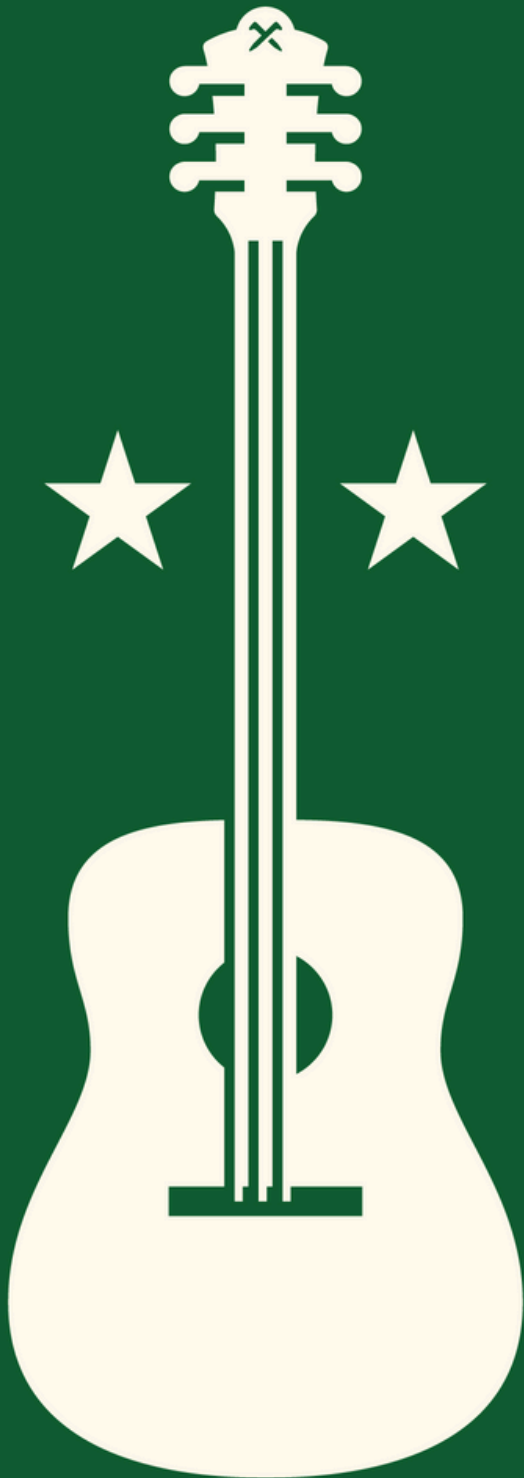




OPELIKA SONGWriters FESTIVAL

MAR 26-29
2026

HISTORIC DOWNTOWN
OPELIKA, ALABAMA

[OPELIKASONGWRITERSFESTIVAL.COM](https://opelikasongwritersfestival.com)



SPONSOR GUIDE



★ OPELIKA SONGWRITERS FESTIVAL ★



NIKKI LANE
Credit: EMILY ELLIS



The Sound Wall is owned by Rob & Jen Slocumb, aka the duo Martha's Trouble. The Sound Wall Music Initiative is a 501(c)(3) nonprofit

organization founded by Rob & Jen Slocumb is dedicated to promoting and celebrating the art of music in the Auburn/Opelika community. It strives to enhance the lives of our community members through music education, artist development, and funding support for local musicians and schools.



Russell Carter Artist Management is a full-service artist management firm that has worked with national recording artists since 1990.

Prior to forming RCAM, Russell Carter practiced entertainment law in Atlanta for ten years. He is a member of the Georgia Bar Assn., NARAS (the GRAMMY organization), the Americana Music Association, and a board member of the Cultural Arts Alliance of Walton County (CAA) in Florida. RCAM, based in the 4th Ward in Atlanta, books, promotes, and co-produces the 30A Songwriters Festival with the CAA and co-produces the Opelika Songwriters Festival in Alabama with the Sound Wall.



