



MUSIC FESTIVAL  
CONFERENCE  
& AWARDS

**AMERICANA FEST UK**

★ LONDON ★

The UK's Americana music festival, featuring showcases, conference and a star-packed awards show.

## **SPONSORSHIP OPPORTUNITIES**

**Tuesday 29th January – Thursday 31st January 2019**

[theamauk.org](http://theamauk.org)

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## What is AmericanaFestUK?

AmericanaFestUK is the AMA-UK's annual music celebration in London, combining a three-day conference, 2 nights of festival showcases, and a star-packed awards show drawing the cream of the music world to the iconic **Hackney Empire**.

## Conference

Spread over three days, the 2019 conference will be AMA-UK's sixth since it was founded in 2012. Each year has seen significant growth in the number of attendees, higher-profile speakers and greater range and quality of programming. Keynote speakers include iconic music industry players from Nashville and the UK.

This growing conference attracts artists, bookers, agents, managers, venues, operators and – increasingly – festival directors. We anticipate 200 paying delegates will attend the conference from all over the UK, Europe and the USA.

Everyone who attends is in some way involved in the promotion of Americana music, so these are people who will naturally spread word of the event far and wide, and your brand could be part of that groundswell of activity.

2019 will focus on **inclusivity** and **diversity** within the genre and music industry. We have signed up to PRS Foundation Keychange and pledge to have 50/50 gender balance by 2022 - our conference had already reached this goal in 2018, we are confident we can make this reality across our event before the Keychange deadline.

## Festival showcases

We host up to 50 festival showcase gigs over two nights, allowing artists of all levels from the UK, EU, USA & Canada, of all levels to play to audiences of industry movers and Americana fans. Members of the public can purchase a wristband which offers access to all our showcases. Taking place in **four Hackney venues** all within walking distance of each other, this unique celebration of Americana music offers countless opportunities to get your brand in front of people in the setting they love the most; a live music venue!

## UK Americana Awards

With **Bob Harris OBE** as master of ceremonies, our annual Awards show is the jewel in the crown of the AMA-UK. In 2016, artists including **Billy Bragg, Bears Den, Ethan Johns, Bonnie Raitt** and many more collecting or presenting awards... It is was quite a turnout for a relatively new awards show!

In 2017, we went even further with artists including **Van Morrison, Jools Holland, Eagles' bassist Timothy B Schmidt, Richard Thompson, Spinal Tap's Harry Shearer, Jim Lauderdale, Mary Chapin Carpenter** appearing and performing. The UK Americana Awards were well and truly on the map.

For last year's event, we moved to the iconic **Hackney Empire**, allowing us not only to attract even more high-profile artists and attendees, but to sell 40% more tickets, bringing our live audience to a staggering **1200 people**, made up of music fans and the cream of the worldwide Americana music industry. 2018 saw our star power increase adding names like **Robert Plant, Mumford & Sons, Mary Gauthier** and **Sir Patrick Stewart** to the guests and award winners.

**We offer you the opportunity to feature your name and logo alongside world-class musicians to a discerning and engaged audience.**

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## Who attends AmericanaFestUK?

The AMA-UK's membership has grown to over 800, boosted by the continued success of our two preceding years' conferences and awards shows.

In 2017, CONFERENCE attendance **grew by 50%** to 120, and we had **200 attendees** in 2018. They are drawn from all walks of Americana music both in the UK and abroad; journalists, bookers, agents, promoters, festival promoters, managers, music lawyers, musicians, publishers, songwriters, labels and retailers.

The FESTIVAL SHOWCASES have grown enormously; from a single venue in 2016 to three venues in 2017, and **four venues for 2018. For 2019 we have grown the festival by adding an extra showcase night** meaning **twice the number of artists showcasing**. All this without changing the unique feel of the festival. Our venues are within walking distance of each other in Hackney, 'wristband' holders and the several hundred conference delegates will genuinely be spoilt for music choice.

The AWARDS SHOW was attended by 500 people in 2017, up from 350 the previous year, and in 2018 we had significant growth with a staggering **1200 attendees**. Alongside serious international star talent, last year those in attendance included a similar mix to the conference, bolstered by a significant number of music fans.

Members of the public are likely to make up a larger percentage of the audience this year, with the **Hackney Empire** allowing us more room to expand and capitalise on the rapidly rising profile that the stars have brought.

