

THE AUSTIN CHRONICLE PRESENTS

THE 42ND ANNUAL AUSTIN MUSIC AWARDS

2024 SPONSORSHIP

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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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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*.

SUPPORTER DELIVERABLES

Align your brand as a dedicated supporter of Austin's live & local music scene!

Print

- 1 Quarter Page print ad in the Austin Music Awards issue on stands February 22, 2024

Newsletters

- Inclusion in dedicated Austin Music Awards emails to Chron Events newsletter (73K)
- Inclusion in Chronfidential newsletter (14K)

Online

- 20K online ROS banner ads to be run at austinchronicle.com leading up to the event
- Logo + link inclusion on Austin Music Awards landing page

On-site

- 2 tickets to the Austin Music Awards
- Opportunity to provide guest incentives in Austin Music Awards swag bags

SUPPORTER LEVEL
TOTAL INVESTMENT: \$500

Estimated Total Value: \$3,000



JOIN US FOR THE AUSTIN MUSIC AWARDS CELEBRATION!

Contact your Austin Chronicle Account Executive or email adinfo@austinchronicle.com to reserve an Austin Music Awards Sponsorship.

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