Opelika Songwriters Festival (OSF) was founded in 2019 by Rob & Jen Slocumb, aka, **Martha's Trouble** and has grown thanks to their partnership with **Russell Carter Artist Management. (RCAM)**

OSF is a multi-day festival featuring 80 shows in a small, southern, charming railroad town. Intimate listening rooms are created in a variety of unique venues such as restaurants, coffee shops, a distillery, pubs, and galleries creating up close and personal experiences that create memories that last a lifetime.

Sponsoring this event will showcase your brand front and center to an excited and affluent crowd- music enthusiasts who have your full attention and enjoy supporting our sponsors and partners. Proceeds benefit

The Sound Wall Music Initiative, a 501(c)(3) nonprofit organization celebrating the art of music in the Auburn/Opelika community.





ARTISTS

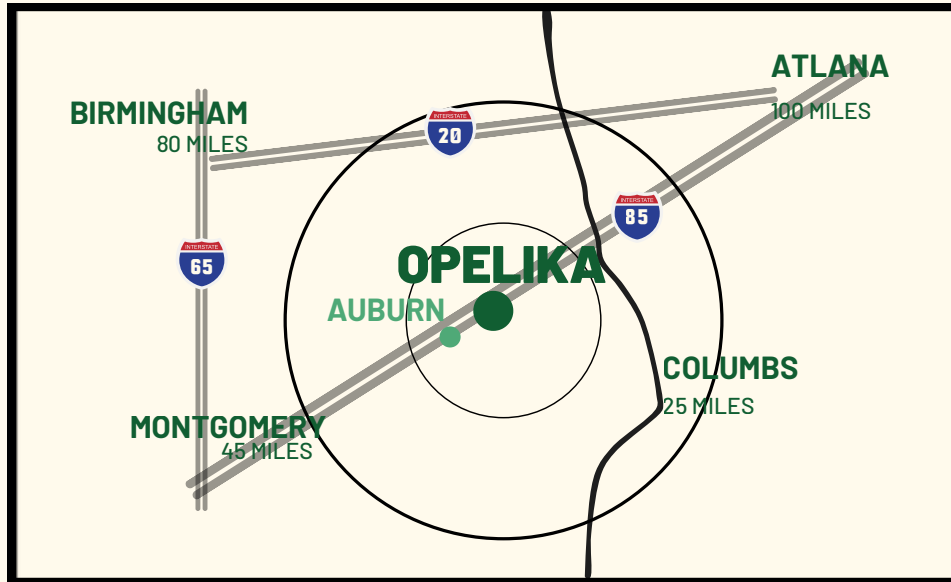
Past artists have included

KT TUNSTALL	LIVINGSTON TAYLOR	Steve Poltz Liz
SISTER HAZELL	JON MUQ	Longley Larry
Toad The Wet Sprocket	LILLY WINWOOD	Mitchell Pierce
10,000 Maniacs	CLARE CUNNINGHAM	Pettis Eliot Bronson
Drivin N Cryin	Grayson Capps	Robby Hecht Kate
Indigo Girls	Paul McDonald	Campbell Pat Wictor
Rickie Lee Jones T	Peter Bradley Adams	Noah Zacharin Jack
he War & Treaty	Martha's Trouble	Barksdale Cliff
Shawn Mullins	Alice Peacock	Eberhardt Louise
John Paul White	Heather Lynne Horton	Mosrie Ryanhood
Glen Phillips	Sara Jean Kelly	Jennifer Lynn
Toad The Wet Sprocket	Sarah Clanton	Simpson Katie
Kristian Bush Sugarland	Jesse Lynn Madera	Martin Sam Pointer
David Ryan Harris	Goldpine	Mark True Dave
Ruthie Foster	Bradley Cole Smith &	Potts Dallas Dorsey
Dan Navarro	Nelson Nolen	Dixon Darling
Sarah Lee Guthrie	Wyatt Espalin	
Chris Stills	Meaghan Farrell	
Kim Richey	Michelle Malone	
Jeff Black	Cousin Curtis	
Leigh Nash	Cat Ridgeway	
Sixpence None The Richer	Adam Hood	
Mary Bragg	Mindy Smith	
Abe Partridge	Jeffrey Steele	
	Charlie Mars	
	Amy Lavere	

