

APRIL 23, 2024 // CANNERY HALL

BENEFITING
MUSIC
HEALTH

THE DETAILS

When | Tuesday, April 23, at Cannery Hall

What | Music Health Alliance's Coulda, Shoulda, Woulda celebrates iconic artists and songwriters as they dig out the songs that "coulda, shoulda, woulda" — and finally give them their glory. Join us for an intimate evening and watch award-winning songwriters play their best songs with the worst luck, the songs they wished they had written, and the hits that got their due.

Wky | Music Health Alliance is funded entirely through grants and individual and corporate donations. Financial support is critical so we can continue our mission to #HealTheMusic. Every \$1 donated = \$30 in life-saving healthcare resources.

Coulda, Shoulda, Woulda provides wide exposure through a variety of media outlets and marketing channels!

Sponsorship Contact

Laura Flagler Crowell / 615.291.1501

laura@musichealthalliance.com

Marketing Contact
Jill Presley / 615.246.6988

jill@musichealthalliance.com*

*Please send a hi-res color logo (.eps or vector preferred) to Jill no later than Friday, April 5, to ensure inclusion in materials.

FEATURED ARTISTS & SONGWRITERS



Ashley McBryde



Vince Gill



Natalie Hemby



Aaron Raitiere



Presenting Sponsor | \$35,000 (1 available)

- ✓ Naming rights ("Presented By")
- ✓ Premium front row center table seating for 10
- ✓ Complimentary VIP reception with cocktails and heavy hor d'oeuvres for 10
- ✓ 20 complimentary drink tickets
- ✓ Post show VIP bar access for 10
- ✓ Presenting sponsor recognition on event signage, website, ads, promotion, socials, event program, and video screens
- ✓ Full-page program ad
- ✓ Complimentary valet parking

VIP Pre/Post Show Reception Sponsor \$25,000

(1 available)

- ✓ Premium front row center table seating for 10
- ✓ VIP Pre-Show Sponsor Reception recognition signage
- ✓ Complimentary VIP reception with cocktails and heavy hor d'oeuvres for 10
- ✓ 20 complimentary drink tickets
- ✓ Post show VIP bar access for 10
- ✓ Recognition on event signage, MHA website, ads, promotion, socials, event program, and video screens
- ✓ Full-page program ad
- ✓ Complimentary valet parking



Valet Parking Sponger | \$12,500 (1 available)

- ✓ Premium front row center table seating for 10
- √ Valet sponsor recognition on valet signage
- ✓ Leave behind/thank you cards placed in valet parked vehicles
- ✓ Complimentary VIP reception with cocktails and heavy hor d'oeuvres for 10
- √ 20 complimentary drink tickets
- ✓ Post show VIP bar access for 10
- ✓ Presenting valet sponsor recognition on event signage, MHA website, ads, promotion, socials, event program, and video screens.
- ✓ Half-page program ad

Platinum Table Sponsor | \$10,000 (4 available)

- ✓ Second row table seating for 10
- ✓ Complimentary VIP reception with cocktails and heavy hor d'oeuvres for 10
- √ 10 complimentary drink tickets
- ✓ Post show VIP bar access for 10
- ✓ Recognition on event signage, MHA website, ads, socials, event program, and video screens
- √ Half-page program ad
- Complimentary valet parking



Gold Table Spongor | \$5,000 (5 available)

- ✓ Premium third row table seating for 10
- ✓ Complimentary VIP reception with cocktails and heavy hor d'oeuvres for 10
- ✓ Post show VIP bar access for 10
- ✓ Recognition on event signage, MHA website, ads, promotion, socials, event program, and video screens
- ✓ Half-page program ad
- ✓ Complimentary valet parking

Silver Table Spongor | \$3,500 (6 available)

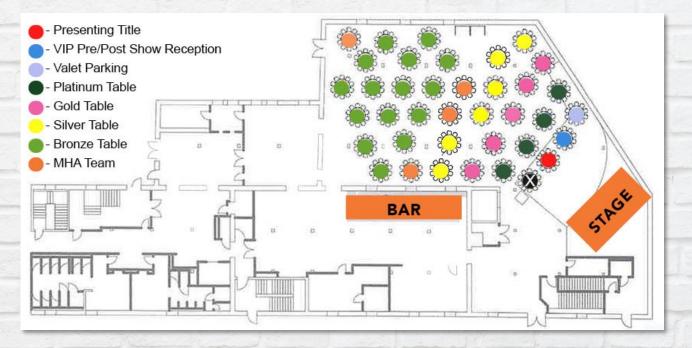
- ✓ Fourth row table seating for 10
- ✓ Recognition on event signage, MHA website, ads, promotion, socials, event program, and video screens
- ✓ Quarter-page program ad
- ✓ Complimentary valet parking



Bronze Table Spongor | \$2,500 (13 available)

- ✓ Fifth and sixth row table seating for 10
- Recognition on event signage, MHA website, ads, promotion, socials, event program, and video screens
- ✓ Complimentary valet parking

Cannery Hall Seating Chart





ABOUT MUSIC HEALTH ALLIANCE

Music Health Alliance provides healthcare advocacy, access to mental health care support, and critical life-saving healthcare resources available at no cost for music industry professionals nationwide. Since its inception in 2013, MHA has...

- ✓ Served 24,895 music industry professionals in all music genres nationwide.
- ✓ Saved \$127M in life-saving healthcare costs.
- ✓ Facilitated 4,594 outpatient counseling and psychiatric sessions.
- ✓ Saved 3,082 families from bankruptcy due to medical debt.

EVERY \$1 DONATED = \$30 IN LIFE-SAVING HEALTHCARE RESOURCES

Thank you for your generosity!

