

HEALTH ALLIANCE FOR AUSTIN MUSICIANS PRESENTS

CORPORATE BATTLE OF THE BANDS

2024 SPONSORSHIP DECK
WEDNESDAY, JUNE 5 · ACL LIVE AT THE MOODY THEATER



ABOUT HAAM

CORPORATE BATTLE OF THE BANDS

HAAM CORPORATE BATTLE OF THE BANDS SHOWCASES THE TALENTS OF CEO'S, ENGINEERS, DOCTORS (YOU NAME IT!) AS THEY TRANSFORM INTO ROCK STARS FOR THE NIGHT.

ATTENDEES CAN EXPECT MUSIC STYLES RANGING FROM POP TO HEAVY METAL TO ALTERNATIVE, AND MUCH MORE.

COMPETING BANDS FROM SPONSORING COMPANIES WILL EACH HAVE A 12-MINUTE SET TO IMPRESS THE JUDGES AND AUDIENCE.

IN 2023 THIS EVENT RAISED OVER \$255,000 FOR HAAM.

HAAM (Health Alliance for Austin Musicians) is a 501 c(3) organization that provides provides access to affordable healthcare to Austin's low-income, working musicians. Since 2005, HAAM has helped over 6,500 musicians access over \$144M in healthcare services, including primary and specialty care, mental, dental, hearing, wellness and vision services.



H-E-B'S KNUCKLE SAMMICH, 2023

HIGHLIGHTS FROM THE 2023 CORPORATE BATTLE OF THE BANDS PRESENTED BY CIRRUS LOGIC



STAGE SPONSORS: PNC BANK, NETSPEND & H-E-B

HIGHLIGHTS OF THE 2023 VIP PRE-PARTY PRESENTED BY SCHLOTZSKY'S





PRESENTING SPONSOR

\$50,000
(1 AVAILABLE)

STAGE SPONSOR

\$25,000
(2 AVAILABLE)

BAND SPONSOR

\$10,000
(7 AVAILABLE)

EVENT SPONSOR

\$5,000
(10 AVAILABLE)

VIP TICKETS (ACCESS TO VIP PRE PARTY, BACKSTAGE TOUR AT ACL LIVE AT THE MOODY THEATER & VIP TABLE(S) AT THE EVENT)

30 VIP TICKETS
2 VIP TABLES

20 VIP TICKETS
1 VIP TABLE

10 VIP TICKETS
1 VIP TABLE

5 VIP TICKETS

LOGO FEATURED ON EVENT POSTER AT CORRESPONDING LEVEL

SOLD OUT

SOLD OUT



CORPORATE BRANDING ON PRINT & DIGITAL MATERIALS



ENTRY FOR ONE BAND



SIZZLE REEL OF HIGHLIGHTS FROM YOUR BAND'S PERFORMANCE OR BRANDED ACTIVATION



COMPANY REPRESENTATIVE TO SPEAK FROM STAGE



OPPORTUNITY FOR REPRESENTATIVE TO SIT ON CBOB COMMITTEE



SPECIALTY COCKTAIL ROCKING YOUR BRAND AT THE VIP PRE-PARTY





SPONSORSHIP LEVELS

PRESENTING SPONSOR \$50,000

- 30 VIP Tickets with access to VIP Pre-Party, including backstage tours at ACL Live at the Moody Theater plus 2 VIP tables at event
- Corporate branding on poster, digital program, social media, print and digital advertising, and event t-shirt
- 1 page ad in digital program
- Specialty Cocktail rocking your brand at the VIP Party
- Entry for 1 band
- Sizzle reel of highlights from performance
- Corporate representative to introduce band performance
- Opportunity for corporate representative to sit on event committee
- Suite upgrade options available upon request

STAGE SPONSOR \$25,000

- 20 VIP Tickets with access to VIP Pre-Party, including backstage tours at ACL Live at the Moody Theater plus 1 VIP table at event
- Corporate branding on posters, program, social media, print and digital advertising
- 1 page ad in digital program
- Entry for 1 band
- Sizzle reel of highlights from performance
- Corporate representative to introduce band performance
- Opportunity for corporate representative to sit on event committee
- Suite upgrade options available upon request

SPONSORSHIP LEVELS

BAND SPONSOR \$10,000

(7 available)

- Entry for 1 band
- 10 VIP Tickets with access to VIP Pre-Party plus reserved table for 10 at event
- Corporate branding on posters, program, social media, print and digital advertising
- 1 page ad in digital program
- Sizzle reel or highlights from performance
- Corporate representative introduce band performance
- Opportunity for corporate representative to sit on CBOB Committee

EVENT SPONSOR \$5,000

Gold Record Awards (5): Grand Prize, Best Song, Best Stage Presence, Fan Favorite, Appreciation Gold Record: goes home with all competing Bands
Event categories (6): VIP Pre-Party, Silent Auction, Photo Booth, Light, Sound, Hospitality

- Branding in line with selected category
- 10 VIP Tickets and access to VIP Pre-Party
- 1 page ad in digital program
- Inclusion on event poster

SUITE SPONSOR \$2,500

(5 available; \$1,000 discount for any existing sponsor)

- Suite for duration of the event for you and up to 9 guests
- 10 VIP Tickets with access to VIP Pre-Party
- 1 page ad in digital program
- Food & beverage available with upgrade



NETSPEND'S THE MAG STRIPES, 2023

FOR MORE INFORMATION
ON SPONSORSHIP
OPPORTUNITIES, EMAIL
RIKKI HARDY AT
RIKKI@MYHAAM.ORG



MYHAAM.ORG



CIRRUS LOGIC'S THE HAPTICS, 2023

ALL PHOTOS COURTESY OF DAVID BRENDAN HALL
AND JAKE RABIN