AND MANY MORE

Photo Credits: Rick Diamond
Photo Credits: Emily Ellis

OPELIKA/AUBURN, AL



TRAVELING FROM ATLANTA

I-85 South 100 miles to Exit 62

TRAVELING FROM MONTGOMERY

I-85 North 45 miles to Exit 62

TRAVELING FROM BIRMINGHAM

280 East 80 miles to Opelika

It's easy to get here! A short drive from bigger cities like **Atlanta, Birmingham, Montgomery, and Columbus**. Opelika is located off **Interstate 85 at Exit 62**.

OUR AUDIENCE



\$350+ **\$80,000**
AVERAGE HOME PRICE AVERAGE INCOME

40+ **54%** **46%**
AVERAGE AGE FEMALE MALE



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR **\$15,000 Investment**

The presenting sponsor is an exclusive opportunity that provides maximum exposure, both pre-event and festival wide. Every mention of Opelika Songwriters Festival will include "Presented by your company"

INCLUDES

- (10) VIP Passes & (14) Weekend Passes
 - (4) Seats at Thur Night Kickoff Dinner
 - Your logo on Main Stage LED Screen
 - Logo included on all official advertising
 - Option of 10'x10' activation
 - Logo prominently featured as the Presenting Sponsor on all print materials, festival website, social posts, event signage, festival program
 - Full Page Ad on Inside Cover of Festival Program
 - Special On-Stage Recognition
 - (10) Commemorative OSF Gifts
-
- First Right of Refusal for OSF 2027

FESTIVAL PARTNER **\$10,000 Investment**

Event sponsors receive prime exposure, VIP access and other great benefits.

INCLUDES

- (6) VIP Passes & (10) Weekend Passes
- (4) Seats at Thur Night Kickoff Dinner
- Your logo on Main Stage LED Screen
- Option of 10'x10' activation
- Logo on all print materials, festival website, social posts, event signage, festival program
- Full Page Ad in Festival Program
- Special On-Stage Recognition

MAIN STAGE SPONSOR \$7,500 Investment

INCLUDES

- (4) VIP Passes & (8) Weekend Passes
- Your Logo on Main Stage LED Screen
- Logo featured on festival website, social posts, event signage, festival program
- Full page AD in festival program
- Live acknowledgement as stage sponsor

LARGE VENUE \$5,000 Investment

INCLUDES

- (2) VIP Passes & (6) Weekend Passes
- Stage banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- Full page AD in festival program
- Live acknowledgement as stage sponsor

MEDIUM VENUE \$2,500 Investment

INCLUDES

- (6) Weekend Passes
- Stage banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- 1/2 page AD in festival program
- Live acknowledgement as stage sponsor

SMALL VENUE \$1,500 Investment

INCLUDES

- (4) Weekend Passes
- Stage banner with your logo
- Logo featured on festival website, social posts, event signage, festival program
- 1/4 page AD in festival program
- Live acknowledgement as stage sponsor



GOLF CART SPONSOR \$3500 Investment

INCLUDES

- (6) Weekend Passes
- Signage on each golf cart with your branding
- Logo featured on festival website, social posts, event signage, festival program
- 1/2 page ad in festival program

COMMUNITY SPONSOR \$1,000 Investment

INCLUDES

- (2) Weekend Passes
- Logo featured on festival website, social posts, event signage, festival program

New Custom Sponsorships

Looking for a unique way to stand out?

Ask us about our new branded experience options, including:

- **Exclusive VIP Main Stage Tent Sponsorship**
- **Artist Hospitality at The Sound Wall**
- **Signature Brunch or Thur Supper Club**

These opportunities are limited and customizable. Let's build the perfect fit for your brand.



Paul McDonald
Daisy Hipbilly



Contact

Jen Slocumb
jen@thesoundwallopelika.com
(334) 663-5165

