SYRACUSE AREA MUSIC AWARDS

SYRACUSE AREA MUSIC AWARDS **2027 SPONSOR PACKAGES**

The Board of Directors invites you to join our team of underwriters by sponsoring this community-focused event, produced by a dedicated group of volunteers and supported by grants and private and corporate donations. The SAMMYS will promote your company at our press conference, which takes place in February 2026 and at our awards show, occurring March 5, 2027. Your exposure also includes several months of television, radio, online and print recognition leading up to the event. Online exposure alone will reach thousands of fans who visit our website daily to vote in the People's Choice Awards leading up to the ceremony.

Levels of support come in many shapes and sizes and can be tailored to meet your specific needs. Our goal is to provide you with the greatest amount of exposure possible leading up to, during, and after the SAMMYS.

Title Sponsor (Limit 1) $2,500

- Business name included in title of event – "The Syracuse Area Music Awards presented by..."
- Name on marquee at the Palace Theatre
- Name and logo prominently featured on radio and TV advertising, and in press kits
- Banner ad in email marketing campaign distributed to 7000+ email addresses
- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Acknowledgment at press conference
- Acknowledgment at award show and throughout the livestream of the event
- Opportunity to present an award on stage
- Use of SAMMY name and logo in your own marketing activities
- 10 tickets to award show
- Right of first refusal for following year

Gold Sponsorship (Limit 2) $1,500

- Name and logo on radio and TV advertising and in press kits
- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Acknowledgment at award show
- Use of SAMMY name and logo in your own marketing activities
- 5 tickets to award show

People's Choice Award Website Banner (Limit 1) $1,000

SOLD

- Your company's name and logo prominently displayed in a banner ad on our People's Choice Award voting page at syracuseareamusic.com. The People's Choice Award page is our most visited page and gets repeated views on a daily basis from users voting for their favorite band or artist, venue, festival or streaming event or series, and academic or musical organization from January 1 through the SAMMY Awards ceremony in March.
- **Yearly page views: 200,945 (2023), 245,989 (2024), 276,196 (2025), 365,310 (2026)**

Silver Sponsorship (Limit 4) $500

- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Acknowledgment at award show
- Use of SAMMY name and logo in your own marketing activities
- 3 tickets to award show

Friend of the SAMMYS $50

- Name in event program and on website

www.syracuseareamusic.com 315.727.5693 info@syracuseareamusic.com

The Syracuse Area Music Awards is a 501c3 not-for-profit organization and your donation may be tax deductible.