

THE AUSTIN

# CHRONICLE

PROUDLY PRESENTS  
THE 34th ANNUAL

AUSTIN  
MUSIC  
Awards

*Deep Roots,  
Living Legends*

*THE Largest & Longest Running  
AWARD SHOW  
IN THE South by Southeast*

BENEFITING THE SIMS FOUNDATION

**SPONSORSHIP OPPORTUNITIES**  
**INDUSTRY PARTY + AWARDS SHOW + CONCERT**

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## JOIN US IN 2016

For generations, Austin, Texas been a cultural oasis where musicians come from all over the world to create, friendships, and families. This year we continue to strengthen our global connection and celebrate... DEEP ROOTS.

Join us in our 34th year of honoring the local music community, recognizing Austin artists and industry masterminds who have made an impact in recording and performance for not one, but two incredible nights of music, stories and talent.

## AUSTIN MUSIC AWARDS Previous Performers Include:

Charlie Sexton + Riders Against the Storm + Spoon + Eliza Gilkyson + Band of Heathens + Miss Lavelle White  
Brownout + Ian McLagan + Lucinda Williams + Patty Griffin + Texas Tornados + Dale Watson + Alejandro Escovedo  
Gary Clark Jr. + Ben Kweller + Asleep at the Wheel + Los Lonely Boys + Stephen Bruton + Mother Falcon

## THE AUSTIN CHRONICLE

Serving the local community for 34 years, *The Austin Chronicle* reaches over 300,000 Austinites each week. *The Chronicle* is the keen-eyed and eloquent voice of the city, expressing the community's political and environmental concerns and supporting its active cultural scene. *The Austin Chronicle* is available at over 1,800 locations every Thursday.



# MUSIC TO OUR EARS

Past and Present  
Media Coverage

Rolling Stone	BMI	KEYE	The Digital Texan
MTV	LA Times	KXAN	Music Connection
New York Times	Seattle Times	KVUE	Austin Post
New York Post	Houston Press	FOX Austin	Stereo Subversion
Billboard	Goldmine	KNVA	KGSR
London Times	UPI	YNN	KLBJ
Dallas Observer	Reuters	Texas Monthly	101X
Houston Chronicle	PBS	Austin360.com	Mix 94.7
San Antonio Express News	KUT/KUTX	Austin Business Journal	Majic 95.5
Austin American Statesman	KOOP	Austin Monthly	KISS FM
	KDRP	Austinist	KASE
	KVRX		KVET





## AUSTIN MUSIC AWARDS

### CONCERT + AWARD CEREMONY + SPECIAL GUESTS

The Austin Music Awards recognizes the accomplishments of local bands and musicians by honoring them during SXSW at an annual event unique to the City of Austin. The event reflects Austin's outstanding live music achievements of the previous year as voted on by the Austin Chronicle readers in the annual Austin Chronicle Music Poll.

From its earliest years, AMA has presented numerous genres of music emanating from Texas, including rock, country, blues, Latino, folk, punk, pop, world, and classical. Musicians who first attracted critical attention by winning AMA awards later went on to win Grammys, including Stevie Ray Vaughan, Asleep at the Wheel, Grupo Fantasma, Lucinda Williams, Spoon and Joe Ely.

## WEDNESDAY, MARCH 16, 2016

Hilton Hotel, Grand Ballroom

### TICKETS

SXSW 2016 music badges and wristbands granted entry.

General Admission: \$25.00

Expected attendance: **3000 GUESTS**

### PROCEEDS BENEFIT THE SIMS FOUNDATION

Because no one in the Austin music family should have to struggle in isolation, the SIMS Foundation provides access and financial support for mental health and addiction recovery to Austin musicians, music industry professionals, and their family members. SIMS clinicians give short-term counseling and match a musician, their partners, and children to one of 70 therapists, psychiatrists, or addiction recovery partners in our SIMS Provider Network for ongoing treatment. SIMS saves lives and keeps Austin music in tune.

Over the past 8 years, the Austin Music Awards has raised over \$80,000 for the SIMS Foundation. With your help, this year we hope to raise over \$20,000 to specifically fund adolescent and adult addiction recovery, the area of most pressing need for SIMS. More folks are seeking help and SIMS needs your help to be ready.

# AUSTIN MUSIC INDUSTRY AWARDS

Take advantage of this exclusive opportunity to be a part of this event honoring Austin music industry professionals

Held a week before SXSW, this special presentation allows music professionals who might be busy during the festival a chance to be a part of the Music Awards and mingle with industry professionals.

