

2027 PARTNERSHIP GUIDE

OPELIKA SONGWRITERS FESTIVAL

APRIL 1–4, 2027 · HISTORIC DOWNTOWN OPELIKA, AL

OSF8

opelikasongwritersfestival.com



Photo: Daisy Hipbilly Photography

OPELIKA SONGWRITERS FESTIVAL · SINCE 2019

THIS IS OSF

Four days of unforgettable music, meaningful connection and true Southern hospitality. Founded by Rob & Jen Slocumb of Martha's Trouble, OSF brings nationally recognized songwriters, rising artists and music lovers together in intimate listening rooms across historic downtown Opelika: restaurants, coffee shops, a distillery, pubs and galleries.

THE STORIES BEHIND THE SONGS, TOLD UP CLOSE.

4	40+	80+	8+
days	artists	performances	venues

Proceeds benefit **The Sound Wall Music Initiative**, a 501(c)(3) nonprofit supporting music education, artist development and local musicians and schools. OSF is co-produced with Russell Carter Artist Management (RCAM).

WHY PARTNER WITH OSF?

Loyal, passionate music lovers from across the Southeast and beyond, who give your brand their full attention. Opelika sits right off I-85, an easy drive from Atlanta (100 mi), Birmingham (80 mi), Montgomery (45 mi) and Columbus (25 mi).

~1,000
festival attendees

$500K
estimated economic impact

125+
festival volunteers

54%
women

40+
average age

$80K
average income

$350K+
average home price

"OSF ISN'T JUST A FESTIVAL. IT'S A COMMUNITY THAT BELIEVES IN THE POWER OF A SONG TO BRING PEOPLE TOGETHER."

Rob & Jen Slocumb, Co-founders





CHARLIE STARR & BENJI SHANKS OF BLACKBERRY SMOKE · OSF 2026

Photo by R. Diamond/Getty Images

MORE THAN A MUSIC FESTIVAL



Photo by R. Diamond/Getty Images

FOOD + DRINK

Chef-led dinners and brunches in historic downtown spaces.



Photo by R. Diamond/Getty Images

WORKSHOPS + WELLNESS

Songwriting, Beyond the Song, Guitar Tone and vocal care workshops, plus a sound bath.



Photo by R. Diamond/Getty Images

INTIMATE SHOWS

Songwriters in the round, a few feet from the audience.



COMMUNITY

125+ volunteers who make the weekend happen.

WHO'S PLAYED OSF

KT TUNSTALL · INDIGO GIRLS · PAUL THORN · CHARLIE STARR & BENJI SHANKS OF BLACKBERRY SMOKE · TOAD THE WET SPROCKET · 10,000 MANIACS · RICKIE LEE JONES · THE WAR & TREATY · SHAWN MULLINS · SISTER HAZEL · DRIVIN N CRYIN · NIKKI LANE · RUTHIE FOSTER · KRISTIAN BUSH OF SUGARLAND · GLEN PHILLIPS · JOHN PAUL WHITE · THE MAMMALS · KIM RICHEY · LEIGH NASH · DAVID RYAN HARRIS ...AND MANY MORE


Photo: Adam Sparks

LEAD THE FESTIVAL

PRESENTING SPONSOR · EXCLUSIVE

$17,000

Your company featured in premier placement on the marquee banner and signage: “Presented by [your company].”

- 10 VIP passes + 10 weekend passes
- Premier placement on the website, program cover and major signage
- Main Stage, social and verbal recognition festival-wide
- Category exclusivity
- Activation opportunity at the festival
- Presenting Sponsor graphics
- Logo on festival printing and images: posters, ads and the program
- First right to renew

MAJOR FESTIVAL PARTNER

$5,000–$10,000

A flexible, non-exclusive partnership built around your goals.

- Prominent placement on the website, printed program and major signage
- Elevated social, digital and verbal recognition at major festival moments
- Custom hospitality tailored to your partnership
- OSF Festival Partner graphics
- First right to renew

Stage and experience sponsorships are sold separately and are not included in either package.



Photo by R. Diamond/Getty Images

OWN A STAGE

Your company's name on one of OSF's venues across downtown Opelika: "[Stage] presented by [your company]."

MAIN STAGE · BOTTLING PLANT BALLROOM — $10,000

6 VIP passes + 10 weekend passes

John Emerald Distilling Co.	2 VIP + 6 weekend passes	$5,000
Market Street	2 VIP + 6 weekend passes	$3,500
The Pavilion	2 VIP + 6 weekend passes	$3,000
Festival Village Stage	4 weekend passes	$2,500
Irish Bred Pub	4 weekend passes	$2,500
Whistle Stop Stage + Student Showcase	4 weekend passes	$2,000
Heritage House	4 weekend passes	$2,000
The Jailhouse at Rock N Roll Pinball	4 weekend passes	$1,500

EVERY STAGE INCLUDES

Exclusive "[Stage] presented by [your company]" naming · Onsite stage signage · Verbal recognition from the stage · Recognition in the printed program, on the website, on social and festival-wide · OSF Stage Partner graphics · First right to renew. One sponsor per stage.

OWN AN EXPERIENCE

Put your name on a signature moment: “[Experience] presented by [your company].”



Photo by R. Diamond/Getty Images



Photo by R. Diamond/Getty Images

Artist Hospitality at The Sound Wall	4 weekend passes	**$3,000**
VIP Sunday Brunch	4 VIP passes	**$2,500**
VIP Main Stage Experience	4 VIP passes	**$2,000**
Thursday Kickoff Dinner	4 dinner seats	**$2,000**
Saturday Breakfast	4 breakfast seats	**$1,500**
Gospel Hour with Goldpine + Friends	4 weekend passes	**$1,000**
Workshops + Wellness at Flora Wren	2 weekend passes	**$1,000**
Golf Cart Partner (6 carts)	4 weekend passes	**$3,500**

EVERY EXPERIENCE INCLUDES

Exclusive “presented by” naming · Onsite signage · Verbal recognition where appropriate · Recognition in the program, on the website, on social and festival-wide · OSF Experience Partner graphics · First right to renew.

COMMUNITY PARTNER · $1,000

2 weekend passes, plus recognition on the website, in the printed program, on festival sponsor signage and on social. Includes the OSF Community Partner graphic.



Photo: Daisy Hipbilly Photography



Photo by R. Diamond/Getty Images

LET'S MAKE OSF8 UNFORGETTABLE

THE SOUND WALL · OSF8 · RCAM

Stages and experiences are one sponsor each, first come, first served. **Commit by January 31, 2027,** to be included in the printed program and festival signage.

RESERVE YOUR PARTNERSHIP

For more information, contact

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SCAN TO RESERVE