

SIXONEFIVE AGENCY

2024 Sponsorship proposal



SixOneFive Group - Executive Team

SIXONEFIVE

The Brand

SixOneFive

615 is the famous area code of Nashville, TN

SixOneFive Agency

A Nashville-based Talent Management, Artist Development and Booking Agency specializing in TV talent show contestants mainly from American Idol, The Voice and America's Got Talent and rising stars in the Country, Christian, Rock and Pop music scene.

SixOneFive Events

A Nashville-based Special Events and Entertainment business specializing in Event Planning, Management and Production of high-profile social events and concerts.

SixOneFive Media

The in-house Media Production company is comprised of Photographers, Videographers, Producers and Content Creators.

SixOneFive Entertainment

The in-house Entertainment Marketing company that works behind the scenes promoting our events, concerts and tours via social media, SEO, print, radio and digital media marketing.

SixOneFive Sessions

A high-quality production of social media content creation for talent and artists signed to SixOneFive Agency for promotion and marketing of talent (Coming Q2 of 2024)

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The Team



Thomas Cole

President & Talent Agent



Macy Ray

Director of PR & Marketing



Nate Boggs

Director of Content



Ty Schwegman

Talent Agent Assistant

Thomas Cole

Thomas is the President of SixOneFive Agency and is a 20-year veteran in the hospitality industry and serial entrepreneur of small businesses over the past 15 years. Thomas has managed a talent roster for 10 years with TV show contestants, mainly from American Idol, and has been involved with booking national acts for several music festivals. A networking guru, his contacts stretch coast to coast with venues, producers, directors, agents, managers, publicists, talent buyers and various celebrities, politicians, athletes and influencers.

Macy Ray

Macy is our Director of PR and Marketing and is pursuing her Bachelor's degree in Communications and a minor in Journalism. She helps us create and maintain our company and talent's public image via media inquiries, press releases and social media presence. She also organizes and manages the design and content creation of marketing campaigns for our brand and talent for upcoming shows and tours.

Nate Boggs

Nate is our Director of Content and is an experienced digital media specialist with a photography, videography, marketing and content creation background. He brings a wealth of experience to the agency, elevating our digital presence. His keen eye for storytelling through visuals will craft compelling narratives, enhancing our brand and talent's visibility across various platforms.

Ty Schwegman

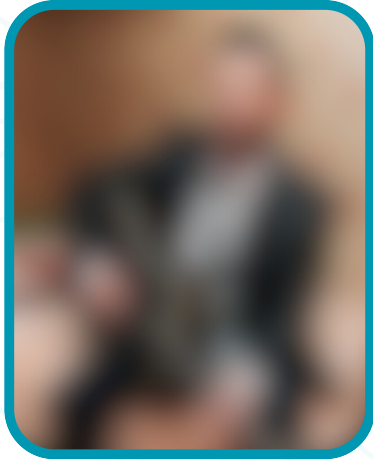
Ty is our Talent Agent Assistant and helps manage our clients, coordinates travel and hospitality arrangements, scouts new talent and venues, makes phone calls, responds to emails and acts as a liaison between talent, venues, managers, publicists and executives on behalf of the talent agency.

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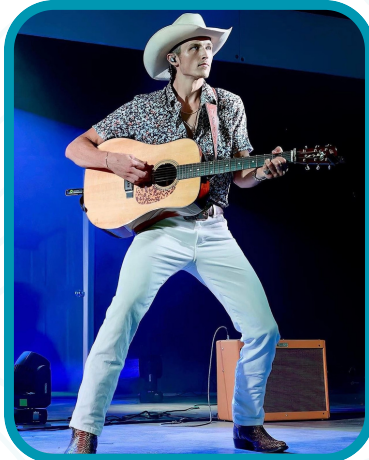
The Artists

