



OHIO UNIVERSITY  
**MUSIC  
INDUSTRY  
SUMMIT**

2024

Sponsorship Packages





# 1 About the Music Industry Summit

Started in 2018, the Ohio University Music Industry Summit is an exclusive event focused on the stories of artists, entrepreneurs, leaders, and change agents as they engage the music industry from a regional, national and global approach. The Summit is a confluence of students, artists, industry executives, educators, and entrepreneurs in a collaborative and educational series of interviews, panels, conversations, and performances. Attendees learn about this industry from unique perspectives brought to life with stories, practical experiences and dialogue on present challenges and opportunities.



Our generous sponsors make this possible each year. Thanks to sponsor support, the Summit has been hosted free of charge for all attendees since its inception to give anyone, regardless of income and resources, the opportunity to learn and succeed in the creative workforce and break down barriers to entry.



## 2 Impact

**“I learned so much and I would highly recommend the conference to others in the future!”**

**-Natasha H.**

**“The Summit seems to get better each year!”**

**-Michael B.**

**“I always learn something new and I made a number of new connections.”**

**-Anonymous**



Our goal is to provide outstanding education and networking to anyone aiming to work in the music industry, as well as to those currently employed looking to build their skills and network. Being able to offer registration free of charge, particularly to students, is especially important to our mission. We want to be able to make this industry and learning about it accessible to anyone to continue cultivating a strong creative workforce. Each year, we witness the impact that the Summit has on our attendees, many of whom go on to complete internships or land a job thanks to connections made at the Summit, collaborate on new projects, and much more.





## 4 2023 By the Numbers – Web/Social

### Email



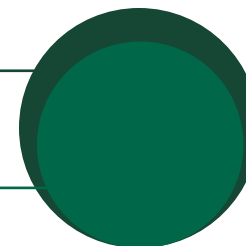
**12,805** total contacts  
**43%** average open rate

### Website



**18,846** total visits

**13,953** unique visits



### Social Followers



**1,750**  
total followers



**801**  
new followers

**42%**  
increase

### Instagram



**16,067**  
accounts reached  
**56,647**  
total impressions

### Twitter



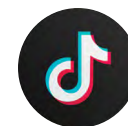
**774**  
retweets/comments/likes  
**102,485**  
total impressions

