



BETWEEN THE WAVES
MADISON MUSIC FESTIVAL + CONFERENCE

JUNE 15TH – 18TH, 2017

UNIVERSITY OF WISCONSIN - GORDON DINING
& EVENT CENTER

HIGH NOON SALOON, THE BRASS RING, AND
THE BRINK LOUNGE



The 2017 **BETWEEN THE WAVES FESTIVAL + CONFERENCE** will provide musicians with the **knowledge** to pursue, the **expertise** to implement and the **tools** to guide their journey to make a living making music. It is the first and only national conference held in the Midwest dedicated to the independent musician, with a focus on the business of songwriting and music technology.

Between the Waves Madison Music Festival & Conference will provide a unique opportunity for songwriters, composers, publishers and producers to network in a unique, unparalleled approach to sharing their knowledge, expertise, and artistry. Original programming will include celebrity Q&A's, master classes, songwriting and composing workshops, publisher and business panels, one-on-one sessions, DIY career building workshops, showcases and performances, song feedback panels, state-of-the-art technology demos as well as leading music industry exhibitors.

ATTENDEES

This multi-day presentation is scheduled for June 16th – 18th 2017. It will attract over 500 attendees, as well as thousands of music fans and supporters across multiple venues for nightly performances.

The conference portion of Between the Waves is designed for independent musicians and others interested in music creation, production, licensing, collaboration, performance and careers in the music industry. The event will allow music creators and instructors the chance to come together and meet for instruction, inspiration and to create commerce.

LOCATION

Between the Waves Madison Music Festival & Conference will use two sites. The conference will be held the University of Wisconsin's Gordon Dining and Event Center. The festival will be held at a multi-venue music complex on East Washington Avenue consisting of High Noon Saloon, The Brass Ring, and The Brink Lounge. This event will be managed by a core team of volunteers with a large volunteer contingent, and develop an identity as a destination event held in Madison, Wisconsin each summer.

Be a part of the inaugural Between the Waves Madison Music Festival & Conference! It's a great way to promote your brand to a devoted and growing group of musicians; to support the Madison music scene; and to help establish Madison, Wisconsin as an entertainment destination. Your support of the BTW Madison Music Festival and Conference will help ensure we make these things happen!



SPONSORSHIP OPPORTUNITIES

We offer a wide range of sponsorship levels and opportunities to get your message out to BTW attendees at the conference, festival, and through a number of post-conference media. These are powerful, cost-effective ways to reach new customers and support Madison music for months on end. Custom sponsorship levels are also available.

LEAD SPONSOR

\$20,000

The Lead Sponsor will receive brand exposure and messaging opportunities across all BTW media activities starting pre-conference lasting through the conference, festival, and post-conference materials. This sponsorship level provides maximum exposure across the conference and festival, featuring your brand and message in radio, online, email blasts, posters, editorial, social media, TV, merchandise, sponsored talks, sponsored stages, exhibit tables, and much more. Meet with your BTW representative to learn more about the numerous touch points available at this sponsorship level, and how best to get your message across to attendees.

RHYTHM SPONSOR

\$10,000

This sponsorship level provides extensive exposure throughout the conference and festival. Your brand will be a part of all major BTW media and events.

CHORUS SPONSOR

\$2,000

An effective way to reach to area musicians, conference attendees, and festival-goers. This level provides media exposure and opportunities to get your message to everyone.

VERSE SPONSOR

\$5,000

A cost-effective way to reach conference attendees and festival-goers. It's a great, easy way to be a major player in BTW.

HOOK SPONSOR

\$2,000 and below

Simple, quick, customized sponsorship. Let your BTW representative put together an exclusive Hook sponsorship package for you!



THE BETWEEN THE WAVES FESTIVAL + CONFERENCE WILL COVER TOPICS SUCH AS:

Music Business:

Licensing, Touring, Booking, Songwriting, and more.

Music Opportunities of the Future:

Streaming, Crowd Funding, Publishing, Contracts, and more.

Music Technology:

Producing, Engineering, DIY recording, and more.

Speakers will include:

Butch Vig, Martin Atkins, Kip Winger, Paul Broucek, and more to be named.

The Festival, will feature performers such as:

The Jimmy's, Kip Winger, Lords of the Trident, Compass Rose, The People Brothers Band, Mascot Theory, Lucas Cates, Beth Kille, with more to come!

This will be a phenomenal first-year event. Get in on the ground floor and establish your brand as a supporter of this major event!

The mission of the Between the Waves Madison Music Festival & Conference is to provide songwriters and composers the knowledge to pursue, the expertise to implement, and tools to guide their journey to make a living making music. And to have a good time doing it.

The BTW will bring experts from the music industry to share their wisdom and experiences with attendees, but also to hear and see what the musicians, students, and the music industry of Madison have to offer. It will be a great learning experience for all who attend, provide great exposure to our homegrown talent and exposure for the Madison music business community. Madison, Wisconsin will be on the national and international music map as a result of the conference.

We'd like you to be a part of this. Please consider sponsoring the Between the Waves Madison Music Festival & Conference.

BETWEENTHEWAVESMADISON@GMAIL.COM

