



BETWEEN THE WAVES
MADISON MUSIC FESTIVAL + CONFERENCE

BTWMADISON.COM

JUNE 14-17 2018



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It was fun and very informative. I am very happy I was able to get in on BTW's inaugural year!
- Amy L.

BTW 100% DELIVERED ON WHAT I EXPECTED IT TO PROVIDE: AN ENVIRONMENT TO IMMERSE YOURSELF IN THE IDEA THAT YOU CAN MAKE A LIVING ON YOUR MUSIC.

- Robert H.





Between the Waves Conference and Festival is the midwest's premier event for musicians, featuring engaging conference sessions on all facets of music and the music business presented by knowledgeable, experienced industry professionals and festival performances by the area's top acts offering a vibrant testament to the world-class musical talent in the area throughout a range of genres.





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Building on last year's successful inaugural event, the **Between The Waves Conference and Festival** will return again this June with conference sessions at UW-Madison's Gordon Dining and Event Center June 14-17 and festival performances at Bos Meadery, Brink Lounge, and High Noon Saloon June 14-16.

In 2017, **Between The Waves Conference and Festival** established itself as a new Madison institution poised for fast growth as a "must attend" event. Feedback from attendees, performers, and presenters was overwhelmingly positive and demonstrated great interest in subsequent years' events.



I came here as a speaker, but left with lot more knowledge of my business than I came with. I was very impressed with the wealth of talent in your area.
- Dave Spero, Rock Radio Pioneer and High-Profile Artist Manager



It's essential to have BTW grow and thrive as a key summer event for the Midwest. Personally, I can't wait to come back.

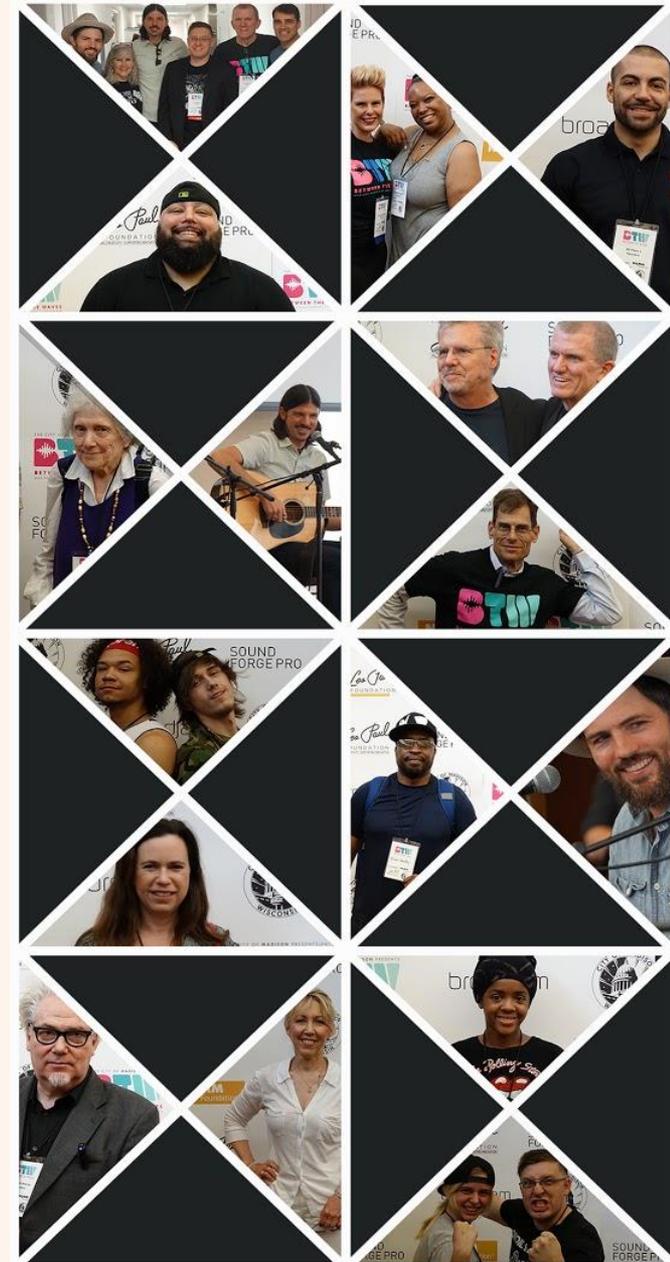


- Paul Broucek, President of Music, Warner Bros. Films





Between The Waves Conference and Festival's mission is to provide musicians the knowledge to pursue, the expertise to implement, and the tools to guide their journey toward earning a living making music, and to have a good time doing it. Conference sessions presented through a variety of interaction-focused session formats by knowledgeable, experienced experts in their field attract musicians seeking to earn a living at their craft and students exploring careers in music and the music business.