Learn about each artist on our website

Headliner



TBA



Spencer Hatcher



Jayson Arendt



Colt Glover



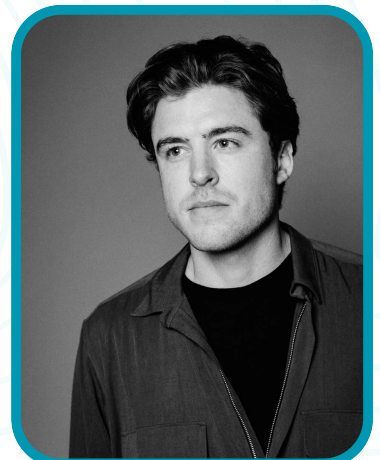
Cory Michael Harris



John Denver
"The Tribute"



Trey From The Fe



Sam Woolf



Sierra Lyn Harris



Joey McGrew



Aiden Adair



Cade Ortego

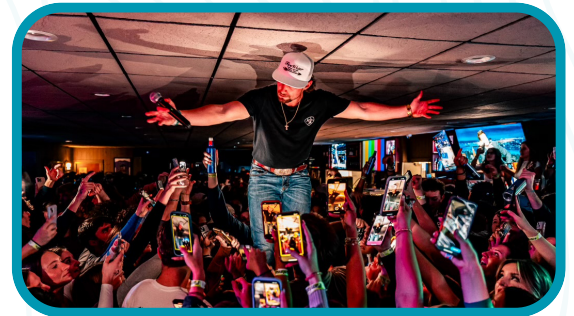
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The Mission



To fund a 2024 summer Country music tour through the 14 southern states of America with our top 5 rising Country music artists on our roster. The tour will have 15-25 dates booked in June, July and August 2024 at 500-1000-person venues and support for various music festivals.

To fund a 2024 fall college campus music tour through the 14 Southeastern Conference (SEC) schools in 11 Southern states of America. The tour will involve several rotating multi-genre artists from our roster and will play an untapped market of college-sponsored Fraternity and Sorority events along with large college bars and venues.



To fund multiple large-scale, high-profile, private and public events with live music and entertainment including full bands, acoustic artist, Nashville-style writers rounds, writers retreats and social networking events.



To fund high-quality content creation for the purpose of social media content, viral streaming, marketing and promotion of our talent, artists, events, concerts, clients and sponsors in our studio and on-location at various venues.



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The Vision

We will change how people experience our events and concerts in smaller venues by making it feel like they're attending a large stadium show. This starts with the way we market the events leading up to the time when guests arrive.

Curated social media content will target our audience demographic with Geofencing advertising within a certain radius of each venue and at large gathering places in the cities we will visit, such as malls, mega-churches, college campuses and the hearts of downtown business districts. This will ensure maximum exposure to our event and decrease the time it takes to sell out each tour date. All of this is handled by our in-house digital media agency and by partnering with local media and vendors in each tour location.



Day of the event when guests arrive, they will be welcomed by professional tour signage with prominent sponsorship placement and activations. All guests will have access to a red carpet style 10' x 20' Step & Repeat photo backdrop. VIP ticket holders will be given professional laminated credentials to wear during their experience with meet-and-greets and backstage photo opportunities. This offers a great opportunity to sponsor VIP giveaways and product placement.



The official merchandise area will use professional 10' X 20' trade-show displays that will feel like you're shopping in a high-end retail store. Tour and sponsor branded shelving displays, designer lighting and quick-serve kiosks will make shopping a breeze and will increase band merch sales and sponsor visibility. This space offers great sponsor product placement or giveaways.



Day after the event, guests who scanned QR codes at the event and signed up for tour updates, giveaways or contests will be pushed through targeted marketing emails, surveys and contest/giveaway announcements. This concludes a 360 marketing tactic of capturing our audience before the event, immersing guests the day of event and following up with guests after the event allowing a multi-touch approach to interfacing with new consumers.



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The Opportunity

Customizable sponsorship packages to fit any budget. Our team will curate a campaign around your needs and type of business to maximize your exposure and benefits.