- Total attendance of over 3,200 across festival
- 1800 attendees at gala awards show
- Two nights of Festival showcases in **FOUR** venues with a predicted capacity of 1200
- 200 delegates predicted for 2019
- Over 800 members contacted weekly
- 43% open rate on mailouts sent to 1.5K+ subscribers
- 12K+ Followers on Social Media, with good gender balance and average age span 25-65
- Average organic reach per Facebook post is 3500



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## What our attendees said...

Development and exposure for Danni has been quite considerable, both directly and indirectly leading to other opportunities from the various platforms that AMAUK provides and offers. Two nominations and showcase opportunities across the year both in the UK and USA have helped to develop and increase her standing, improving her prospects as an Americana artist within the industry and audience..

**Graham Jackson, Manager of Danni Nicholls  
(Artist Nominee '18)**

“In all my years attending awards ceremony I've never experienced an atmosphere quite like the Americana Music Association UK event. Supremely well organised and creatively programmed to put some of the biggest names in roots music side by side with the brightest rising acts it was an incredible experience and one that will live on in the memories of all those fortunate enough to have been there on the night.”

**Ralph McLean producer/presenter BBC Northern Ireland**

“Thanks for having me on one of your panels at the 2017 AMA-UK conference. I truly enjoyed attending the other panels, meeting old friends and making new ones in the business and discovering some great music at the showcases. In fact I am now booking a Christmas tour in Holland for one of them. And congratulations with the star studded award show.”

**Bert Pijpers, Continental Records Services**

“Getting to be part of the awards ceremony in 2016 was awesome. So many of our heroes all floating about: Bonnie Raitt, Billy Bragg, Ethan Johns, The Staves ... just so many fantastic artists all hanging out and making awesome music.” **Bears Den, Artist, Award winners**

“To me Americana is a community of musicians and songwriters who once fell between the cracks but now have a home. AmericanaFestUK gives me the opportunity to meet other artists and industry and the Association is incredibly supportive”.

**Emily Barker, Artist Of The Year 2018**

“As an independent artist, recognition from the Americana Music Association UK has a huge impact on our future. These awards introduce our music to a much wider audience and enable us to grow our fanbase.”

**Lewis & Leigh, Artist, multiple Award winners**



“Being a part of the event meant the world to me... I feel so honored to be a part of the AMA-UK community. The awards show was packed full of unbelievable talent from legends like Van Morrison and Bob Harris to new discoveries like Yola Carter. It was a truly magical, inspiring event.”

**Angaleena Presley, Artist, Award nominee**

“It was my first time at AmericanaFestUK. It was a great place to meet both musicians and music industry people. I made great connections at the event and would love to come back next year.”

**Maria Theessink, Artistic director, Tønder Festival**



“AmericanaFestUK has become a very important event for anyone involved in the Americana music business. It's a great opportunity to network with agents, performers and other festival organisers. It is extremely well organised and has become a ‘must attend’ event on our calendar.”

**John Cleere, Festival Director, Kilkenny Roots Festival**

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Jools Holland, Van Morrison,  
Martin Talbot (MD, Official Charts Company)



Robert Plant and Bob Harris OBE



Yola Carter



Sam Outlaw and  
Jim Lauderdale



Courtney Marie Andrews



Patrick Stewart  
and Sunny Ozell



Billy Bragg



Richard Thompson  
and Harry Shearer



Mumford And Sons



Imelda May



The Wandering Hearts



Tuesday 29th January – Thursday 31st January 2019

## Press coverage from 2018

We achieved impressive coverage with articles and mentions in national print and radio, as well as scores of music and specialist magazines, including:

Acoustic Magazine	Entertainment Focus	R2 Magazine
Americana-UK	Evening Standard	Radio Verulum
BBC Radio 2	Financial Times	Record Collector
BBC Radio London	Folkradio	Record Of The Day
BBC Radio Scotland	For The Country	Resonance FM
'Another Country with Ricky Ross'	Record Independent	Rolling Stone Country
BBC Radio Ulster – 'Ralph McLean – Country'	Irish Post	Songlines Magazine
Building Our Own Nashville	M Magazine (PRS)	Songwriting Magazine
CMR Nashville	Maverick	Spiral Earth
CMU Daily	Meridian FM	The Bluegrass Situation
Country Music Magazine	Music News	The Guardian
Country Music People	Music Republic	The Line Of Best Fit
Daily Telegraph	Music Week	Think Country
Digital Fix	Nashville Over Here	Udiscover
	No Depression	Uncut
	NTS Radio	Up Country
	Official Chart Company	

### Country Music Magazine

"Boasting two days of meaty conference panels, an evening of artist showcases across three venues, a tremendous awards night, all topped off by an aftershow gig from Sam Outlaw, this was a memorable and highly successful festival."