BTW 2017 included luminaries such as Warner Bros. President of Music Paul Broucek and noted technical visionary Craig Anderton discussing topics such as “Music in Film,” “DIY Mastering,” and numerous points in between. Local industry figures, including producer Butch Vig, musician Beth Kille, and impresario Marla Frank, also presented sessions that delivered relevant practical knowledge and actionable takeaways. Musical performances by Kip Winger and the Avett Brothers during their sessions on songwriting further enhanced attendees’ experience and provided real-world examples of concepts being discussed.





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We anticipate a 30% increase in attendance at the BTW 2018 Conference, which will include more educational and interactive sessions, host new presenters Bill Mayne, Professor D, and Elizabeth Russell, and welcome returning presenters Butch Vig, Craig Anderton, and Marla Frank. New for 2018, a trade show exhibition hall will enable attendees to connect directly with manufacturers and service providers to learn more about the products and services they offer.





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I had a profoundly inspiring day. Not only performing with my band mates, but just watching, listening and networking with all of the amazing musicians who were a part of BTW.

- Derek Ramnarace

MADISON DESERVES A SUSTAINABLE ENTERTAINMENT ECONOMY - WE HAVE THE TALENT AND WE HAVE THE NEED.

OPPORTUNITIES SUCH AS BETWEEN THE WAVES CONTRIBUTE TO THIS GOAL.

- DJ PAIN 1





Between the Waves Conference and Festival highlights Madison's enthusiastic passion for live music, hosting diverse festival audiences witnessing some of Madison's top acts entertain as part of varied bills and curated Hip-Hop, Metal, Singer-Songwriter, and Youth showcases.

BTW 2017's Festival component took over three of the Madison music scene's anchor venues: High Noon Saloon, Brink Lounge, and Majestic Theatre. Showcased across six stages, more than fifty local acts provided a vibrant testament to the world-class musical talent Madison offers throughout a range of genres.

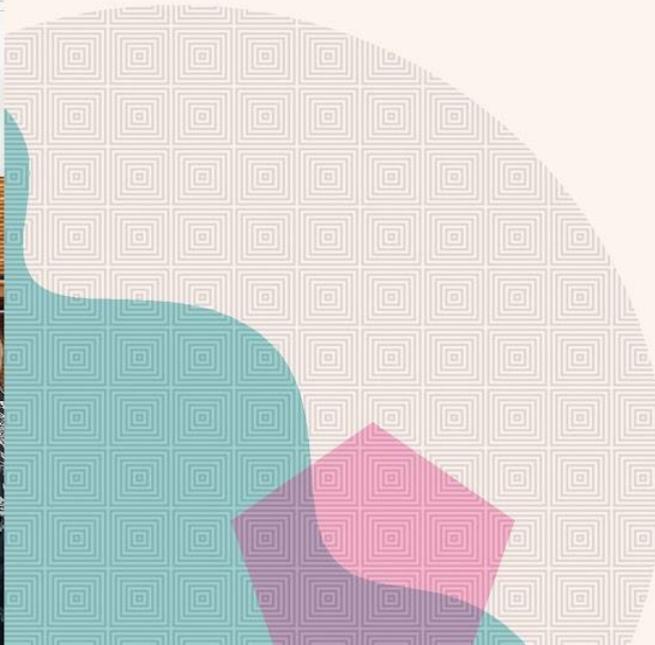


We anticipate a 25% increase in attendance at the BTW 2018 Festival, which will expand to add Bos Meadery as a new venue and will again present Madison's top musical talent, to include acts like Derek Ramnarace, Dogs of War, Lords of the Trident, The People Brothers Band, and Sam Ness.





Musician and industry veteran Roy Elkins leads the **Between the Waves Conference and Festival** team, which includes more than twenty dedicated Madisonians with extensive collective experience representing all facets and levels of the music industry, and our sponsors who empower our work.





