



**2026**  
**WIBMA**  
**WORLD OF**  
**BLUEGRASS®**

**OCTOBER 20-24, 2026**

**CHATTANOOGA, TN**

**SPONSORSHIP OPPORTUNITIES**

**Join us for a unique event that celebrates bluegrass music, connecting industry professionals and fans while highlighting the vibrant culture and community of this genre.**

# Our Reach

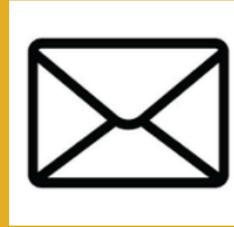
## MEMBERSHIP

**50  
States**

Memberships include:  
\*Individual Professional  
\*Organizational Professional  
\*College Student  
\*Non-Professional/Fan

Featuring members  
in France, Ireland  
Czech Republic,  
United Kingdom,  
Japan & more

**21  
Countries**



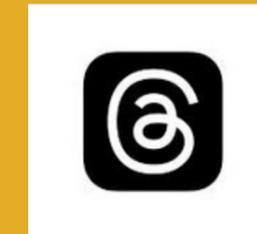
20,809 monthly newsletter subscribers, with a 34% open rate



102K followers, with 1.1M reach and 3.8M views.



35K followers, with 484K reach and 2.4M views



5K followers



16.5K followers

# Chattanooga Economic Impact

## 2025 BY THE NUMBERS....

Attendees came from over 500 zip codes, representing 25 states and 10 different countries.

2025 World of Bluegrass had a \$2.3M local impact on tourism through nights in hotel rooms, dining and supporting local businesses.

This impact will continue to grow through 2026 & 2027.....



# Sponsorship Levels: Benefits and Visibility

## BRAND EXPOSURE

Sponsors will enjoy **extensive brand exposure** through various channels, including event signage, merchandise, and promotional materials, ensuring they are prominently featured to attendees.

## ON-SITE ACTIVATION

Engage directly with the audience through **interactive booths and displays** at the event, providing opportunities for hands-on experiences that resonate with bluegrass enthusiasts.

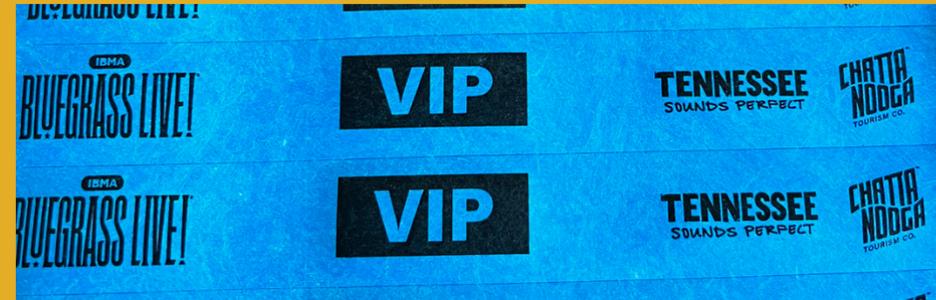
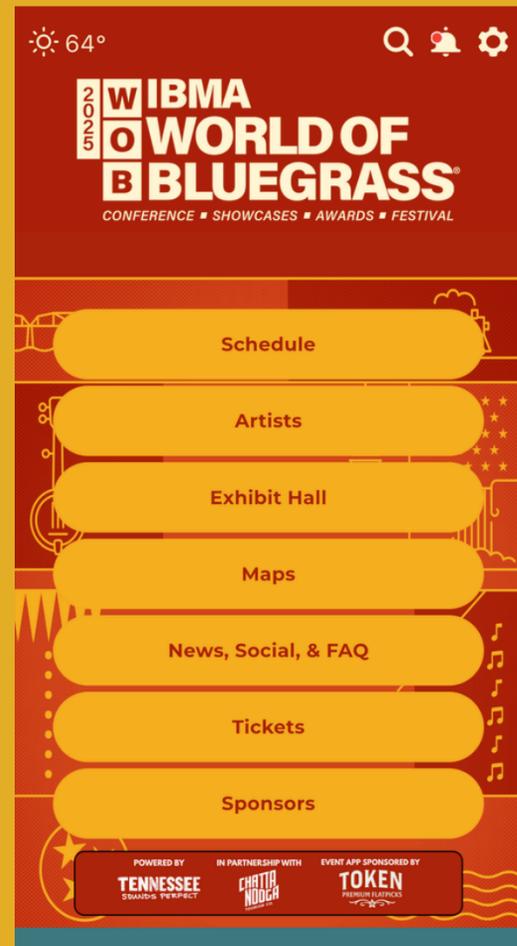
## DIGITAL PRESENCE

