

SPONSOR DELIVERABLES BY TIER

# Exactly what we need, exactly when.

One page per conversation. Use this to brief your team on what to ship, design, or approve — and what you receive in return at every tier.

KEY DATES

When	Phase	What happens
Now → Apr 2026	Outreach	Submit interest form. Mark replies within 48h. Discovery call.
May–Jun 2026	Decision	Tier confirmed. Contract signed. 50% deposit holds the slot.
July 2026	Onboarding	Sponsor onboarding pack: shipping address, asset specs, contact.
15 Aug 2026	Brand assets	Logos, copy, and approved social tiles due.
4 Sep 2026	Final balance	Remaining 50% due — 60 days out.
15 Sep 2026	Physical items	Gift bag inserts, signage, branded items at The Maddox.
4–7 Oct 2026	Event	Backstage Nashville · The Maddox Hotel · 35 operators.

TIER-BY-TIER DELIVERABLES

## What we need from you · What you get back.

### Welcome Party Sponsor

\$9,000 · 1 slot · Category exclusive

WHAT WE NEED FROM YOU

- Vector logo (SVG or AI) — by 15 Aug 2026
- One-line brand description (max 140 chars)
- Approved 1-min welcome remarks (Mark reviews)
- Custom Hitchcock Tavern bar napkins or branded coaster (optional)
- On-site contact + arrival time (Sun 4 Oct, by 4pm)

WHAT YOU GET

- Naming rights at The Hitchcock Tavern, opening night
- Co-branded social tiles + pre-event announcement
- 30-second welcome moment with Mark on the mic
- Sponsor logo on welcome signage

### Penthouse Experience

\$9,000 · 1 slot · Category exclusive

WHAT WE NEED FROM YOU

- Vector logo (SVG or AI) — by 15 Aug 2026
- Branded coffee sleeve or napkin design (we print)
- 1 representative present at all 4 breakfasts (Mon–Thu)
- Optional 2-min morning intro per day (rotating themes)

WHAT YOU GET

- Brand presence at every penthouse breakfast (Mon–Thu)
- Logo on breakfast menu cards
- Co-branded morning social posts (4 days)
- Highest-frequency touchpoint of the entire gathering

## Welcome Experience

\$5,000 · 1 slot · Category exclusive

### WHAT WE NEED FROM YOU

- Vector logo (SVG or AI) — by 15 Aug 2026
- Welcome gift design or product (1 per attendee x 35)
- Shipped to The Maddox by 15 Sep 2026
- On-site rep for arrival window (Sun 4 Oct, 3–6pm)

### WHAT YOU GET

- Naming on the welcome gift handed to every attendee
- Mention in arrival comms + welcome session
- Logo on the in-room welcome card

## Apartment Experience

\$3,500 · 4 slots · Exclusive per suite

### WHAT WE NEED FROM YOU

- Vector logo (SVG or AI) — by 15 Aug 2026
- Suite naming preference (Honky Tonk · Rustic · Bungalow · Hangover Easy)
- Branded in-suite item: candle, throw, vinyl, or print (x 1 per suite)
- One-line brand story for the in-suite card

### WHAT YOU GET

- Naming rights to a named Maddox suite for all 4 nights
- In-suite branded card with your story
- Mention in suite-tour content (photo + video)

## Gift Bag Inclusion

\$1,500 · Non-exclusive · Capped

### WHAT WE NEED FROM YOU

- 1 physical item per attendee x 35 (samples, swag, premium giveaway)
- Shipped to The Maddox by 15 Sep 2026
- One-line product blurb for the welcome card insert

### WHAT YOU GET

- Inclusion in the welcome gift bag (in-room on arrival)
- Logo on the gift bag insert card
- Mention in the post-event sponsor recap

### SHIPPING ADDRESS

The Maddox Hotel · 200 6th Ave N · Nashville, TN 37219 · USA

Mark for: BACKSTAGE NASHVILLE — [Your Brand]. Arrival window: 8–18 Sep 2026.

### ASSET SPECS (QUICK)

<b>Logo</b>	Vector SVG or AI · transparent background · light + dark variants
<b>Social tile</b>	1080x1080 PNG/JPG · safe area 80% · co-branded with our lockup
<b>Copy</b>	One-line brand description · max 140 characters · plain text
<b>Physical items</b>	Pre-cleared with Mark · 35 units unless agreed · packed flat where possible

Late deliverables can't be guaranteed inclusion. If anything's tight, tell Mark early — we'd rather scope down than overpromise.