

SPONSOR ONE-PAGER · 2026

Backstage Nashville

4-7 October 2026 · The Maddox Hotel · Independent gathering alongside VRMA 26

35 hand-picked short-stay & property-management operators. Full hotel buyout. No strangers. No slides. Four days inside the room where the real conversations happen.



35

OPERATORS
HAND-PICKED

4

DAYS
FULL TAKEOVER

100%

MADDOX HOTEL
BUYOUT

0

SLIDES · NO PITCHES

WHY SPONSOR BACKSTAGE NASHVILLE

Backstage isn't a tradeshow booth. It's four days of breakfasts, late nights and small-room conversations with 35 of the most active STR operators and property managers in the industry. Sponsors don't pitch — they belong. Category exclusivity protected at top tiers.

PACKAGES & INCLUSIONS

Welcome Party Sponsor

\$9,000

1 slot · RESERVED

Naming rights to the welcome party at The Hitchcock Tavern, 4 Oct. The first experience every attendee has of Nashville.

- › Naming rights to opening night
- › Branded signage on-site
- › Hosted welcome moment
- › Inclusion in attendee pack
- › Onsite stay option at Maddox

Penthouse Experience ★ Highest Touchpoint

\$9,000

1 slot

Present at every morning penthouse breakfast — all 4 days. The highest-frequency touchpoint of the entire gathering.

- › Presence at all 4 morning breakfasts
- › Branded signage in the penthouse
- › Hosted moment / intro at breakfast
- › Onsite stay option at Maddox

Welcome Experience

\$4,500

1 slot

First brand every attendee encounters on arrival. Welcome packs, branded materials, opening recognition.

- › Brand on arrival materials & welcome pack
- › Naming rights to arrival moment
- › Branded signage
- › Hosted moment
- › Onsite stay option

<p>Apartment Experience</p> <p>4 slots (one per named suite)</p> <p>Exclusive naming rights to a named Maddox suite — Honky Tonk, Rustic, Backstage Bungalow, or Hangover Easy. Brand lives in the room for 4 nights.</p> <ul style="list-style-type: none"> › Suite-level naming rights › Branded signage in suite › Full 4-night brand presence › Onsite stay option 	<p>\$3,500</p>
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<p>Gift Bag Inclusion</p> <p>Multiple slots</p> <p>Your product or materials in every attendee welcome pack. 35 operators. First impression. Yours.</p> <ul style="list-style-type: none"> › Insert in every attendee pack › Mention in welcome materials › Onsite stay option 	<p>\$300</p>
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PARTNERS & VENUES

THE MADDOX

Full hotel buyout · Nashville

HITCHCOCK TAVERN

Welcome party venue

YHANGRY

Penthouse breakfasts & welcome dinner

BOOSTLY

Convening partner · Mark Simpson

VRMA 26

Independent · running alongside

Sponsor The Gathering · mark@boostly.co.uk · backstagenashville.com