### Facebook



**445**  
page visits  
**24,464**  
total reach

### TikTok



**606**  
total likes  
**225**  
average views per video

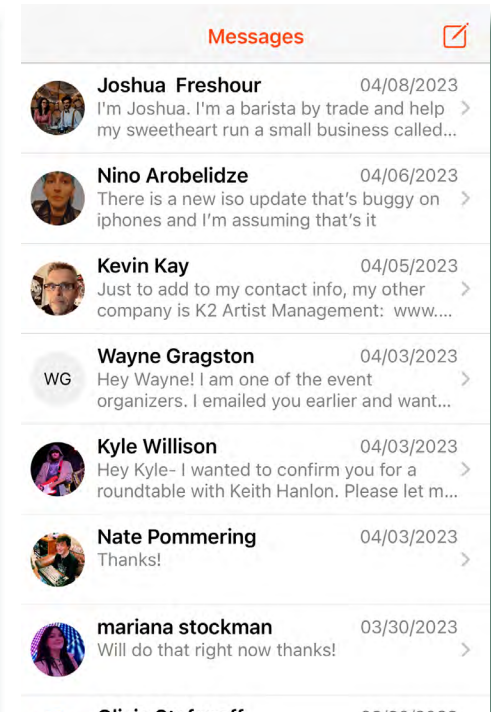
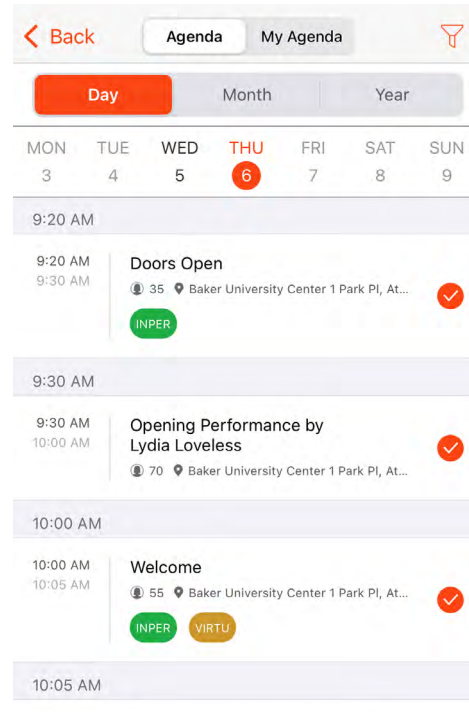
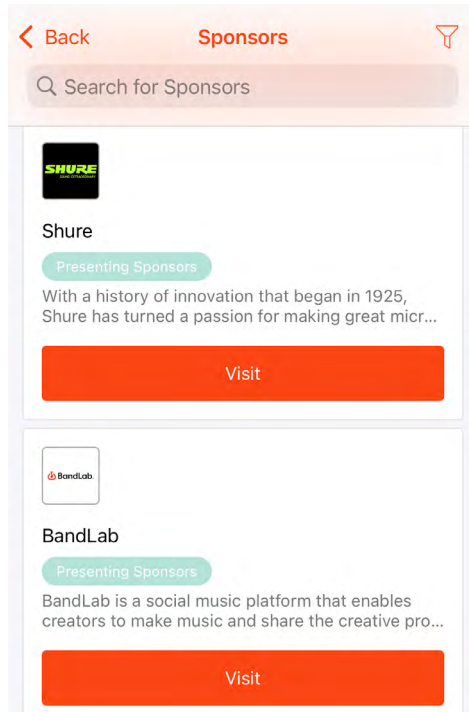
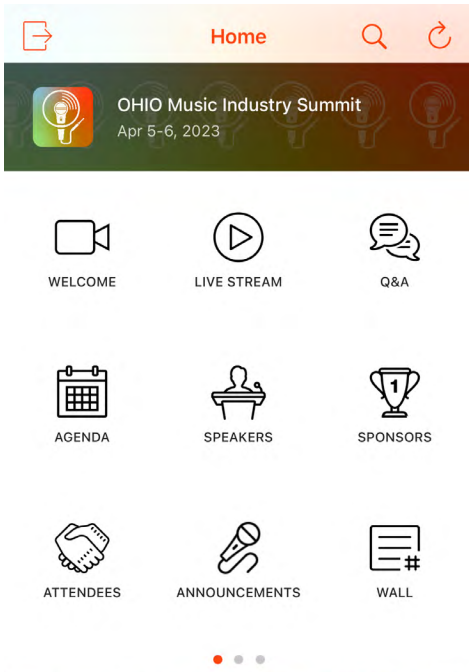
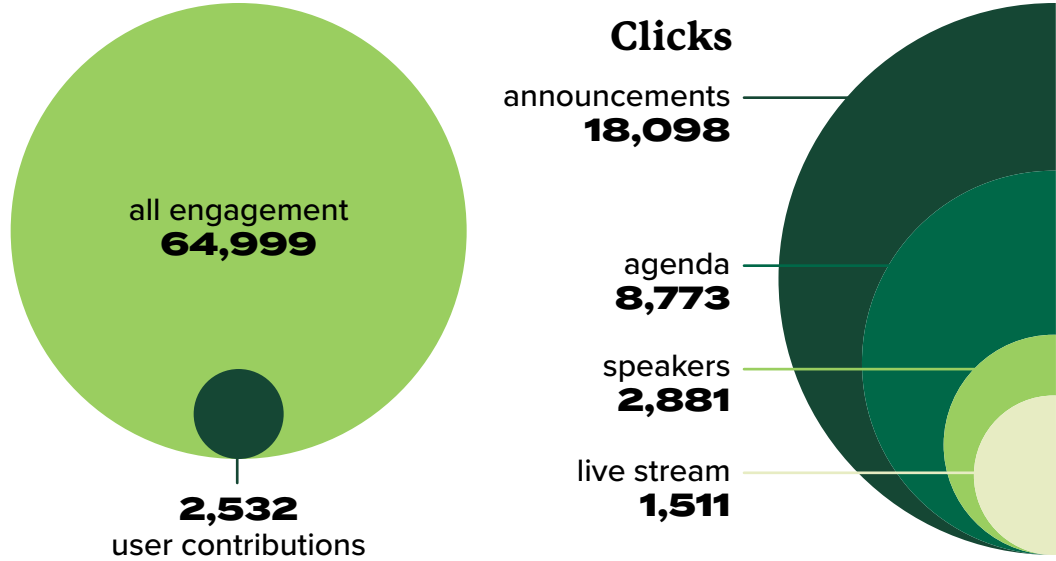
## Featured In...



