

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, adventurers, outdoor enthusiasts, foodies, affluent, fun-loving, diverse in interests, and well-traveled.




4,000
ATTENDEES

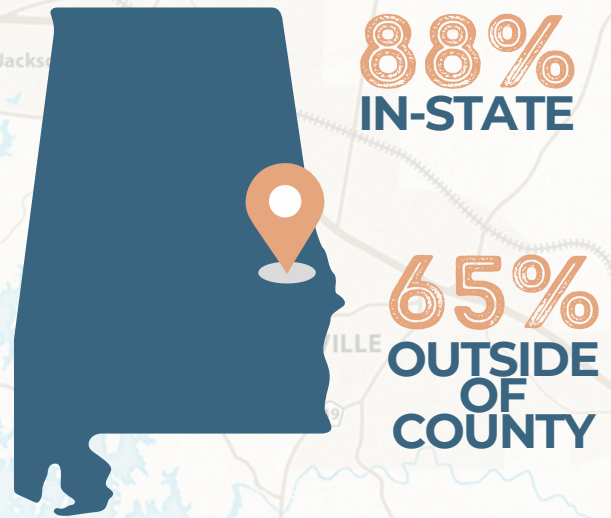


\$95K
AVERAGE
INCOME

AVERAGE
AGE 40+



MALE 48%
FEMALE 52%



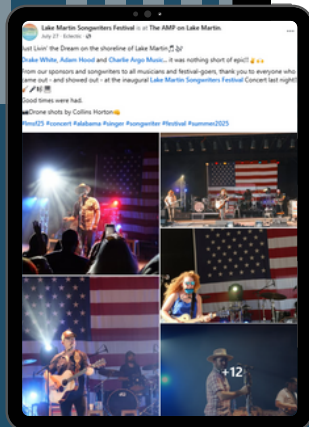
Festival attendees drive or fly in from all over the southeast. **Averaging 2+ people per travel party, our research shows these festival-goers make multiple stops - and purchases - at Lake Martin area establishments** in route to and from venues. Studies indicate these festival-goers make a vacation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



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

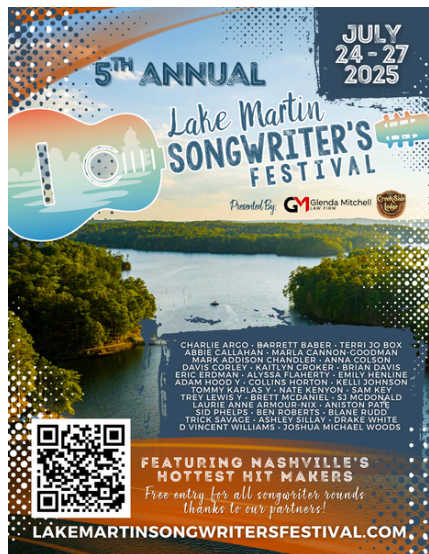
MEDIA PARTNERS

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.



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.



5TH ANNUAL
Lake Martin
SONGWRITER'S
FESTIVAL

Presented By **GM** Glenda Mitchell LAW FIRM

JULY 24-27 2025

CHARLIE ARGO • BARRETT BABER • TERRI 30 BOX
ABBE CALLAMAN • MARLA CANNON-GOODMAN
MARK ADDISON CHANDLER • ANNA COLSON
DAVIS CORLEY • KAITLYN CROKER • BRIAN DAVIS
ERIC ERDMAN • ALYSSA FLAHERTY • EMILY HENLINE
ADAM HOOD • Y • COLLINS HORTON • KELLY JOHNSON
TOMMY KARLAS • NATE KENYON • SAM KEY
TREY LEWIS • BRETT MC DONALD • S3 MC DONALD
LAURIE ANNE AMOUR-NIX • ANNISTON PATE
SID PHELPS • BEN ROBERTS • BLANE RUDD
TRICK SAVAGE • ASHLEY SILLAY • DRAKE WHITE
D VINCENT WILLIAMS • JOSHUA MICHAEL WOODS

FEATURING NASHVILLE'S HOTTEST HIT MAKERS
Free entry for all songwriter rounds thanks to our partners!