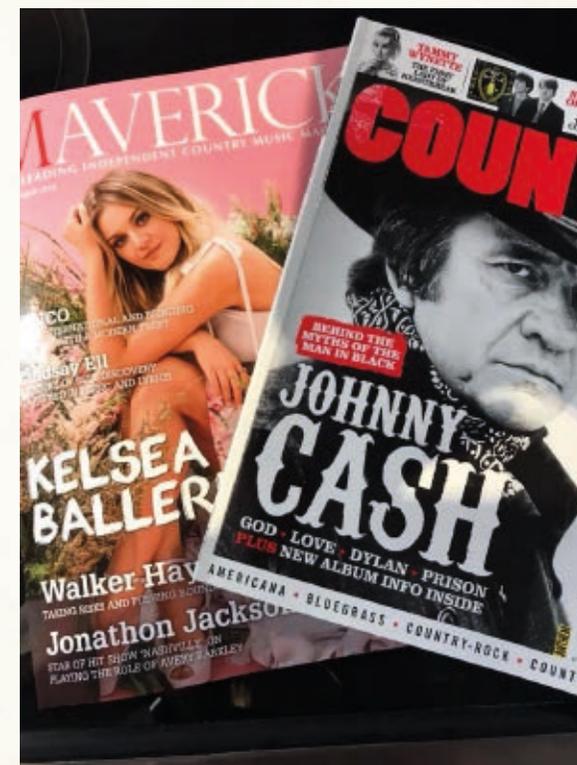
"Van Morrison's attendance – and his sticking around to see other acts – plus the likes of Billy Bragg happily sitting in front of the stage as a nominee, makes you realise that Americana is really taking off here."

### Evening Standard

"Critics Choice Gigs"

### Country Music People

"They certainly appear to be gaining momentum in both awareness and pulling power with even the legendary Van Morrison making an appearance to collect his Album of the Year Award."



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## Press coverage Samples 2018

We achieved impressive coverage with articles and mentions in national print, radio and online publications and specialist magazines. Here's a sample of our best media coverage from 2018.



COUNTRY MUSIC MAGAZINE



MAVERICK MAGAZINE



MUSIC WEEK 02/02 – results story: [link >](#)

MAVERICK – News on winners (one of lead stories on home page) [link >](#)



BUILDING OUR OWN NASHVILLE – Review: “Musical explorer” Robert Plant gets the gongs at UK Americana Awards” [link >](#)



LYRIC MAGAZINE - News on Awards (trailed on Home Page) [link >](#)



MUSIC NEWS – Review on Daily Bulletin 13/02/18 [link >](#)



M MAGAZINE (PRS) News on winners [link >](#)



SONGWRITING MAGAZINE 3/2 – News piece on winners: [link >](#)

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Tuesday 29th January – Thursday 31st January 2019

# Sponsorship Opportunities

We are offering sponsorship opportunities in three main areas:

1. Annual partnership with AMA-UK across AmericanaFestUK and all our events for 365 days
2. Three tiers of event-only sponsorship giving excellent coverage
3. Rate card advertising and a menu of one-off options

THE SPIRIT OF NEW ORLEANS  
**SOUTHERN  
COMFORT.**  
EST. 1874

“Southern Comfort has been a supporter of The AMA-UK’s efforts since January 2017. We have enjoyed our relationship with Stevie and her team and have found them to be good partners for our brand. We plan on continuing our relationship with AMA-UK for the foreseeable future.” - **Drew Young, Southern Comfort**

**Musicians'  
Union**  
**MU**

“The MU has been delighted to be involved in the AMA-UK Music Festival Conference and Awards for the last two years. Both events are a superb opportunity for artists, their representatives and the UK based Americana industry to meet up, share good practice and celebrate the live and recorded work of so many excellent British artists in the genre.”  
- **Keith Ames, Musicians’ Union**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
★★★  
TNVACATION.COM