# 5 Exclusive Mobile App

Our exclusive mobile app is downloaded by all Summit attendees to access the schedule, live streams, speaker and sponsor information, announcements, and more. The app allows for additional connection and networking opportunities where users can build out their profile and connect with fellow attendees, speakers, or sponsors. Your company's information will be added to the app and your representative(s) can interact with attendees as much as you want for further brand awareness.

## 2023 App Metrics





## 6 Past Partners and Guests

Past partners include:



MECHANICAL  
LICENSING  
COLLECTIVE



**AND MANY,  
MANY MORE!**

Each year, we bring in artists and guests spanning all sectors of the music industry—from music supervision to marketing and branding to web3 and AI and beyond—to share their experiences and knowledge with attendees.

- **Over 1/3** of our 2023 speakers were featured keynotes or panelists at **SXSW** and/or **Music Biz Nashville**.
- 3 of our top 4 Artist Keynotes from the past two years were proprietary to the Ohio University Music Industry Summit:



Best New Artist Grammy nominee/NYT Best-Selling Author **Michelle Zauner** of **Japanese Breakfast**



Breakout band **Caamp** (featuring 2 OHIO alumni)



Critically-acclaimed hip hop artist **Saba**

Other past artists:

- Phoebe Bridgers
- Chuck D
- FINNEAS
- mxmtoon
- Noelle Scaggs of Fitz & the Tantrums
- Run the Jewels
- St. Vincent
- Talib Kweli

Other past guests:

- Derek “Mixedby” Ali
- Marcella Araica – Engineer/Mixer
- Lysa Cárdenas – Global Music Programs, TikTok
- Ken Ehrlich – Grammys Producer
- Nora Felder – Music Supervisor
- Dave Melhado – Artist Marketing, UnitedMasters
- Chris Messina – Producer, Bon Iver
- Maggie Phillips – Music Supervisor, Deep Cut Music
- Oana Ruxandra – former Chief Digital Officer, Warner Music Group

## 7 Sponsorship Packages

	Presenting	Major	Supporting	Contributing
Logo on our sponsors web page	✓	✓	✓	✓
Logo in on-site signage and digital materials	✓	✓		
Name in on-site signage and digital materials			✓	
Large booth/profile in mobile app	✓	✓		
Email newsletter shoutout inclusion	✓			
Social media shoutout inclusion	✓	✓		
On-site promotional space	✓	✓		
Banner ad in mobile app	✓			
Exhibit booth on-site	✓			
Commercial spot during breaks	✓	✓		



We offer a range of packages and à la carte options to increase awareness of your brand, music, products, or services and connect with our international community of students, educators, musicians, entrepreneurs, and industry professionals. Please reach out if we can modify an offering to meet your brand's needs!



## **8 Add-ons/À la Carte Options**

### **Host networking reception/live music showcase**

- Title sponsor of the event, representative to give remarks/short presentation at the event, exclusive signage/displays, ability to provide branded swag such as drink cups, coasters, giveaways.

### **Event commercial break**

- 3-minute commercial
- 2-minute commercial
- 1-minute commercial
- Static graphic

### **On-site exhibit booth**

- Includes one 6' table and chairs, access to electrical and linens if needed.

### **Video break-out room in mobile app**

- Opportunity to do a live demo of products, host a workshop, or conduct live virtual networking with up to 13 attendees and 3 moderators to a room.

### **Push notification advertisement in mobile app**

- Sent during the weeks and days leading up to the Summit
- Sent during the two days of the Summit when app is in peak use

### **Banner ad in mobile app**

### **Banner ad in email newsletter promotion**

## 9 Support the Summit

Thank you for your interest in sponsoring the Ohio University Music Industry Summit! We look forward to partnering with you. To take the next step and lock in your sponsorship, either follow up with your point of contact or fill out our sponsor inquiry form.



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**BECOME A  
SPONSOR**