Benefit from **enhanced digital visibility** via social media promotions, email campaigns, and website features, amplifying sponsor reach before, during, and after the event.

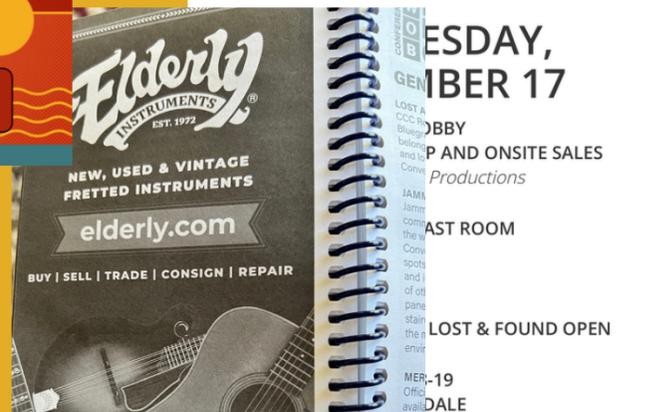
# Digital / Print Advertising

## (1) Mobile App : \$5,000

App Sponsor includes sponsor graphic on home screen and throughout the app



INTERNATIONAL NETWORKING RECEPTION  
4:00PM - 5:30PM | CCC BANQUET HALL E-J  
KEYNOTE ADDRESS presented by Turnberry Records, in partnership with IBMA Official Media Partner, The Bluegrass Situation  
Billy Strings in Conversation with Tom Power | Keynote pre-performance by Junior Sisk  
6PM - 7PM | BARRELHOUSE BALLROOM  
IBMA WORLD OF BLUEGRASS KICKOFF PARTY presented by The Tennessee Entertainment Commission  
Hosted by The Po' Ramblin' Boys & Friends  
6:30PM - 11PM | VARIOUS VENUES  
IBMA BLUEGRASS RAMBLE OFFICIAL SHOWCASE presented by Chattanooga Coca-Cola  
10PM - 2AM | VARIOUS VENUES  
LATE NIGHT SHOWCASES



## Hotel Keycards: \$5,000

Logo/Graphic on keycards at host hotel(s)

## Awards Programs: \$750-\$5000

Various levels of exposure during the Industry, Momentum and/or IBMA Bluegrass Music Awards

## Receipt Ad: \$1,000

*"Only 2 available"*

Included on the on-line receipt emailed to attendees

## IBMA Business Conference Program: \$500-\$3,000

Black & white or color ad in program

## Event App Notifications: \$500

*"Only 4 available"*

One sponsor-driven notification during event and one event-driven notification

## E-Blast or Social Media Post: \$500

Dedicated email or social media post to the IBMA constituency coordinated with our Communications team

## Newsletter: \$250 - \$500

Banner ad or newsletter content included in monthly newsletter. Coordinated with our Communications team



# On Site Branding

## Pop Up/Digital Banner: \$100

Sponsor provides. Displayed in the most populated areas of the Conference/Hotel area.

## Hanging Banner: \$100

Banner hung in convention center lobby

## Exhibit Hall Booth: \$850-\$1,500

Located in the convention center, the Exhibit Hall is the best way to meet Bluegrass industry professionals face-to-face.