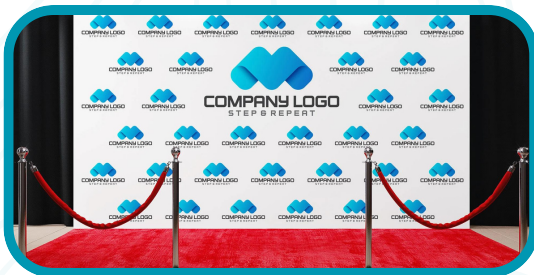
Presenting Sponsor

- \$50,000 - 2024 Country Music Tour - Presenting Sponsor
- \$30,000 - 2024 College Music Tour - Presenting Sponsor
- \$20,000 - Large Special Event - Presenting Sponsor
- \$10,000 - Small Special Event - Presenting Sponsor
- \$10,000 - Tour Bus Wrap - Custom Design to Brand
- \$5,000 - Tour Trailer Wrap - Custom Design to Brand



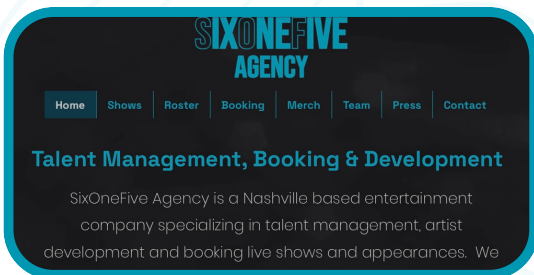
Stage Banners

- \$20,000 - 2024 Country Music Tour - Primary (Large)
- \$15,000 - 2024 College Music Tour - Primary (Large)
- \$10,000 - 2024 Country Music Tour - Small (Side)
- \$5,000 - 2024 College Music Tour - Small (Side)
- \$2,500 - Gobo Light Projector with Logo in prominent place



Merch Booth and Step & Repeat

- \$10,000 - 2024 Country Music Tour - Primary Merch Booth
- \$10,000 - 2024 Country Music Tour - Primary Step & Repeat
- \$7,500 - 2024 College Music Tour - Primary Merch Booth
- \$7,500 - 2024 College Music Tour - Primary Step & Repeat
- \$5,000 - Per Logo on ALL Merch Booths and Step & Repeat
- \$2,500 - Logo on Merch Booth and Step & Repeat per event



Website, Digital and Social Media

- \$10,000 - Presenting Sponsor on all Digital and Social Media
- \$10,000 - Presenting Sponsor of SixOneFive Studio Sessions
- \$5,000 - Per Logo on all Digital and Social Media Platforms
- \$5,000 - For On-Stage and On-Air mentions at all events
- \$2,500 - Per Logo on VIP laminated credentials at all events
- \$1,000 - Per Logo on Website
- \$500 - Per Name on Website



Promotional, Product Placement and In-Kind

- \$10,000 - Product Placement in Content Creation with Artist
- \$5,000 - Large Logo on Tour Merch
- \$2,500 - Small Logo on Tour Merch
- \$1,000 - Company Name on Tour Merch
- \$500-\$500,000 - In-Kind Product, Promotional Merch

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The Benefits

More than 70% of marketers believe live events are their most important marketing channel for 2024 because the results are clear: 93% of festival/concert goers surveyed in 2023 liked the brands that sponsored live music events and 80% said they were more likely to purchase a product after having had that music experience.

Top 5 Reasons for Brands to sponsor live music events:

1. Brand Visibility:

Live music events share your brand visuals in front of large audiences who haven't heard of your business. With many sponsorships, you get featured ads, social media, or radio spots that boost brand recognition before, during, and after the event day. If you plan promotional giveaways, a huge number of people will be sporting your branded swag.

2. Audience Perception:

Public perception and exposure can make or break your business. Customers form positive opinions when your business is tied to high-profile events. Customers will assume your business is reliable and reputable if you can sponsor other organizations. Use the clout you earn as a sponsor to grow your reputation in your community.

3. Lead Generation:

How much time does it take to secure 10 qualified leads, let alone a 100? Not only do events bring in compatible customers, but you can show them the human side of your business. Forming an emotional connection is half the battle of building brand loyalty. By attending in person, you can learn about customers, promote your products, and build a mailing list.

