



Songwriters Night Sponsorship Proposals 2024/2025

**For more information and to
purchase sponsorships**



CONTACT US

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Limited Spots Available

Exciting Opportunities to showcase your business while connecting with other businesses and new clients



IGNITE
Community Partner Sponsorship Program





IGNITE

Community Partner
Sponsorship Program

Our Purpose

For more than 100 years, your Better Business Bureau has been building trust in the marketplace with the purpose of enabling consumers, businesses, and ultimately our communities to thrive.

We aim to build an ethical marketplace where buyers and sellers trust each other.

Integrity Foundation

Building Better Businesses,
Inspiring Future Leaders

Creating a community of trustworthy businesses through programs that educate and celebrate.

Signature Event Songwriters Night

Since 2017, BBB's Songwriters Night has brought great talent, great food, and incredible businesses together with talented songwriters to support the needs of small businesses throughout Middle TN and Southern KY. To date, the event has raised over \$180,000. The money raised supports community programs and provides grant funding to small businesses in the 45 counties BBB serves.

This year we expect to host over 300 people for our 6th annual songwriters night featuring Karen Waldrup and two songwriters that have built chemistry with Karen over the past decade.



Karen Waldrup

Nashville Country Singer-Songwriter

Karen Waldrup, an acclaimed country singer-songwriter and visionary entrepreneur, has enraptured global audiences with her authentic charm, dynamic live performances, and fresh approach to blending nostalgic and contemporary country music. Her dedicated fan base, Waldrup Worldwide, boasts over 1,000,000 members and continues to grow daily, fueled by her magnetic online presence with over 400 million video views.

Recognized across top-tier media outlets including Rolling Stone, People Magazine, Netflix, and more, Karen has cemented her place in the music industry with 12 Nashville Industry Music Awards and the esteemed 2019 Torch Award from the Keith Whitley Fingerprint on Country Music Awards. Notably, she was named a Top 5 Artist to Watch by Country Evolution in 2023 and launched her highly anticipated album "Kendall County Road" for global streaming in May 2023. Karen Waldrup was recently seen on NBC's The Voice, showcasing her talent on a national stage.

Karen Waldrup's journey continues to resonate with audiences worldwide, as she remains at the forefront of country music's evolution, blending timeless melodies with contemporary flair.





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\$15,000

Presenting Sponsor

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- Includes 2 tables of 8 for Songwriter's Night
- VIP meet & greet with Songwriters
- VIP Swag Bag
- Opportunity to speak to crowd, welcome guests at event
- Logo featured in all pre/post event digital media including evites, PSAs, social media posts, event signage and thank you letters
- Logo included on social media post shared by talent before and after event
- Full page advertisement in prime spot in program
- Logo included as presenting sponsor for billboard and all media advertisements
- Table Recognition, extra door prize tickets

**Songwriters Night
Presented by
"Your Company"**

**Annual first right of refusal
Open to discussing additional
benefits**

Brand Awareness

- **Billboard Co-branding**
- **Social Media Callouts: Talent Call Out**
- **Custom Step & Repeat with co-branding**
- **Podcast Guest Spot**
- **Social Media Spotlights (LinkedIn & Instagram)**



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\$7,500

Talent Sponsor

Exclusive Talent Sponsor

- "Talent Presented By"
- Includes 2 tables of 8 for Songwriters Night
- VIP Meet and Greet with Songwriters
- VIP Swag Bag for guests
- Logo featured in all digital media including evites, PSAs, social media posts, and event signage
- Full page advertisement in Songwriters Night program
- Podcast and Social Media Spotlights
- Table Recognition, extra door prize tickets

\$5,000

Platinum Sponsor

- Includes 2 tables of 8 for Songwriters Night
- VIP Meet & Greet with Songwriters
- VIP Swag Bag for guests
- 1/2 page advertisement in program
- Logo featured in all digital media including evites, PSAs, social media posts, and event signage
- Table Recognition, extra door prize tickets



\$3,000

Broadway

Broadway Sponsor

- Includes 1 table of 8 for Songwriters Night
- VIP Swag Bag for guests
- Logo featured in all digital media including evites, PSAs, social media posts, and event signage
- 1/2 page advertisement in Songwriters Night program
- Table Recognition, extra door prize tickets

\$2,000

Table Sponsor

- Includes 1 table of 8 for Songwriters Night
- Logo will be featured as event sponsor on event signage
- Table Recognition, extra door prize tickets
- 1/4 page advertisement in program