## MONDAY, MARCH 7, 2016

Palm Door on 6th Street

## INVITATION-ONLY EVENT

HORS OEUVRES + COCKTAILS + MUSIC

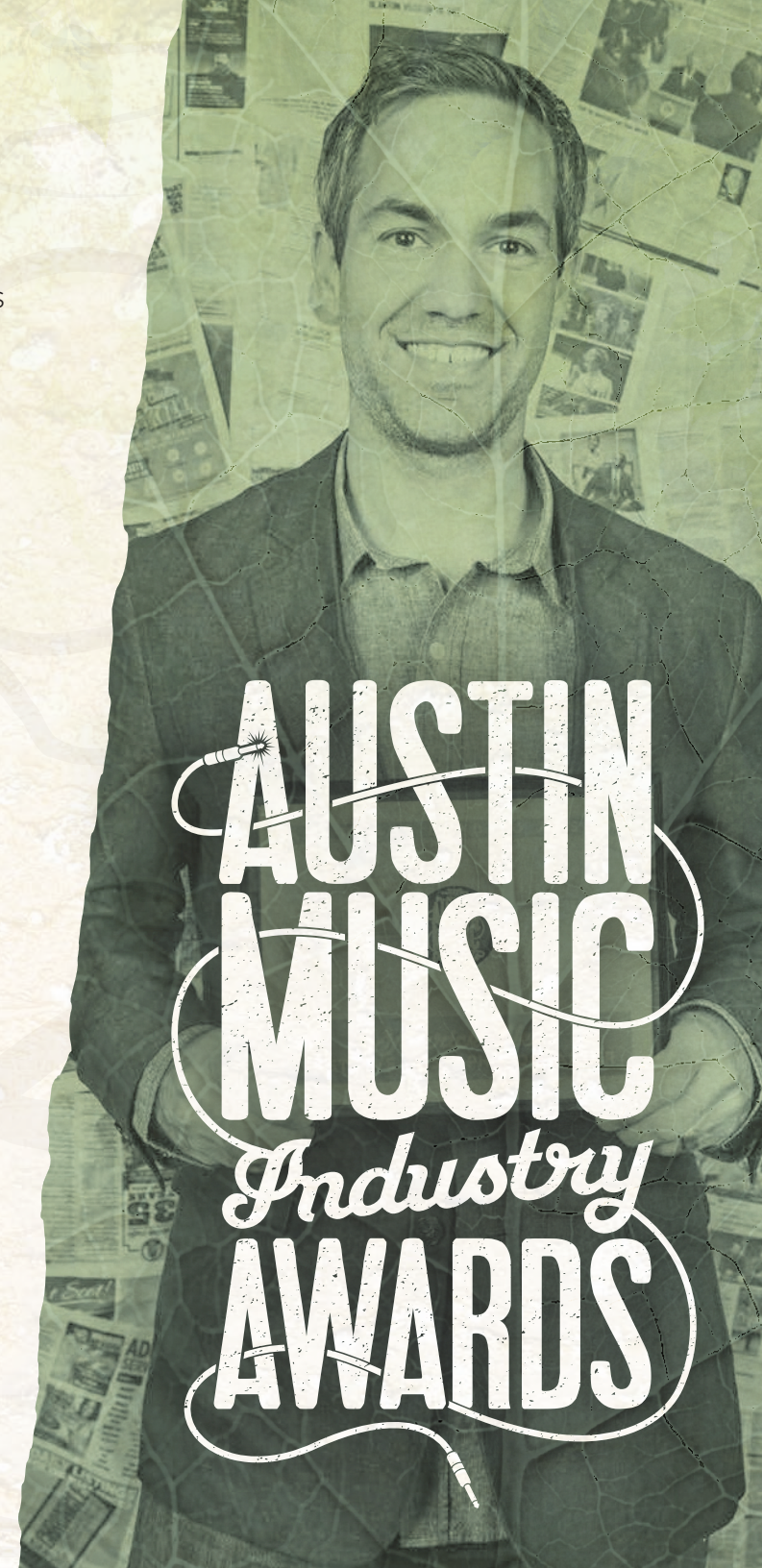
Hosted by Chase Hoffberger and Kevin Curtin, staff writers for Austin Chronicle.  
Expected attendance: **500 GUESTS**

Added in 2015, the Austin Chronicle Music Poll features a special section dedicated to industry-specific categories such as Best Live Music Photographer, Best Producer, and Best Show Poster. This expansion pays tribute to more of the local communities that make music possible, and the Austin Music Industry Awards provide an opportunity for Austin to choose who to honor among them.

Also joining the Industry Awards ceremony will be Austin Music People, presenting their awards for Unsung Hero and Esme Barrera Award for Music Activism and Education.

## CATEGORIES:

Best Record Store + Best Music Store + Best Instrument Repair  
Best Specialty Instrument Store + Best Equipment Rental  
Best Recording Studio + Best Producer + Best Local Label  
Best Music Writer + Best Live Music Photographer + Best Show Poster  
Best Album Art + Best Live Music Booker + Best New Club  
Best Live Music Venue + Best Lighting + Best Sound  
Best Music Venue Outside City Limits  
Best Music Venue to Play + Best Ongoing Music Residency  
Best Music Support Non-Profit + Music Business Hall of Fame



## **AMA PLATINUM \$20K**

- + 2 reserved tables of 10 each with table service and VIP access
- + onstage thank you
- + 25 VIP tickets
- + 4 backstage passes
- + 6 Industry night tickets
- + collectible AMA poster

## **AMA GOLD \$10K**

- + 1 reserved table for 10 with table service and VIP access
- + onstage thank you
- + 10 VIP tickets
- + 2 backstage passes
- + 4 Industry night tickets
- + collectible AMA poster

## **AMA SILVER \$5K**

- + 6 reserved seats at shared table with VIP access
- + 4 additional VIP tickets
- + 6 GA tickets
- + onstage thank you
- + 2 industry tickets
- + collectible AMA poster

## **ADVERTISER CUSTOMIZATION**

### **OPTIONS INCLUDE:**

- + Print/digital advertising campaign
- + Opportunity for onsite signage, booth, or activation
- + Logo projected in ballroom or on screen
- + Logo on website
- + Logo in AMA print ads
- + Logo included on promotional/distributed posters
- + Inclusion in social media campaign
- + Inclusion in events newsletter
- + Promotional blog post through Austin Chronicle Events
- + VIP promotional ticket giveaway

## **AUSTIN MUSIC INDUSTRY AWARDS SPONSOR \$2500**

- + 1/2 page full color ad in Austin Chronicle
- + booth space at event
- + logo included on printed materials
- + social media mentions
- + onstage thank yous
- + 4 tickets to Industry Awards
- + 4 VIP tickets to AMAs

