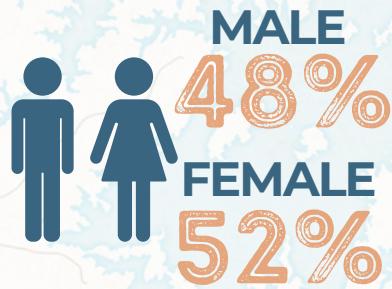
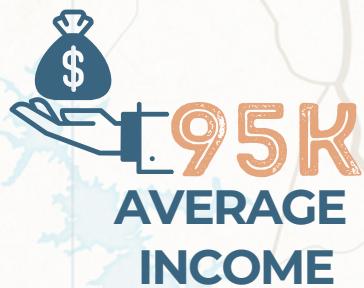
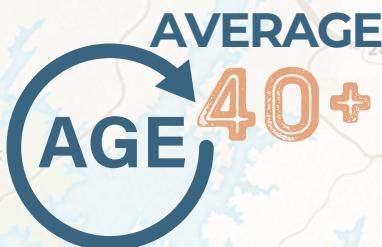
The festival has become a fun getaway for thousands across the southeast, many of whom drop an anchor for multiple nights to explore everything Lake Martin offers. **Tallapoosa County sees an economic impact of tens of thousands of dollars annually** as a result of the event.

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 2026!



Our AUDIENCE

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



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 Hawaii, Illinois, Ohio, Pennsylvania, California, Kentucky, South Carolina, and Florida** to attend the Lake Martin Songwriter's Festival!

Source: Placer.ai Analytics



Our REACH



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THANKS TO OUR PARTNERS FOR A SUCCESSFUL LMSF 2025!! THANKS TO OUR PARTNERS

DIGITAL

In 2025, our website had **more than 15,000+ unique visitors**, and was **ranked in the TOP 98% of similar websites**.

SOCIAL

FACEBOOK REACH: 4K Followers, 518,375 Views, 125,645 Reach

INSTAGRAM REACH: 1.6K Followers, 149,858 Views, 41,385 Reach

MEDIA PARTNERS

We have a **multitude of local and regional media partners**, including radio, television, magazine, and newspaper mediums who help us spread the hype about the Lake Martin Songwriter's Festival every year.

256-234-6464
256-234-6221

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Living

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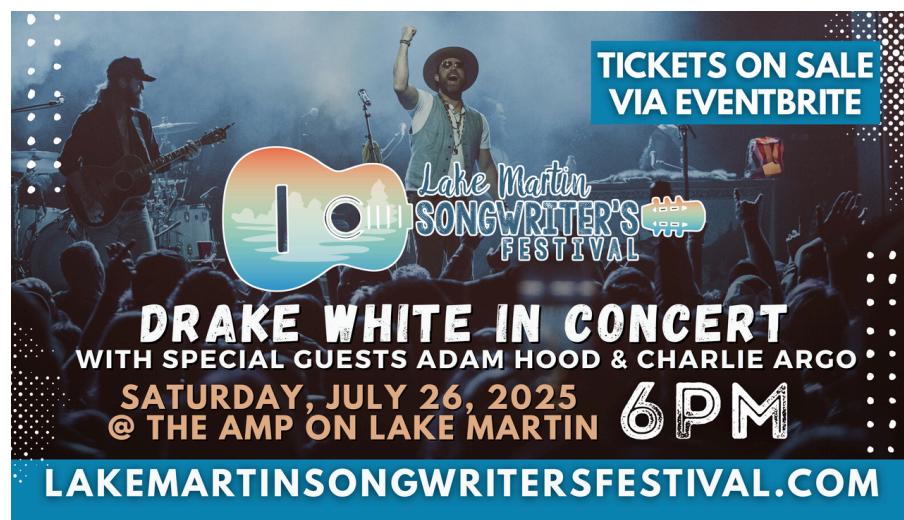
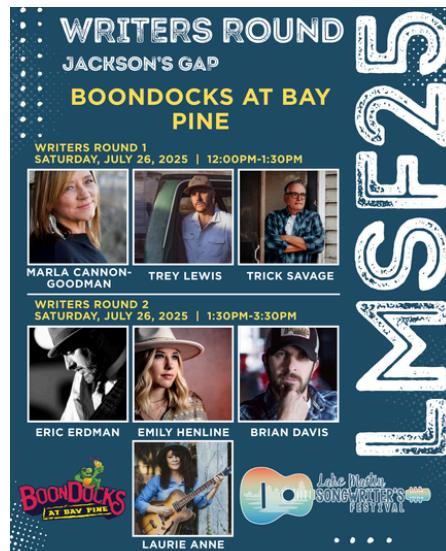
Lake Martin
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Swing for Hope
Game Callers
Art & Photo Contest

AUGUST 2025
lakemartinmagazine.com

Our MARKETING EFFORTS

Our **robust local and regional marketing initiative** includes digital billboards, posters, flyers, event signage, :30 radio spots, :30 television commercials, a 1:00 promotional video, printed magazine advertisements and songwriter features, as well as paid social media boosts to promote the festival and its sponsors.



ARTISTS & Venues

Each year, the Lake Martin Songwriter's Festival partners with **15+ entertainment 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 of some of Nashville's hottest hit-makers!** Past guest artists have included well-known singer-songwriters like Jeffrey Steele, Pam Tillis, Jamie O'Neal, Thompson Square, Buddy Cannon, Marla Cannon-Goodman, Adam Hood, Brian White, Charlie Argo, Terri Jo Box, Trick Savage, D Vincent Williams, and Trey Lewis among others.



2026 SPONSOR Packages

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!

PRESENTING PARTNER

\$10,000 LEVEL

- 10 Invitations to Exclusive VIP Sponsor Reception with dinner and drinks included
- 10 Exclusive VIP Area Passes for Saturday night concert
- Full page ad in the festival program
- Logo on banners and print materials distributed throughout Tallapoosa 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

MULTI-PLATINUM PARTNER

\$5,000 LEVEL

- 8 Invitations to Exclusive VIP Sponsor Reception with dinner and drinks included
- 8 Exclusive VIP Area Passes for Saturday night concert
- 3/4 page ad in festival program
- Logo on banners and print materials distributed throughout Tallapoosa 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



PLATINUM PARTNER

\$2,500 LEVEL

- 6 Invitations to Exclusive VIP Sponsor Reception with dinner and drinks included
- 6 Exclusive VIP Area Passes for Saturday night concert
- 1/2 page ad in festival program
- Logo on banners and print materials distributed throughout Tallapoosa 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

GOLD PARTNER

\$1,250 LEVEL

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

SILVER PARTNER

\$750 LEVEL

- 2 Invitations to Exclusive VIP Sponsor Reception with dinner and drinks included
- Logo on print materials distributed throughout Tallapoosa County
- Logo and link listed on festival website
- Acknowledgement at a select stage

SPONSORSHIP DEADLINE: **MARCH 6, 2026**



Let's **PARTNER!**



Interested in sponsoring the
2026 Lake Martin
Songwriter's Festival?
Drop us a line!



SCAN HERE



LakeMartinSongwritersFestival.com



admin@lakemartinsongwriteresfestival.com

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DEADLINE:
MARCH 6, 2026**

