



CMA AWARDS

AFTER PARTY

GONE COUNTRY 2024

A RUSTIC THEME FOR COUNTRY MUSIC'S BIGGEST NIGHT



SUITS, TIES, EVENING GOWNS MEETS TRUCKS, DUCKS, BUCKS & BEER

COUNTRY MUSIC'S BIGGEST NIGHT FOLLOWED BY
THE MOST EXCLUSIVE PARTY IN TOWN
NASHVILLE, TN • NOVEMBER 20, 2024

ABOUT THE EVENT

AS COUNTRY MUSIC'S BIGGEST AWARD SHOW WRAPS, ATTENDEES JOIN TOGETHER TO CELEBRATE THEIR ACHIEVEMENTS WITH INDUSTRY INSIDERS. OUR PARTY IS JUST THE PLACE FOR THAT!

THIS INVITE ONLY, ULTRA-EXCLUSIVE EVENT IS ATTENDED BY ARTISTS, CELEBRITIES AND TASTEMAKERS AND IS HOSTED AT THE BELL TOWER IN THE HEART OF DOWNTOWN NASHVILLE.

FROM THE MOMENT THE FIRST GUESTS HIT THE RED CARPET, PARTY GOERS WILL KNOW THEY'VE ARRIVED AT AN EVENT UNLIKE ANY OTHER. OUR EVENT AT THE BELL TOWER PROVIDES A UNIQUE EXPERIENCE AT EVERY TURN. THIS YEAR WE'RE KICKING THE COUNTRY UP A NOTCH!

DELICIOUS FOOD, FLOWING DRINKS, LIVE DJ AND THOUGHTFUL BRAND INTEGRATIONS COME TOGETHER TO FORM AN UNFORGETTABLE EXPERIENCE. DOORS OPEN AT 9PM & THE PARTY GOES WELL INTO THE NIGHT.



BRIAN & BRITNEY KELLEY



LAST YEAR'S INVITE

2024 EVENT DETAILS

WHO

**Artists, Celebrities, Industry
Heavyweights & Top Music Journalists**

WHAT

BMLG CMA After Party

WHEN

November 20th, 2024 - 9PM

WHERE

The Bell Tower - Nashville, TN

WHY

**Opportunity for brands to have high exposure at
the biggest Country Music Awards label party in
Nashville hosted by Big Machine Label Group!**

2024 MOOD BOARD

EXCLUSIVE
SNEAK
PEEK



PAST YEAR'S ATTENDEES



THOMAS RHETT



CARLY PEARCE



TIM MCGRAW



MIDLAND



RILEY GREEN



BRETT YOUNG



LADY A

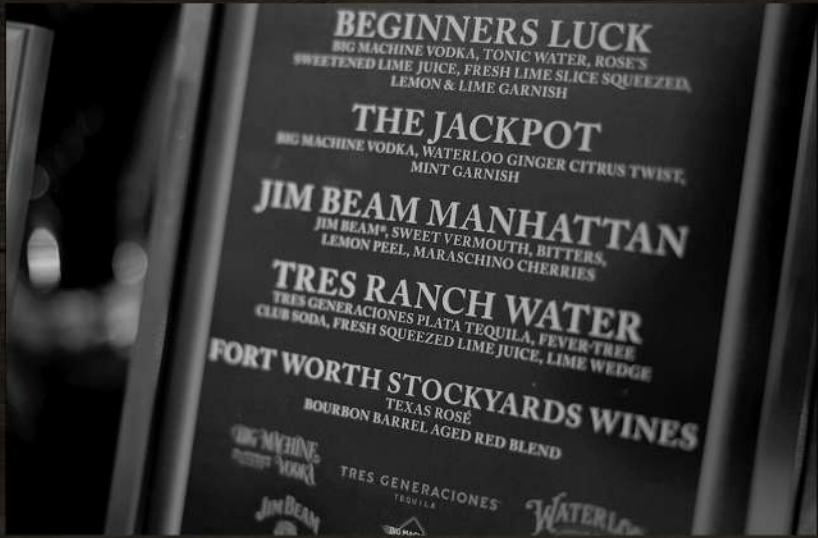


SUGARLAND

PAST BRAND INTEGRATIONS



PAST BRAND INTEGRATIONS



SPONSORSHIP OPPORTUNITIES

AVAILABLE PACKAGES

DIAMOND

- + Naming Rights
- + On-Site Activation Space
- + On-Site Signage in VIP Area
- + Step & Repeat Branding
- + Press Release Inclusion
- + Custom Cocktails, ETC.
- + 2x Brand Shoutouts from the DJ
- + BMLG Social Media Post
- + Invite Branding
- + Series of Photos For Brands Usage
- + Gift Bag Inclusion
- + 15 Passes to CMA After Party

GOLD

- + On-Site Activation Space
- + On-Site Signage in VIP Area
- + Step & Repeat Branding
- + Press Release Inclusion
- + Custom Cocktails, ETC.
- + BMLG Social Media Post
- + Invite Branding
- + Series of Photos For Brands Usage
- + Gift Bag Inclusion
- + 10 Passes to CMA After Party

SILVER

- + Step & Repeat Branding
- + Press Release Inclusion
- + BMLG Social Media Post
- + Invite Branding
- + Series of Photos For Brands Usage
- + Gift Bag Inclusion
- + 5 Passes to CMA After Party

BRONZE

- + BMLG Social Media Post
- + Invite Branding
- + Series of Photos For Brands Usage
- + Gift Bag Inclusion
- + 2 Passes to CMA After Party

*All packages are open to customization/curation

JOIN US THIS FALL





THANK YOU

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