## On-Site Closed Circuit Television Advertising: \$100-250

Coordinated through Bluegrass Ridge TV, there are 6 televisions throughout the convention center displaying ads promoting showcases, festivals, products and much more.

## Logo on volunteer shirts: \$500-\$3,000

Logos will appear on 90+ volunteer t-shirts worn throughout the week at the conference, festival and various areas across town.

## Transportation: \$4,000 each

Logo on the "Chatty Wagon(s)": official transportation of World of Bluegrass

## Event and Program Sponsorship: \$5,000 +

Programming sponsorship opportunities are available starting at \$5000 and include programs such as Networking Sessions, Gig Fair, Kids on Bluegrass, Ramble locations, etc.



# Sponsor Packages

## DIGITAL / PRINT SPONSOR (\$3,750 VALUE)

**\$3,500**

- LOGO PLACEMENT WITH HYPERLINK ON SPONSOR PAGE OF WEBSITE (THROUGH MARCH 2027) AND ON SPONSOR SPREAD OF PRINTED PROGRAM GUIDE
- LOGO INCLUDED ON MOMENTUM AWARDS & INDUSTRY AWARDS PROGRAMS
- FULL PAGE BLACK & WHITE AD IN PRINTED EVENT PROGRAM
- SOCIAL MEDIA POST (FACEBOOK & INSTAGRAM) / EXCLUDING FESTIVAL WEEK
- ONE NEWSLETTER AND ONE SOCIAL POST COORDINATED BY IBMA COMMUNICATIONS TEAM
- ONE EBLAST, COORDINATED BY IBMA COMMUNICATIONS TEAM

## Silver Sponsor (\$5,845 value)

**\$5,500**

- DIGITAL/PRINT SPONSOR ITEMS PLUS:
- POP UP BANNER AT HOTEL/CONVENTION CENTER (SPONSOR PROVIDES)
- FESTIVAL PREVIEW E-BLAST BANNER AD
- 10 X 10 EXHIBIT HALL BOOTH
- TWO PASSES TO THE IBMA BUSINESS CONFERENCE, RAMBLE AND IBMA BLUEGRASS LIVE!
- TWO TICKETS TO THE IBMA AWARDS SHOW AT SOLDIERS & SAILORS MEMORIAL AUDITORIUM ON THURSDAY, OCTOBER 22<sup>ND</sup>.

## Gold Sponsor (\$7,195 value)

**\$6,750**

- SILVER SPONSOR ITEMS PLUS:
- ONE APP NOTIFICATION DURING FESTIVAL
- UPGRADE TO 4 IBMA AWARD SHOW TICKETS
- COLOR AD IN PRINTED EVENT PROGRAM
- FOUR PASSES TO THE IBMA BUSINESS CONFERENCE, RAMBLE AND IBMA BLUEGRASS LIVE! WITH VIP ACCESS (INCLUDES AWARDS PRE-PARTY & AFTER PARTY)
- FOUR TICKETS TO THE WIDE OPEN LATE NIGHT JAM ON SATURDAY NIGHT, OCTOBER 24<sup>TH</sup> AT THE SIGNAL.

# Kids on Bluegrass

IBMA Kids on Bluegrass spotlights the talents of young bluegrass musicians and singers (4-17 years old) at IBMA World of Bluegrass. The program matches kids of similar abilities, offering them the opportunity to create and arrange music both instrumentally and vocally, and to perform in a band with their peers. Our goal is to provide guidance and foster a fun atmosphere for young musicians to learn about producing, performing, promoting and even emceeing a professional bluegrass music show.

