





# CD BABY'S DIY MUSICIAN CONFERENCE

The **DIY Musician Conference** takes place over three life-changing days, and consists of panels, performances, master classes, networking events, and mentoring in support of today's independent music makers.





# WHO ATTENDS?

Independent musicians are working to advance their careers by taking complete charge of their creative and business efforts. They seek out opportunities to create music, discover venues, record and distribute their music, and market themselves as brands. In the process, they will engage the services of many music industry resources and providers, but operate independently from the traditional record label construct.





# WHY DO MUSICIANS ATTEND?

Artists, band members, managers, and industry professionals attend the DIY Musician Conference to keep up with *evolving trends in music monetization and distribution* and to discover new tools and methods to enhance their careers. Some attend for feedback, some are there for business advice, and others come to compare notes with industry professionals and peers. All are interested in the latest products and services for musicians, the ways in which they can discover and use new technologies, and how they can take part in the globalization of the music industry.





# THE DIY MUSICIAN CONFERENCE IS UNIQUE

The DIY Musician Conference is uniquely focused on the burgeoning opportunity artists have to distribute their music directly to consumers.

**“STREAMING DEFINITELY REDUCES  
THE ADVANTAGE THE BIGGEST  
COMPANIES HAVE AS FAR AS  
DISTRIBUTION IS CONCERNED AND  
THAT’S GOOD FOR INDEPENDENTS.”**

DARIUS VAN ARMAN  
CO-FOUNDER AND CO-OWNER OF SECRETLY GROUP



# SPONSORSHIP OPPORTUNITIES

A variety of activations are available to give sponsors access to the tastemakers and music creators driving the new music industry forward.

Details for each sponsorship opportunity are outlined in the following pages.

Premium Sponsorships	<b>\$25,000</b>
Reception Sponsorships	<b>\$5,000 - \$15,000</b>
Live Stream & Video Sponsorships	<b>Prices upon request</b>
Schedule Sponsorships	<b>\$7,500</b>
Session Sponsorships	<b>\$5,000</b>
Demonstration Room Sponsorships	<b>\$1,500 - \$3,500</b>
Branded Room	<b>\$10,000</b>
Exhibitor Tables	<b>\$3,000</b>
Exhibitor Booths	<b>\$5,000</b>
Impact Sponsorships	<b>\$1,000 - \$2,000</b>
Custom Activations	<b>Prices upon request</b>



CD BABY'S  
**DIY MUSICIAN**  
CONFERENCE 2020

SPONSORSHIP OVERVIEW

# PREMIUM SPONSORSHIPS

## \$25,000

### SPONSORSHIP BENEFITS INCLUDE:

- Logo and branding on DIY Musician Conference marketing materials
- Three demonstration sessions
- Product sampling or distribution opportunities
- Signage and premium booth placement in the event's exhibit area
- Branded content included in up to four DIY Musician Conference emails
- Your branding on the event's web page and Facebook page
- Prominent ad position in the event's program guide
- A registration bag insert
- Up to 10 conference badges

CD Baby's DIY Musician Conference Premium Sponsors are represented alongside CD Baby on promotional and marketing materials prior to and during the conference. Sponsors benefit from key event activations as well as a partnership with CD Baby itself.



# RECEPTION SPONSORSHIPS

## \$5,000-\$15,000

### CHOOSE FROM:

- Open Mic Night
- Networking Party
- VIP Cocktail Party
- After-Party

### SPONSORSHIP BENEFITS INCLUDE:

- Product distribution/promotion, posting of your provided signage, email marketing to attendees, and shout out at the event
- Full page ad in the conference program book
- Registration bag insert
- Up to 8 conference badges



Reception sponsors have the opportunity to engage with attendees during a variety of high profile networking events. Sponsorships of on and off-site receptions are available for a VIP cocktail party, the event's signature open mic night and the conference's after party finale event.

These receptions and performances not only offer the chance to connect with attendees in a more informal setting, but events held at Austin's popular venues also provide visibility by the local community.





Sponsorships of the event's live streams and video capture are available. This content reaches CD Baby's global audience as well as the sponsor's. These sponsorships come with a full array of additional event benefits.

