

W O B

2023

**IBMA
WORLD OF
BLUEGRASS®**

CONFERENCE ■ SHOWCASES ■ AWARDS ■ FESTIVAL

**SPONSOR
EXHIBIT
ADVERTISE
SUPPORT**

**IBMA2023
BUSINESS
CONFERENCE**

**IBMA2023
BLUEGRASS
MUSIC AWARDS**

**IBMA2023
BLUEGRASS
RAMBLE**

**IBMA2023
BLUEGRASS
LIVE!®** POWERED BY **PNC**

**THE MOST
IMPORTANT
WEEK IN
BLUEGRASS
RALEIGH, NC
SEPT. 26-30, 2023
WORLDOFBLUEGRASS.ORG**

SPONSORSHIP OPPORTUNITIES

IBMA World of Bluegrass®
September 26—30, 2023 • Raleigh, North Carolina

Leverage your brand with the largest platform for bluegrass music in the world! IBMA World of Bluegrass® provides a bluegrass music experience unlike any other. With an industry conference, artist showcases, awards show and two-day street festival, the event drives the development & appreciation of bluegrass music on a global scale.

- Reach up to 30,000 members of our bluegrass audience ahead of the year's main events. Our social media following is an active and engaged audience.
- Engage IBMA World of Bluegrass® attendees! We offer one-of-a-kind exclusive activations with planning support. Give your ideas traction by connecting with your target audience.
- Reinforce your onsite marketing efforts by taking advantage of sponsored social media posts and IBMA newsletter content to keep your brand fresh in attendees' minds.

IBMA Contact:

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Our sponsorship, exhibiting, and advertising packages are highly customizable for strategic brand placement and promotion, enhancing meaningful interactions and experiences to guarantee maximum connection with your target audience. Let's talk today!



KEY CONFERENCE EVENTS

- **Keynote Address and Reception**
- **IBMA Kick-off Party at The Lincoln Theater**
- **Momentum Awards Luncheon**
 - Overall Presenting Sponsor(s)
 - Individual Awards Sponsor
- **Industry Awards Luncheon**
 - Overall Presenting Sponsor(s)
 - Individual Awards Sponsor
- **34th Annual IBMA Bluegrass Music Awards**
 - Overall Presenting Sponsor(s)
 - Awards Show Reception
 - Awards Show After-Party
 - Individual Award Sponsor
 - Backstage Artist Hospitality

STAGE SPONSORSHIP

- **International Stage (Exhibit Hall)**
- **Mezzanine Performance Stage**



BUSINESS CONFERENCE SESSIONS

- Session Rooms
- Specific Sessions
- Super Sessions

OFFICIAL SHOWCASES

- Official Showcase Bluegrass Ramble Presenting Sponsor
- Official Showcase Bluegrass Ramble Beverage Sponsor
- Afternoon Showcase(s) at Raleigh Convention Center
- Official Showcase Bluegrass Ramble Venue Sponsor
- Late-Night Showcase Sponsor – Marriott Suites & Ballrooms
- World of Bluegrass Podcast Sessions
- World of Bluegrass Video Sessions
- Beverage Sponsor Tasting Event
- Friday/Saturday Bluegrass Brunch



BUSINESS CONFERENCE TRACKS

BROADCASTER

- Entire Track Sponsorship
- Specific Sessions
- DJ Taping Sessions
- DJs Meet Your Labels
- DJ/Artist Networking Reception

TALENT BUYER

- Entire Track Sponsorship
- Specific Sessions
- Gig Fair
- Networking Reception
- Breakfast 2 Business

HEALTH & WELLNESS

- Entire Track Sponsorship
- Specific Sessions

SONGWRITER

- Entire Track Sponsorship
- Specific Sessions
- One-on-One Mentor Sessions
- Songwriter Showcase
- Songwriters All Around
- Meet & Greet Reception

KIDS ON BLUEGRASS

- Entire Track Sponsorship
- Youth Room
- Specific Sessions



ADVERTISING OPPORTUNITIES

- Conference Program Advertisements
- Sponsored content in IBMA Newsletter
- Mobile App & Website
- Social media posts & stories

BRANDING OPPORTUNITIES

- Hanging Banner
- Conference Badges
- Badge Lanyards
- Hotel Key Cards
- Bluegrass Ramble Wristbands
- Artist-in-Residence Program

EXHIBIT HALL OPPORTUNITIES

- Overall Presenting Sponsor(s)
- Showcase Stage
- Overhead Hanging Banner & Innovative Designs
- Lounge, Charging Stations & Special Booths