Invested in the individual success of attendees and in the collective success of independent musicians as much as the success of the BTW events themselves, our group harnesses myriad individual talents in the shared effort to create a world-class Conference and Festival that provides musicians the knowledge to pursue, the expertise to implement, and the tools to guide their journey toward making a living making music, and to have a good time doing it.





These generous sponsor partners were instrumental to the success of the 2017
Between The Waves Conference and Festival:

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Dynamic, engaging arts scenes are hallmarks of thriving communities and the heart of local culture. Add your brand's voice to the choir singing the praises of Madison's music community and promoting our area as a music destination.

Take part in nurturing Madison's soul.



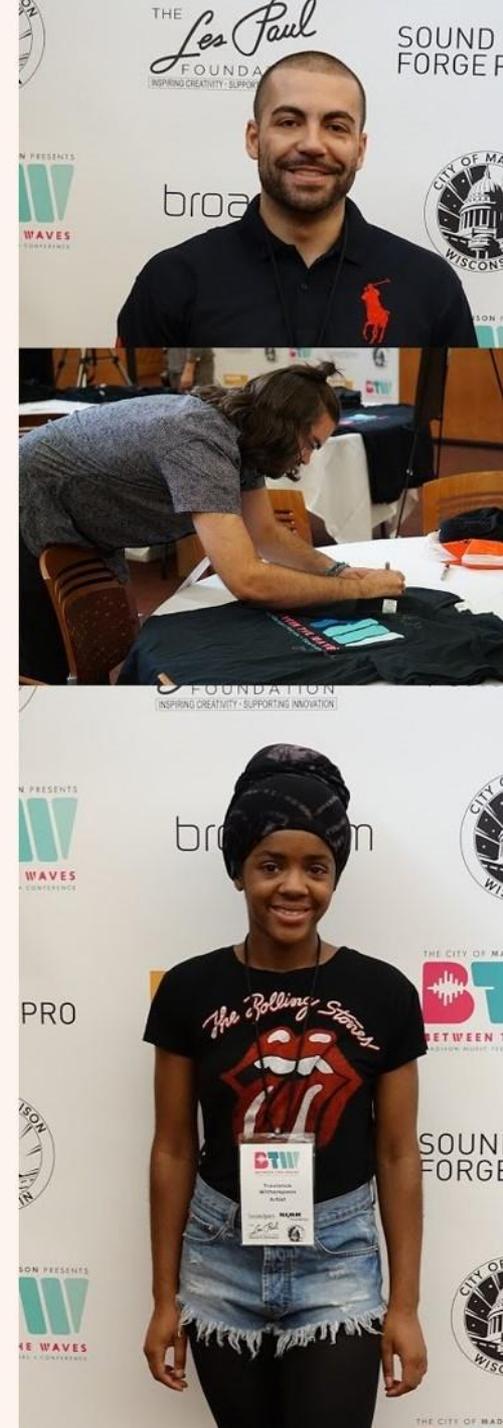
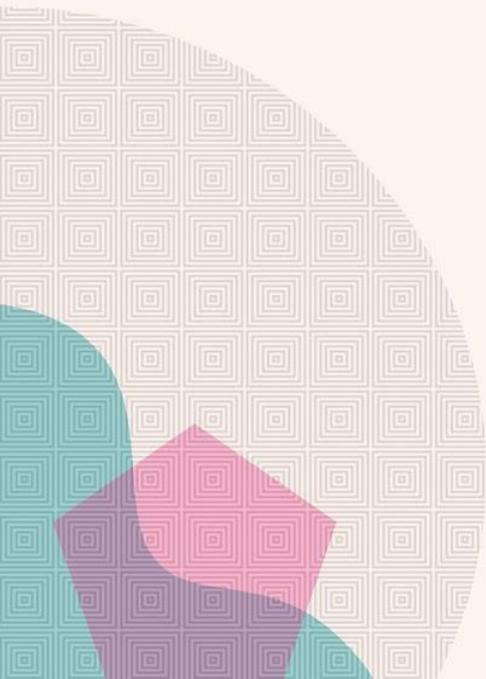


Between The Waves Conference and Festival benefits the greater community in a number of ways:

- Recharges and reinvigorates attendees, who inject their replenished enthusiasm in to Madison's music scene
- Offers practical creative, technical, and business education relevant to working musicians and their daily activities
- Nurtures cohesion and catalyzes growth of Madison's music scene
- Establishes and promotes Madison as a music destination by showcasing Madison's musical talent, music-related businesses, and industry expertise
- Enables and fosters growth in the creative economy and adjacent spaces, both at the individual level and at the business level
- Contributes to area economic impacts from travel and tourism by attracting attendees from outside the immediate area



Between The Waves Conference and Festival's generous sponsors are integral to our efforts to provide musicians the knowledge to pursue, the expertise to implement, and the tools to guide their journey toward making a living making music, and to have a good time doing it.





