



COULDA SHOULDA WOULDA

STORIES & SONGS

TO HEAL THE MUSIC

OCTOBER 22, 2025 - CANNERY HALL

BENEFITING
MUSIC
HEALTH
ALLIANCE

THE DETAILS

WHEN /

Wednesday, October 22 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.

SPONSORSHIP CONTACT

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events@musichealthalliance.com

MARKETING CONTACT

Caitlin Hall / 615.200.6896

caitlin@musichealthalliance.com

*Please send a hi-res color logo (.eps or vector preferred) to Caitlin no later than SEPTEMBER 26TH to ensure inclusion in materials.

FEATURED ARTISTS & SONGWRITERS



LUKE BRYAN

**& SPECIAL GUESTS
TO BE ANNOUNCED**

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

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR / \$35,000

SOLD

- Premier center-stage table for 10 guests in the most front-row center location.
- Signature VIP cocktails and chef-curated heavy hors d'oeuvres for all 10 guests.
- 20 additional complimentary drink tickets for your guests' enjoyment.
- Private preview of the silent auction.
- Featured as the *Presenting Sponsor* across all event touchpoints - on-site signage, official website, digital promotions, social media campaigns, event program, and live video screens.
- Prime placement in the official event program.
- Complimentary valet parking for all guests.

SILENT AUCTION PREVIEW PARTY SPONSOR / \$25,000

(1 AVAILABLE)

- Premier center-stage table for 10 guests in a front-row location.
- Signature VIP cocktails and chef-curated heavy hors d'oeuvres for all 10 guests.
- 20 additional complimentary drink tickets for your guests' enjoyment.
- Private preview of the silent auction.
- Recognition as Silent Auction Preview Sponsor across event touchpoints - on-site signage, official website, digital promotions, social media campaigns, event program, and live video screens.
- Prominent placement in the official event program.
- Complimentary valet parking for all guests.

SPONSORSHIP OPPORTUNITIES

VALET PARKING SPONSOR / \$12,500

(1 AVAILABLE)

- Premier center-stage table for 10 guests in a front-row location.
- Signature VIP cocktails and chef-curated heavy hors d'oeuvres for all 10 guests.
- 20 additional complimentary drink tickets for your guests' enjoyment.
- Private preview of the silent auction.
- Custom thank-you cards/branded materials placed in each valet-parked vehicle ?????
- Presenting Valet Sponsor feature with branded recognition - event signage, MHA website, digital promotions, social media campaigns, event program, and live video screens.
- Half-page premium placement in the official event program.
- Complimentary valet parking for all guests.

PLATINUM TABLE SPONSOR / \$10,000

(4 AVAILABLE)

- Preferred second-row table seating for 10 guests with exceptional views of the main stage.
- Signature VIP cocktails and chef-curated heavy hors d'oeuvres for all 10 guests.
- 10 additional complimentary drink tickets for your guests' enjoyment.
- Private preview of the silent auction.
- Sponsor recognition across all key event touchpoints – on-site signage, MHA website, advertising, social media, event program, and live video screens.
- Half-page premium placement in the official event program.
- Complimentary VIP valet parking for all guests.

SPONSORSHIP OPPORTUNITIES

GOLD TABLE SPONSOR / \$5,000

(5 AVAILABLE)

- Premium third-row table seating for 10 guests with excellent views of the main stage.
- Signature VIP cocktails and chef-curated heavy hors d'oeuvres for all 10 guests.
- Private preview of the silent auction.
- Sponsor recognition across all key event touchpoints – on-site signage, MHA website, advertising, social media, event program, and live video screens.
- Half-page premium placement in the official event program.
- Complimentary valet parking for all guests.

SILVER TABLE SPONSOR / \$3,500

(4 AVAILABLE)

- Reserved fourth-row table seating for 10 guests with comfortable proximity to the main stage.
- Sponsor recognition across all key event touchpoints – on-site signage, MHA website, advertising, social media, event program, and live video screens.
- Quarter-page premium placement in the official event program.
- Complimentary valet parking for all guests.



SPONSORSHIP OPPORTUNITIES

BRONZE TABLE SPONSOR / \$2,500

(6 AVAILABLE)

- Reserved fifth or sixth-row table seating for 10 guests.
- Sponsor recognition across all key event touchpoints – on-site signage, MHA website, advertising, social media, event program, and live video screens.
- Complimentary valet parking for all guests.

CANNERY HALL SEATING CHART



WHY THIS MATTERS

→ 31,795 MUSIC INDUSTRY PROFESSIONALS
IN ALL MUSIC GENRES NATIONWIDE.

↪ SAVED \$144M IN LIFE-SAVING
HEALTHCARE COSTS.

↪ 7,898 OUTPATIENT COUNSELING &
PSYCHIATRIC SESSIONS.

← SAVED 3,908 FAMILIES FROM BANKRUPTCY
DUE TO MEDICAL DEBT.

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.