LAKEMARTINSONGWRITERSFESTIVAL.COM



WRITERS ROUND
JACKSON'S GAP
BOONDOCKS AT BAY PINE

WRITERS ROUND 1
SATURDAY, JULY 26, 2025 | 12:00PM-1:30PM

MARLA CANNON-GOODMAN TREY LEWIS TRICK SAVAGE

WRITERS ROUND 2
SATURDAY, JULY 26, 2025 | 1:30PM-3:30PM

ERIC ERDMAN EMILY HENLINE BRIAN DAVIS

LAURIE ANNE AMOUR-NIX

Lake Martin SONGWRITER'S FESTIVAL



JULY 24TH - 27TH
4 DAYS
30+ SONGWRITERS
15+ VENUES

Lake Martin SONGWRITER'S FESTIVAL

LAKEMARTINSONGWRITERSFESTIVAL.COM

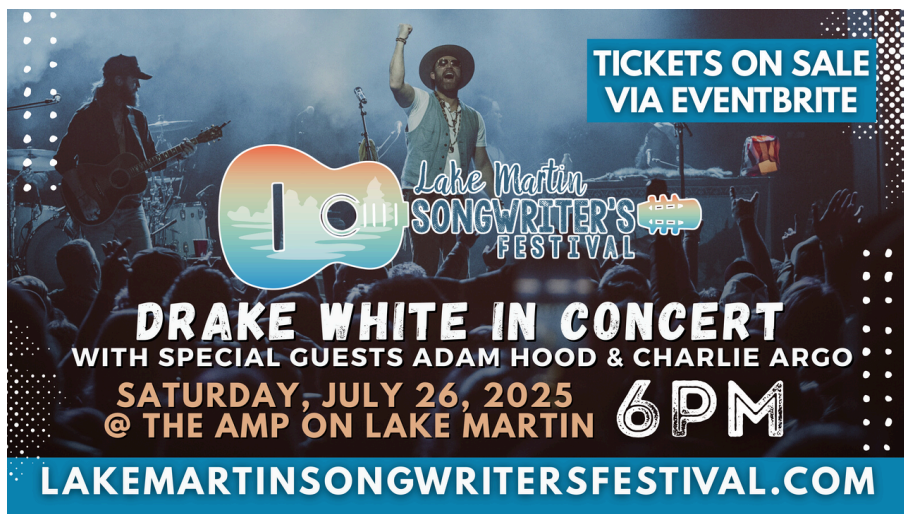


JULY 26TH
WITH SPECIAL GUESTS

THE AMP
LAKE MARTIN AMPHITHEATER

DRAKE WHITE
TICKETS ON SALE NOW!!

LAKEMARTINSONGWRITERSFESTIVAL.COM



TICKETS ON SALE VIA EVENTBRITE

Lake Martin SONGWRITER'S FESTIVAL

DRAKE WHITE IN CONCERT
WITH SPECIAL GUESTS ADAM HOOD & CHARLIE ARGO

SATURDAY, JULY 26, 2025 6PM
@ THE AMP ON LAKE MARTIN

LAKEMARTINSONGWRITERSFESTIVAL.COM



GM Glenda Mitchell LAW FIRM

CreekSide Lodge

present

Lake Martin SONGWRITER'S FESTIVAL

JULY 24-27, 2025



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Presented By **GM** Glenda Mitchell LAW FIRM

2025 SCHEDULE OF EVENTS

THURSDAY, JULY 24, 2025
NIGHTS AT LAKE MARTIN
WRITERS ROUND 1 | 5:00PM-6:30PM
KAITLYN CROKER | BEN ROBERTS | ASHLEY SILLAY

LAKE MARTIN PIZZA CO. - DADDEVILLE
LOCALS STAGE | 5:00PM-6:30PM
SAM KEY | BRETT MC DONALD | SID PHELPS
WRITERS ROUND 2 | 6:30PM-8:00PM
EMILY HENLINE | ALYSSA FLAHERTY | D VINCENT WILLIAMS

ZAZUS VERANDAH
WRITERS ROUND 1 | 6:30PM-8:00PM
BARRETT BABER | MARK ADDISON CHANDLER
LAURIE ANNE AMOUR-NIX

MARTIN'S AT LAKE MARTIN
WRITERS ROUND 1 | 7:00PM-8:30PM
DAVIS CORLEY | KELLY JOHNSON | BRIAN DAVIS
WRITERS ROUND 2 | 8:30PM-9:00PM
TOMMY KARLAS | TREY LEWIS

THE FUNKY GOAT
WRITERS ROUND 1 | 7:30PM-8:30PM
NATE KENYON | ANNISTON PATE
WRITERS ROUND 2 | 8:30PM-9:00PM
TERRI 30 BOX | COLLINS HORTON | TRICK SAVAGE

FRIDAY, JULY 25, 2025
ALEX CITY ARTS - EMPORIUM WINE
WRITERS ROUND 1 | 5:00PM-6:30PM
NATE KENYON | LAURIE ANNE AMOUR-NIX | ASHLEY SILLAY

FERMENTER'S MARKET ON THE GREEN
WRITERS ROUND 1 | 5:00PM-6:30PM
KAITLYN CROKER | KELLY JOHNSON | ANNISTON PATE

LAKE MARTIN PIZZA CO. - HWY 63
LOCALS STAGE | 7:00PM-8:30PM
ANNA COLSON | BLANE RUDD | JOSHUA MICHAEL WOODS
WRITERS ROUND 1 | 8:30PM-10:00PM
MARK ADDISON CHANDLER | DAVIS CORLEY | TREY LEWIS
S3 MC DONALD

SUNDAY, JULY 27, 2025
BOONDOCKS AT BAY PINE
WRITERS ROUND 1 | 12:00PM-1:30PM
BARRETT BABER | TERRI 30 BOX | COLLINS HORTON
WRITERS ROUND 2 | 1:45PM-3:30PM
KAITLYN CROKER | EMILY HENLINE | S3 MC DONALD
ASHLEY SILLAY

THE AMP ON LAKE MARTIN
LOCALS STAGE | 6:00PM-10:30PM
20 & UNDER COMPETITION WINNER
CHARLIE ARGO & THE CHARLIE ARGO BAND
ADAM HOOD & BAND
DRAKE WHITE & THE BIG FIRE BAND

FREE ENTRY FOR ALL SONGWRITER ROUNDS THANKS TO OUR PARTNERS
SCHEDULE SUBJECT TO CHANGE. FOLLOW US ON SOCIAL MEDIA OR VISIT OUR WEBSITE FOR UPDATES!

***LMSF25 CONCERT TICKETS AVAILABLE ON EVENTBRITE**
SCAN FOR CONCERT TICKETS

LAKEMARTINSONGWRITERSFESTIVAL.COM

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!



SCAN HERE



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



LakeMartinSongwritersFestival.com



admin@lakemartinsongwritersfestival.com

**SPONSORSHIP
DEADLINE:
MARCH 6, 2026**