# LIVE STREAM & VIDEO SPONSORSHIPS

(Price Upon Request)

## SPONSORSHIP BENEFITS INCLUDE:

- Banner and logo alongside CD Baby on a minimum of three session streams per conference day broadcast on CD Baby's social media pages and your brand's pages
- Booth space in the exhibit area through the conference
- Your logo on the conference website
- A post about your brand's live stream on the DIY Musician Blog
- Full page ad in the conference program
- Registration bag insert
- Up to 8 conference badges



# DEMONSTRATION ROOM SPONSORSHIPS

## ONE SESSION

**\$1,500**

## TWO SESSIONS

**\$2,500**

## THREE SESSIONS

**\$3,500**

## BRANDED ROOM

**\$10,000**

Demonstration sessions take place for 30 minutes during scheduled morning, lunch and afternoon breaks. Their content is created entirely by sponsors and they are ideal for presenting new products, offering meet and greets or holding networking or mentoring events. Demonstration sessions are held in classrooms of varying sizes. Demonstration sessions are listed on the official conference schedule.



## SPONSORSHIPS INCLUDE:

- Your logo on the conference website
- Up to 3 conference badges per session
- 3+ sponsored sessions come with a full page in the conference program book and a registration bag insert
- Branded room sponsors receive use of a conference room throughout the event with a full page in the conference program book and a registration bag insert



## EXHIBITOR TABLES & BOOTHS

### TABLES

**\$3,000**

### BOOTHS

**\$5,000**



Reserve an exhibit table to engage with artists and educate them about your brand. A table comes with chairs, power and WiFi and is visible to all attendees as they enter and leave the main conference area. Need more space or power? 10' x 10' exhibitor booths are also available and give you a meeting area or space for your own display.

### TABLE AND BOOTH SPONSORSHIPS INCLUDE:

- Skirted 6' table and two chairs or 10' x 10' booth space
- Your branding/logo on the conference website
- Full page ad in the conference program book
- Insert in the registration bag
- Up to 3 conference badges





## SPONSORSHIP OVERVIEW

# IMPACT SPONSORSHIPS

Impact sponsorships provide unique marketing opportunities for your brand space or power? 10' x 10' exhibitor booths are also available and give you a meeting area or space for your own display.

### VIP/GREEN ROOM SPONSORSHIP

**\$1,000** Per Day

### CONTINENTAL BREAKFAST SPONSORSHIP

**\$2,000** Per Day

### REGISTRATION BAG INSERT

**\$1,000**

### FULL PAGE PROGRAM ADS

**\$1,000**



# CUSTOM ACTIVATION

(Price Upon Request)

Want to set up a ball pit in the middle of the conference? Want to audition bands and record them on the spot? Your imagination is your limit. If you want to create a compelling and authentic connection with the 1500+ DIY Musician attendees, we can help you create an activation that accomplishes your specific brand and business goals.



## WE CAN ALSO INCLUDE:

- One dedicated email about your brand sent to CD Baby's artist list with over 400k+ active subscribers, or one dedicated conference email promoting your brand presence at the conference
- Full page ad in the conference program guide
- Registration bag insert (provided by sponsor) given to all conference attendees and speakers
- List sharing of all artists in attendance
- Up to 10 conference badges

Interested in reaching CD Baby's audience with an activation all your own? Let's talk about it!





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CONFERENCE 2020

## FROM OUR SPONSORS



"...a laser shot into our core demographic. Our panels were at capacity... We'll be sponsoring again this year."

**-Mike King, CMO, Berklee Online**

"Being part of the CD Baby DIY Musician Conference gave us a fun way to engage with our customers by hosting an open mic room throughout the weekend. We were able to showcase our products on stage which led to real-time sales via an onsite dealer partner. The event was a great way for us to meet new customers and make new fans of Shure."

**- Laura Davidson, Shure Inc.**

"Bandzoogle had a great experience at last year's CD Baby DIY Musician Conference helping artists with their websites and getting others started with new ones. Being a business built by musicians for musicians, the conference's attendees are a perfect fit for us - serious musicians developing their careers. We'll definitely be back again."

**— Dave Cool (Yes, that's my real name)  
VP, Business Development**

"We are always excited to sponsor this event with CD Baby, as it gives us a great chance to meet and communicate with people we care about most, the musicians and songwriters."

**- Ashley Stephens, Music City SongStar**







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## SPONSORSHIP OVERVIEW

**For More  
Information About  
Becoming  
A DIY Musician  
Conference  
Sponsor or  
Exhibitor, Contact:**

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