

*THE AUSTIN CHRONICLE* PRESENTS

# THE 42ND ANNUAL AUSTIN MUSIC AWARDS

2024 SPONSORSHIP

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**CHRONICLE**



# IT'S ALL ABOUT AUSTIN

THE BEST LOCAL BANDS, MUSICIANS, ALBUMS, & MORE AS CHOSEN BY AUSTIN'S LIVE MUSIC FANS

For over four decades, the Austin Music Awards have honored the city's live music community by recognizing the musicians and industry masterminds who have made a significant impact on Austin's live and local music scene.

The **Austin Music Poll** returns with tried and true categories like **Best Band of the Year**, **Song of the Year**, **Best Austin Musicians**, plus Industry specific awards like **Best New Club**, **Photographer**, **Music Residency**, and more!

Public voting in the **2023/2024 Austin Music Poll** runs **January 4–22**. Winners will be announced in the Feb. 23 issue of *The Austin Chronicle* with a celebration of awards and concert held on **Sunday, Feb. 26** at Antone's!



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# EVENT DETAILS

The 42nd Annual Austin Music Awards  
Sunday, February 25, 2024

Location: Antone's Night Club, 305 E 5th St.

4:00-6:30pm: Happy Hour & Award Pick-up (Private)

6:30-10:00pm: Austin Music Awards Show (Public)

Tickets: \$20

A portion of ticket proceeds directly benefits SIMS Foundation to support mental health and substance use recovery services and programs for musicians, music industry professionals, and their family members.

Expected Event Attendance: 1500+



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# THE AUSTIN CHRONICLE

For over 40 years, *The Austin Chronicle* has been the progressive voice of Austin. Locally owned and fiercely independent, we plug you into the heartbeat of the people and culture that make Austin such a vibrant and diverse place to live.

More than 350,000 readers each week trust our responsible editorial reporting and our proven mission to help similar businesses with our high-impact, multi-channel advertising solutions and annual community-driven events.

Your message will stand out, connect, and build brand loyalty with our engaged readers – all while supporting independent, free press.

If it's important to Austin, it's in *The Austin Chronicle*.





# TURN UP YOUR BRAND'S VOLUME

As a **Group Sponsor** your brand will receive placement within the Austin Music Poll's Print and Online ballot in addition to exposure across all *Austin Chronicle* platforms leading up to and during the Austin Music Awards on Sunday, Feb. 25.

## MARKETING & VISIBILITY HIGHLIGHTS

- Sponsor a Group Category (max 1 per group) and put your brand in front of engaged voters on our dedicated Austin Music Poll landing page.
- Whether you want to be the official whiskey, coffee, or the only custom music accessories brand at the show, we can reserve it for you!
- Opportunity for unique brand-centric pop-up activations and guest incentives
- *Austin Chronicle* Social Reach:
  - Facebook: 80K+
  - Twitter: 216K+
  - Instagram: 99K+
  - Newsletters: 110K+
- TV & Radio promotional partners: CBS We Are Austin, KUTX, KOOP, 101X and more.

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# AUSTIN MUSIC POLL AWARDS

## BEST OF THE YEAR

Band of the Year  
Musician of the Year  
Song of the Year  
New Album of the Year  
Album of the Year  
Song of the Year  
Video of the Year

**SOLD**

## BEST AUSTIN MUSICIANS

Vocalist  
Drummer/Percussionist  
Guitarist  
Horns  
Pianist/Keyboard  
Misc Instrument  
Strings/Fiddle  
Bassist

## BEST BY GENRE

Blues  
Country  
DJ  
Electronic  
Experimental  
Folk/Bluegrass  
Hip Hop/Rap  
Jazz  
Latin  
Metal  
Pop  
Punk  
Rock  
Soul/R&B  
World

## LEGACY AWARDS

Austin Music Hall of Fame

## INDUSTRY AWARDS

Local Label  
Radio Station  
Radio  
Personality  
Radio Show  
Record Store  
Recording Studio  
Equipment  
Rental  
Producer  
Live Music  
Venue  
Music Festival  
Photographer  
Live Music Booker  
New Club  
Poster Artist  
Music Residency  
Sound Engineer  
Instrument Repair  
Non-Profit  
Most Creative Event  
Austin Music Industry  
Hall of Fame

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# GROUP SPONSOR DELIVERABLES

## Print

- Logo inclusion in the Austin Music Poll Print Ballot *and* Austin Music Awards ads (4 FP)
- 1 Half Page Client ad in the Austin Music Awards special issue, out February 22 ,2024

## Online

- Austin Music Poll Online Ballot ads within a group, to run during voting: Jan. 4-22, 2024
- Logo + link inclusion on [austinchronicle.com/austinmusicawards](https://austinchronicle.com/austinmusicawards) landing page
- 50K online ROS Banner Ads to be run at [austinchronicle.com](https://austinchronicle.com) throughout the year

## Newsletters:

- Inclusion in AMA dedicated emails to Chron Events (73K) & Daily (29K) newsletters
- Inclusion in Chron Events weekly newsletters leading up to event and in Chronfidential (Behind the Scenes, 14K) newsletter in February

## Social Media:

- Inclusion in Austin Music Awards posts via Facebook, Instagram, and Twitter
- Client Name/Logo listed on the Austin Music Awards Facebook Event Page & Ticket website

## On-Site:

- On-stage recognition
- Logo inclusion during award presentations
- Opportunity for on-site branding/activation
- Opportunity to provide guest incentives In Ausitn Music Awards swag bags
- 4 guest tickets to the Austin Music Awards



**GROUP SPONSOR**  
**TOTAL INVESTMENT: \$6,000**

Estimated Total Value: \$10,000

Max 5 available

1 Sponsor Per Award Group (Best of the  
Year, Best Austin Musicians, etc.)





# JOIN US FOR THE AUSTIN MUSIC AWARDS CELEBRATION!

Contact your Austin Chronicle Account Executive or email [adinfo@austinchronicle.com](mailto:adinfo@austinchronicle.com) to reserve an Austin Music Awards Sponsorship.

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