

2023 SPONSORSHIP

presented by



SOUTHERN
ENTERTAINMENT





THREE DAY MUSIC FEST

JUNE 8-11



MYRTLE BEACH, SC
[RECAP VIDEO](#)

- 60+ Hot Country Music Artists
- Oceanfront Venue
- Attendees from All 50 States and 9 Countries
- Five Stages
- Over \$7.5 Million in total marketing spend and value



KEY FEST FACTS & STATS



- A+ Level Talent: Headliners- Morgan Wallen, Miranda Lambert, Brooks & Dunn, Hardy and many more to be announced
- 2022 Attendance: 134,650- SELL OUT
 - Tickets sold in all states and 9 Countries
- Demographics:
 - 58% Female
 - 42% Male
 - 78% Ages 18-54
- Web/ Official CCMF After Movie: www.ccmf.com
- https://www.youtube.com/watch?v=0MuN1886_Os

JUNE 9-12, 2022 / MYRTLE BEACH, SC

KEY MARKETING ELEMENTS



- CCMF Website: 4.2 million page views
- TV/ CMT TV/ Radio/ Spotify: 54 + markets
- 1,854 National PR/ Online Broadcast Stories
- CCMF Social Media: Custom Programs on Massive Platforms
- Social Media Influencer Programs
- Email Marketing: 86k subscribers
- Print Advertising
- Billboards JUNE 9-12, 2022 / MYRTLE BEACH, SC
- Mobile APP: 35k+ users / POI, Push Notifications, Geo Fence
- Digital LED Marketing- 7 Massive LED Boards on site
- Custom Marketing Promotions- Year Long Value

KEY MARKETING ELEMENTS



- CCMF Brand Value
- Artist Marketing Activations- 77m reach
- On Site Signage / Entrance Towers
- Hotel / Resort Partnership Marketing
- VMB.com/ MB.com Partnership Marketing
- National Retail Activation
- Custom Merchandising Opportunities
- Battle of the Bands
JUNE 9-12, 2022 / MYRTLE BEACH, SC
- Military Initiatives
- Transportation Initiatives
- CCMF Golf Classic
- Responsibility / Safety

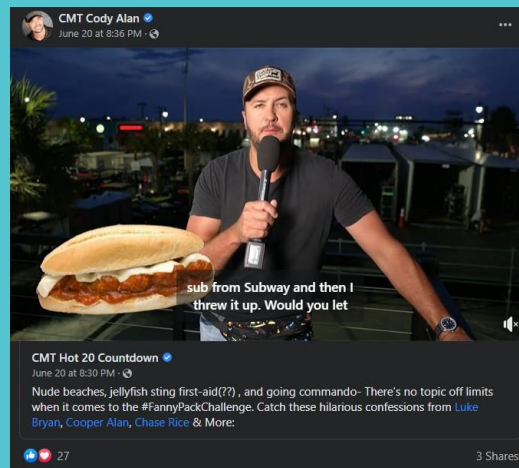
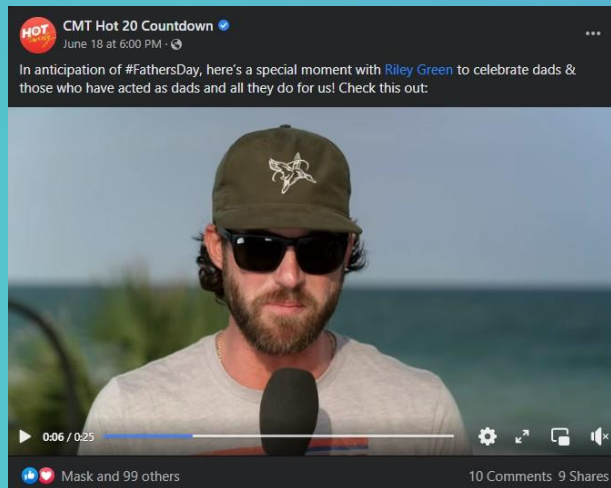
MAJOR SPONSORSHIP ELEMENTS AVAILABLE



- Name & Title
- Presenting Sponsor of CCMF
- Presenting Sponsor of Friday, Saturday or Sunday
- Presenting Sponsor of Super VIP, MSVIP or GA
- Presenting Sponsor of the CCMF APP
- RFID Wristbands- Company Name on all 54k bands (Fulfillment)
- WIFI Sponsor
- Exterior Fence
- Presenting Sponsor of CCMF Parking



CMT RECAP VIDEO



CMT four hour feature segment on CCMF in Myrtle Beach, SC

ACCOLADES



The Billboard logo is displayed in its signature black font, with each letter containing a small colored dot: 'b' is green, 'i' is red, 'l' is yellow, 'b' is blue, 'o' is orange, 'a' is green, 'r' is red, 'd' is yellow, and 'o' is blue.

*names CCMF Top 5 Must
Experience Country Music
Festivals*

The ACM Awards logo consists of the letters "ACM" in a large, bold, gold font, with the word "AWARDS" in a smaller, gold, sans-serif font directly beneath it.

N O M I N E E

FESTIVAL OF THE YEAR

**CAROLINA COUNTRY MUSIC FEST
MYRTLE BEACH, SC**

ALL-ENCOMPASSING YEARS



7 YEARS OF CCMF BRAND GROWTH
3 STRAIGHT SELL OUT YEARS
1 MILLION ATTENDEES & VISITORS TO MYRTLE BEACH, SC

JUNE 9-12, 2022 / MYRTLE BEACH, SC



SITE PLAN



- **SPONSORSHIP & PARTNERSHIP**
- **FULLY CUSTOMIZED PACKAGES TO MEET YOUR GOALS & OBJECTIVES**
- **INTEGRATED PLANNING AND MARKETING EXECUTION FROM START TO FINISH**



FOR MORE INFORMATION, PLEASE CONTACT



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