“Made in Tennessee has been proud to sponsor the AMA-UK conference and awards. Americana music around the world is embedded with the influence music from Tennessee and as people discover those roots they are inspired to visit. The work AMA-UK is doing creates opportunities for Tennessee based artists in the UK and builds a bridge for UK based artists back to Tennessee that enjoys traffic well beyond Americanfest – and it’s growing!” - **Brian Wagner, Made In Tennessee**

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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Platinum, Annual AMA-UK and AmericanaFestUK Partner

*This is a single opportunity, with enormous scope for bespoke options*

The sole headline sponsor of the three-day AmericanaFestUK event also becomes AMA-UK's partner for a full year, providing excellent opportunities for exposure at events and promotions throughout the year. Package includes:

- *Annual Sponsor package: Logo on pop up banners at all AMA-UK branded festival stages for 12 months from the event date. (In 2018 we worked with The Great Escape, Red Rooster, Black Deer, Maverick, SummerTyne, Southern Fried and The Long Road).*
- *Prime placement of logo on all event banners and digital screens*
- *Logo on front page of all programmes & booklets (3100 copies)*
- *Full back page advert on all programmes & booklets (3100 copies)*
- *Opportunity to brand and host pre-awards VIP press party 31st Jan 2018*
- *Logo on 300 goody bags*
- *Insert in 300 goody bags*
- *Logo on event T shirts on sale to public*
- *Logo on all event crew and staff T shirts*
- *Named & Thanked from stage at Conference and awards*
- *Opportunities to host one to one meetings at conference*
- *Conference exhibition space*

The organisation taking this position will be a fully-included partner with AMA-UK throughout the year with further opportunities available through discussion.

**Price: £20,000**



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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Gold Package

*Two opportunities are available at this level*

- Logo on all event crew and staff T shirts
- Named & Thanked from stage at Conference and awards
- Opportunities to host one to one meetings at conference
- Insert in 300 goody bags
- Conference exhibition space
- Opportunity to brand and host ONE delegate networking drinks party 29th or 30th Jan 2018
- Opportunity to brand and host Awards After Show Party
- Logo placement on shared digital screen
- Logo on pop up banners second tier
- Full page advert in all programmes & Booklets (3100 copies)
- Logo placement on shared digital screen

**Price: £10,000**



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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Silver Package

*Six opportunities are available at this level*

- *Opportunities to host one to one meetings at conference*
- *Insert in 300 goody bags*
- *Conference exhibition space*
- *Logo placement on shared digital screen*
- *Named and thanked at conference*
- *Half page advert in all programmes & Booklets (3100 copies)*
- *Thanked at awards and conference*
- *Logo on pop up banners third tier*

**Price: £4,000**



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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Bronze Package

*Ten opportunities are available at this level*

- *Opportunities to host one to one meetings at conference*
- *Insert in 300 goody bags*
- *Logo placement on shared digital screen*
- *Thanked at awards and conference*
- *Logo on pop banners bottom tier*
- *Quarter page advert in conference and awards programmes (2200 copies)*

**Price: £1000**



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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Showcase green room sponsor

*Multiple opportunities available*

Every artist at your chosen venue will receive drinks and snacks compliments of your company. An additional option is to sponsor the Awards Show green room drinks, which will put your brand in front of all of the nominated artists and presenters, in previous years this included Van Morrison, Jools Holland, Richard Thompson, Harry Shearer, Bob Harris, Robert Plant, Billy Bragg, Ethan John, Mumford & Sons, Sir Patrick Stewart and many more.

- Logo displayed alongside refreshments in green room
- Opportunity to display marketing materials in green room
- Logo on the inside front cover of all three brochures
- Two showcase passes for admission to all venues

#### Prices:

**£300** per **Festival Showcase** green room for two nights (there are four green rooms)

**£1000** for **Awards Show** green room including one award show ticket

**£1800** to be **whole event green room partner**, consisting of **four showcase green rooms for two nights** and **awards green room**. Includes two Awards Show tickets

### Conference tea and coffee sponsor

*One opportunity is available*

All attendees at the Conference will be offered tea and coffee and lunch with compliments of your company during breaks in the programme. These moments during the conference provide excellent networking opportunities, and your attendance at the event will allow you to capitalise on those opportunities.