In return, **Between The Waves Conference and Festival** is an opportunity to introduce your brand to motivated independent musicians, deepen your organization's relationship with engaged musical creatives, and reinforce your commitment to supporting music makers & being part of the musical community. BTW's intimate venues ensure meaningful dialogue to help you connect with attendees and show them how your products and services can aid their pursuit of their creative goals and help them follow their artistic dreams.





A range of **customizable sponsorship opportunities tailored to your needs** are available, including standalone items and preconfigured multi-element packages ranging from \$1,000 to \$25,000. Standalone sponsorship opportunities include:

Sponsor Conference Registration Totes - \$1,000

Sponsor branding on one side of reusable shopping bag style registration totes (BTW branding will be on other side)

Conference Registration Tote Insert - Printed Material - \$100

One piece of sponsor-provided printed material inserted in to conference registration totes, up to full 8.5x11 sheet

Conference Registration Tote Insert - Item / Object - \$200

One sponsor-provided item inserted in to conference registration totes ("Item" defined as anything that's not a piece of printed material)

Sponsor Conference Schedule Document - \$500

Sponsor logo on conference schedule flyer

Logo at Conference Photo/Selfie Booth - \$750

Sponsor's logo included on photo/selfie backdrop

Conference "Catering" Hospitality Station Naming - \$1,000

Sponsor-branded naming of hospitality station near registration/check-in station (w/ coffee, tea, water, snack mix)

Signage in Conference Venue Hallway - \$600

Sponsor-provided self-supporting signage located in main hallway of conference venue

Conference Presentation Room / Exhibition Hall Naming - \$1,500

Sponsor-branded presentation room or exhibition hall name

Signage in a Conference Presentation Room - \$400

Sponsor-provided self-supporting signage located at the back of the room

Sponsor a Conference Presenter - \$500

(Self-explanatory)

Sponsor Breakfast During a Conference Breakfast Session - \$750

Breakfast buffet for up to 50 (hot entree, two sides, coffee/tea/juice)

Sponsor Lunch During a Conference Lunch Session - \$750

Deli sandwich lunch buffet for up to 50 (build-your-own deli sandwich, chips, cookies, soda/water)

Sponsor Beverages & Snacks During a Conference Happy Hour Session - \$500/sponsor, two sponsors per happy hour session

Happy hour for up to 60, including snack and two drink tickets per person (beer, wine, soda, snack mix)

Conference Exhibition Hall Booth - \$400

Conference exhibition hall booth for Friday 6/15 and Saturday 6/16



Festival Stage Naming - \$1,500

Sponsor-branded stage name

Backstage Hospitality / Catering at One Festival Stage - \$500

Sponsor branding at backstage hospitality / catering

Signage in a Festival Stage Venue - \$400

Sponsor-provided self-supporting signage located at back
Of the festival stage venue

Sponsor an email blast - \$250

(Self-explanatory)

Sponsor a Festival Performer - \$500

(Self-explanatory)

Sponsor Festival Wristbands - \$500

Sponsor logo on festival wristbands

Sponsor Festival Schedule Document - \$500

Sponsor logo on festival schedule flyer

Sponsor a social media post - \$250

(Self-explanatory)

Beyond community involvement and brand association, **package-dependent sponsorship value can include:**

- Sponsor's logo on BTW website sponsor page, linked to sponsor's web presence
- Mention in BTW promotional email and/or social media posts, linked to sponsor's web presence
- Sponsor's signage in conference presentation room and/or at festival venue
- Sponsor recognition from the podium and/or stage
- Sponsor-provided printed material and/or item inserted in to conference registration totes

Let's collaborate on a BTW sponsorship program that delivers on your objectives.



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