NAVIGATING THE DIGITAL JUNGLE

PROFESSIONAL DEVELOPMENT SERIES
MARCH 4-25, 2021

SPONSORSHIP DECK
Showcase your brand to thousands of dedicated bluegrass professionals and fans. For the first time ever, this year’s Leadership Bluegrass Online: Navigating the Digital Jungle will be available to the public through a four-part webinar series featuring discussions with industry leaders and performances by up-and-coming international bluegrass bands.

Leadership Bluegrass Online: Navigating the Digital Jungle will be streamed live on the IBMA Facebook page on Thursdays at 1 pm ET / 12pm CT. The program will consist of a one-hour live Zoom meeting followed by a 20-minute pre-recorded performance. Leadership Bluegrass content will remain on the IBMA Facebook page and also be uploaded the following Monday to the IBMA YouTube page for on-demand viewing. This is a unique opportunity to attach your brand to bluegrass music’s premier professional development program.

March 4 - The Show Must Go On: Producing Events in Uncertain Times
Performance by Country Gongbang (South Korea)

March 11 - The Music Modernization Act: Where Are We Today?
Performance by The Often Herd (UK)

March 18 - The Business of Education: 4 Tips to Becoming More Effective and Profitable
Performance by Johny & The Yooahoos (Germany)

March 25 - The Artist’s Perspective: Sarah Jarosz
Performance by You, Me, Everybody (New Zealand)

Check out our sponsorship packages, and join us as we explore what’s next in bluegrass music!
Contact IBMA at info@ibma.org

SOCIAL MEDIA REACH

WE ENDURE: Four-part webinar series (Summer 2020)
- Total views: 10,000
- Total engagement: 459
- Total reach: 15,200

Here, There, & Everywhere concert series (2020)
- Average views: 6,874
- Average engagement: 520
- Average reach: 14,974
PRESENTING SPONSOR
$7500

- Exclusive Presenting rights Sponsor for Leadership Bluegrass Online for the year 2021. Sponsor to be fully integrated into Leadership Bluegrass Online lockup, artwork and creative (standard creative lockup defined by the IBMA). For example, Leadership Bluegrass Online presented by Sponsor.
  - Promotional window: February 15-April 1
  - “Leadership Bluegrass Online presented by [Sponsor]” tag line to be used in all Leadership Bluegrass webinars (4), performances (4), and promotion (Feb 15-April 1) and all other Leadership Bluegrass branded assets.
  - Prominent “thank you” and other plugs during Leadership Bluegrass Online sessions by moderators
- 8 video ad spots (still slides can be substituted) over the course of the event
  - 2 video ad spots each week (1 15-sec spot at beginning of webinar and 1 15-sec at beginning of performance)
- Logo lockup in webinar and performance title slides
- Logo lockup in lower third in all Leadership Bluegrass webinars and performances
- 1 dedicated email to IBMA database at time of sponsor’s choosing
- Inclusion in weekly sponsor roundup email to IBMA database
- Social Media (in addition to that stated above):
  - 4 dedicated social posts (1 per week) during the event
  - Sponsor acknowledgement and website included in pinned comment during each session
  - Sponsor mention and tag in social posts as appropriate
  - Social Media Channels Include: Facebook, Twitter, and Instagram

Note: All sessions will remain available on-demand (Facebook & YouTube) with sponsor logos accessible post event.

Contact IBMA at info@ibma.org
WEBINAR SPONSOR
$1500 EACH OR $5000 FOR ALL FOUR

- “Sponsored by [sponsor logo]” in webinar title slides
- 1 15-sec video ad spot (still slides can be substituted) per webinar sponsored
- Sponsor logo in lower third in webinar(s) sponsored (shows duration of the webinar)
- Inclusion in weekly sponsor roundup email to IBMA database
- Prominent “thank you” by moderator(s) during webinar(s) sponsored
- Logo placement on IBMA website (homepage pop-up, Leadership Bluegrass page)
- Social Media (in addition to that stated above):
  - 1 dedicated social post during week(s) of sponsored webinar(s)
  - Sponsor acknowledgement and website included in pinned comment during webinar(s) sponsored
  - Sponsor mention and tag in social posts as appropriate
  - Social Media Channels Include: Facebook, Twitter, and Instagram

PERFORMANCE SPONSOR
$2000 EACH OR $6500 FOR ALL FOUR

- “Sponsored by [sponsor logo]” in performance title slide
- 1 15-sec video ad spot (still slides can be substituted) per performance sponsored
- Sponsor logo in lower third in performance(s) sponsored (shows duration of the performance)
- Inclusion in weekly sponsor roundup email to IBMA database
- Prominent “thank you” and by moderator(s) during performance(s) sponsored
- Logo placement on IBMA website (homepage pop-up, Leadership Bluegrass page)
- Social Media (in addition to that stated above):
  - 1 dedicated social post during week(s) of sponsored performance(s)
  - Sponsor acknowledgement and website included in pinned comment during performance(s) sponsored
  - Sponsor mention and tag in social posts as appropriate
  - Social Media Channels Include: Facebook, Twitter, and Instagram

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