- Logo displayed alongside every tea and coffee point
- Opportunity to display marketing literature at the refreshment points
- Two passes to the conference
- Logo included in the conference brochure
- Half page advertisement in the conference brochure
- One goody bag insert

**Price: £2000**



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Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Opportunities

### Delegate goody bag insert

All delegates receive a high-quality printed fabric 'goody bag'. Insert your company's marketing material, corporate gift, music release or other promotional items (to be agreed in advance with AMA-UK in order to ensure size and shape compatibility).

**Price: £100** per item

*50% discount for subsequent items*

### Conference exhibition space

*Five opportunities are available*

Connect directly with conference attendees by setting up an exhibition table in the upstairs bar area. This space will be used during all tea/coffee/lunch breaks in the conference schedule and will be well attended throughout the event. Each space will have room for a pop-up banner, table (max 1.5m x .7m, not provided) table and two chairs (provided).

**Price: £250**



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## Sponsorship Package Grid:

	Platinum 1 Opportunity £20,000	Gold 2 Opportunities £10,000	Silver 6 Opportunities £4,000	Bronze 10 Opportunities £1,000
Annual Sponsor package: Logo on pop up banners at all AMA-UK branded festival stages for 12 months from the event date.	✓			
Prime placement of logo on all event banners and digital screens	✓			
Logo on front page of all programmes & booklets 3100 copies	✓			
Full back page advert on all programmes & booklets 3100 copies	✓			
Opportunity to brand and host pre-awards VIP press party 31st Jan 2018	✓			
Logo on goody bags 300	✓			
Logo on event T shirts on sale to public	✓			
Logo on all event crew and staff T shirts	✓	✓		
Named & Thanked from stage at Conference and awards	✓	✓		
Opportunities to host one to one meetings at conference	✓	✓	✓	✓
Insert in goody bags 300	✓	✓	✓	✓
Conference exhibition space	✓	✓	✓	
Opportunity to brand and host ONE delegate networking drinks party 29th or 30th Jan 2018		✓		
Opportunity to brand and host Awards After Show Party		✓		
Logo placement on shared digital screen		✓	✓	✓
Logo on pop up banners second tier		✓		
Full page advert in all programmes & Booklets 3100 copies		✓		
Logo placement on shared digital screen		✓	✓	✓
Named and thanked at conference			✓	
Half page advert in all programmes & Booklets 3100 copies			✓	
Thanked at awards and conference			✓	✓
Logo on pop up banners third tier			✓	
Logo on pop banners bottom tier				✓
Quarter page advert in conference and awards programmes 2200 copies				✓



Tuesday 29th January – Thursday 31st January 2019

## Sponsorship Online Presence

	Platinum	Gold	Silver	Bronze
Annual Sponsor package: Logo on pop up banners at all AMA-UK branded Live Logo placement on website sponsor page	12 months	8 months	6 months	3 months
Logo placement on all weekly mailing lists 1600	12 months	8 months	6 months	3 months
Branded event pages on our website & socials as part of above package	✓	✓		

## Sponsorship Tickets

	Platinum	Gold	Silver	Bronze
Conference passes	8	6	4	1
Awards show tickets	8	6	4	1
Showcase festival wristbands	20	15	10	5

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## Last Year's Sponsors:



## This Year's Charity Partners:



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Tuesday 29th January – Thursday 31st January 2019

## Advertising Rate Card

### Conference brochure

The conference brochure will be in the hands of around 250 number of industry professionals and provides a great way to associate your brand with this prestigious event.

**Prices:**

**Full page £400**

**Half page £200**

**Quarter page £100**

### Awards brochure

The UK Americana Awards is a star-packed night which stands at the pinnacle of the Americana music movement in the UK. Each of the 1800 attendees, including some of the biggest names in music, will have a copy of this full colour, stylishly-designed memento of the evening.

**Prices:**

**Full page £600**

**Half page £300**

**Quarter page £150**

### Festival Showcase ‘pocket guide’

The handy pocket-guide will be available to each of the 600 showcase attendees in four venues around Hackney. It provides a great way to reach out into the wider audience of members of the general public.

**Prices:**

**Full page £200**

**Half page £100**



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**Watch AMA-UK Awards Show Highlights from 2018 *here* >**



**Watch AmericanaFestUK & Conference Highlights from 2018 *here* >**

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