## Ways to Support / Sponsor Kids on Bluegrass

- Kids on Bluegrass Event
- Practice Rooms
- Kids/parents hospitality
- Youth Stage
- Instructor sponsorships
- Accommodations



For Kids on Bluegrass opportunities please contact Amy Combs at [acombs@ibma.org](mailto:acombs@ibma.org) / 270-792-3713

# Custom & In-Kind Sponsorships

Tailored Opportunities for Sponsors

- **Customized sponsorship packages to meet specific goals**
  - Ex: Festival and showcase stages, Street Fair, Conference, World of Bluegrass, etc.
- **In-kind contributions accepted for unique brand visibility**
  - Ex: hospitality, venue rental, printing, etc.
- **Collaborate on tailored activations and promotions**
  - Ex: Specific conference track session, photo booth, artist-in-residence, etc.

For Custom Sponsorships, Event Sponsorships and In-Kind Sponsorships please contact **Amy Combs** at [acombs@ibma.org](mailto:acombs@ibma.org) / 270-792-3713



## Supporting the Next Generation

IBMA and the IBMA Foundation are dedicated to supporting the next generation of bluegrass. During World of Bluegrass several opportunities are available for direct support.

### Biscuits for Bluegrass

An annual event combining today's bluegrass artists with attendees to support scholarships for college students.

Sponsorships from  
**\$600-\$25,000**

### College Band Showcase

Support students as they perform during the biggest bluegrass event of the year on their own stage at the festival

Sponsorships from  
**\$2500-\$20,000**

### Other opportunities:

Bluegrass Music Educational Symposium: **\$2500**

IBMA Foundation Reception for Scholarship and Grant recipients: **\$2500**

Bluegrass College Band Reception and Jam: **\$5000**

For more information about each of these opportunities please contact Amy Combs at [acombs@ibma.org](mailto:acombs@ibma.org)

or

**270-792-3713 (text/call) to set up a meeting.**

# Event Sponsorship Opportunities

## Business Conference

- Registration
- Registration badges
- Exhibit Hall
- Conference
- Conference Track
- Conference Session
- Gig Fair
- Guitar Contest
  - Artist-In-Residence
- Networking Receptions
- Volunteer hospitality
- Instrument Check
- Song Circles
- International Stage
- Workshop Stage
- Volunteer Hospitality

## Bluegrass Ramble

- Ramble
- Kick-Off Party
- Individual Stages
  - Three nights
  - Individual nights
  - Community Stages (5)
  - Convention Center Stages (5)
- Wristbands
- Artist hospitality

## Awards

- Momentum Awards and Industry Awards
  - Programs
  - Red Carpet
  - Food
  - Tech
- IBMA Bluegrass Music Awards
  - Programs
  - Red Carpet
  - Pre-Awards Party
  - After Awards Party
  - Hospitality
  - Tech
  - Photo Booth

## IBMA Bluegrass LIVE!

- Stages
  - Main Stage
  - Plaza Stage
  - Patten Stage
  - Street Stages (2)
- Street Fest
- VIP Area
- VIP Hospitality
- Wristbands
- Artist Hospitality
- Box Office
- Artist Transportation

## World of Bluegrass

For more information about each of these opportunities please contact **Amy Combs** at [acombs@ibma.org](mailto:acombs@ibma.org) or 270-792-3713 (text/call) to set up a meeting.

# Maximizing Post-Event Value: Insights and Coverage

## **MEDIA COVERAGE**

Following the event, comprehensive **media coverage** will amplify brand exposure, showcasing highlights through press releases and feature articles. Major outlets will highlight performances, providing sponsors with invaluable visibility.

## **ATTENDEE INSIGHTS**

Detailed attendee data insights will reveal demographic trends and engagement metrics, helping sponsors understand audience preferences and enhance future marketing strategies. This data is essential for improving brand alignment.

# Daytime & Late Night Showcases

All showcases (day and night) will take place in the Chattanooga Downtown Marriott.

Pricing ranges from \$750+

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## Outside Events

Planning a bluegrass event during IBMA World of Bluegrass that you'd like to promote?

IBMA will add your event/graphic to our program guide (as a listing), the online calendar and on-site daily lineup.

Pricing: \$500

Please contact Amy Combs at [acombs@ibma.org](mailto:acombs@ibma.org) or 270-792-3713.

# Contact Us

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