

**COULDA
SHOULDA
WOULDA**
STORIES & SONGS
TO HEAL THE MUSIC

APRIL 23, 2024 // CANNERY HALL

BENEFITING
**MUSIC
HEALTH
ALLIANCE**

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.

Why / 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

SPONSORSHIP OPPORTUNITIES

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

SPONSORSHIP OPPORTUNITIES

Valet Parking Sponsor | \$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

SPONSORSHIP OPPORTUNITIES

Gold Table Sponsor | \$5,000

(5 available)

- ✓ Premium third row table seating for 10
- ✓ Complimentary VIP reception with cocktails and heavy hors 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 Sponsor | \$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

SPONSORSHIP OPPORTUNITIES

Bronze Table Sponsor | \$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!