4. Community Goodwill:

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers love brands that care about spreading positive messages and helping the community. Linking your business to a worthy cause can draw lasting support and media attention. Community involvement also sets you apart from larger brands. People have more incentive to support your business if you're invested in the local community.

5. Content Strategy:

Event sponsorships provide fresh material to expand your content strategy. By connecting with the event holder on social media, you can find relevant audiences to target. Popular events get a lot of engagement, which you can use to create content themes or promote your own hashtags. Even better, event promotion doesn't end with sponsorship. The Event Marketing Institute reported that 98% of consumers create social content during events. When attendees share photos, quotes, videos, and blogs, you get exposure to much larger networks. User-generated content has a greater impact on customers, so make it easy for people to tag your business on social media.

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The Metrics

1. Impressions:

Impressions indicate the number of times people saw your content. You can measure impressions by post, as well as the overall number of impressions on your social media profiles. Our average monthly impressions are 756,000 people.

2. Reach:

Reach is simply the number of people who see your content. Our current reach rate for posts is 36% and for stories is 18%. Our average monthly reach is 367,000 people.

3. Engagement:

Engagement rate measures the number of engagements (reactions, comments and shares) your content gets. Our current monthly engagement is 176,000 or 4.3%

4. Video Views:

Our three-second video view benchmark is currently sitting around 90% and video completion rate at 72% with about 60,000 views per month on our reels.

5. Audience Growth Rate:

Audience growth rate measures how many new followers your brand gets on social media within a certain amount of time. Our monthly average is 18% growth.

2024 Growth

All of these metrics will increase exponentially over the next 6 months as we partner with dozens of venues, influencers and local businesses and begin cross-promoting the events and tours. Current metrics are for the previous 6 months since we started announcing our new roster of artist. Also these metrics are only from our platforms. This doesn't include the metrics we can't see from our artist that repost all of our content to their platforms.

As our popularity and brand awareness increases month over month in the Nashville market, we will see plus 30-40% as we set out across 13 additional southern states. Naturally the marketing campaigns of a multi-state tour will see upwards of plus 60% increase in metrics in all areas depending on brands, venues and artist partnerships.

2024 tours and events campaigns project to achieve more than 10 million impressions, 3 million reach and more than 1 million engaged resulting in 50,000 tickets sold with a heavy influence in the country music demographic.



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The Deal

Who: SixOneFive Agency
505 Church St. #2112
Nashville, TN 37219
Contact: Thomas Cole
615-870-6009
Thomas@SixOneFiveAgency.com

What: Fully customizable sponsorship campaigns with options to sponsor an artist of your choice, a tour of your choice, a high-profile special event of your choice or to partner with high-quality content creation where you may have product/brand placement with either the company as a whole or a specific artist of your choice.

Where: Based in Nashville, TN where most high-profile events will take place. The planned large tour will travel to the 14 southern states of America. The planned smaller tour will travel to 11 SEC College states of America. Venues for events and tours will vary from college campuses, honky tonks, live music venues, festivals, rodeos and private event spaces.

When: High-profile special events are planned and booked starting in Q2 through Q4. The primary larger tour will begin at the end of Q2 and all of Q3. The secondary smaller tour will begin in Q3 and into the beginning of Q4.

- How:**
1. **Submit a Sponsorship Inquiry. A member of our team will promptly reach out to discuss the opportunities and create an initial marketing campaign for your budget and goals.**
 2. **Submit a Sponsorship Commitment Form and sign agreements.**
 3. **Submit Sponsorship Payment via cashiers check. Credit Card Authorization form or complete Credit Card payment on our website.**
 4. **Setup comprehensive planning meeting via phone/zoom/in-person to discuss and design all the details of your campaign.**
 5. **Execute all agreements and marketing campaigns together.**

Legal: Domestic Limited Liability Company - SixOneFive Agency LLC.
State of Tennessee, Secretary of State control #001480341
Special Event and Tour Insurance - MFE Insurance Brokerage - \$1 Million Policy
Legal Entertainment Representation - Hendley & Goodwyn, LLP