

## The Official Opening Celebration of WVC Nashville 2026

Kick off the inaugural Nashville conference with the WVC Nashville Bash, an unforgettable opening-night celebration that brings the veterinary community together in the heart of Music City.

Hosted Saturday evening between Music City Center and the Omni Hotel, this signature event will welcome an anticipated 2,000+ WVC attendees for a lively night of networking, music, drinks, and entertainment across four immersive Nashville neighborhood experiences.

### Why this matters

Nash Bash is more than a party; it's the first impression of WVC Nashville. Sponsors gain premium visibility with veterinary professionals, decision-makers, and conference attendees during a memorable opening experience.

### Potential Reach

- 2,000+ WVC attendees onsite
- 230,000+ average weekend visitors in downtown Nashville
- Additional impressions through conference marketing, website, mobile app, and social media

### Event details

Saturday, August 14, 2026

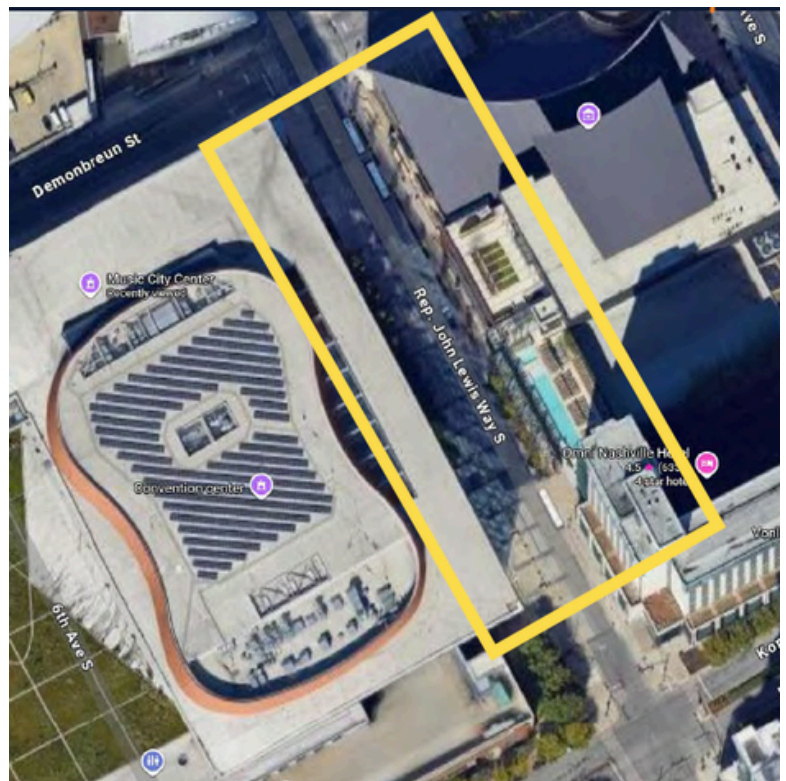
7 PM-10 PM

Location: Rep. John Lewis Way, between the Music City Center and the Omni Hotel

Music, Food, Drinks, Entertainment

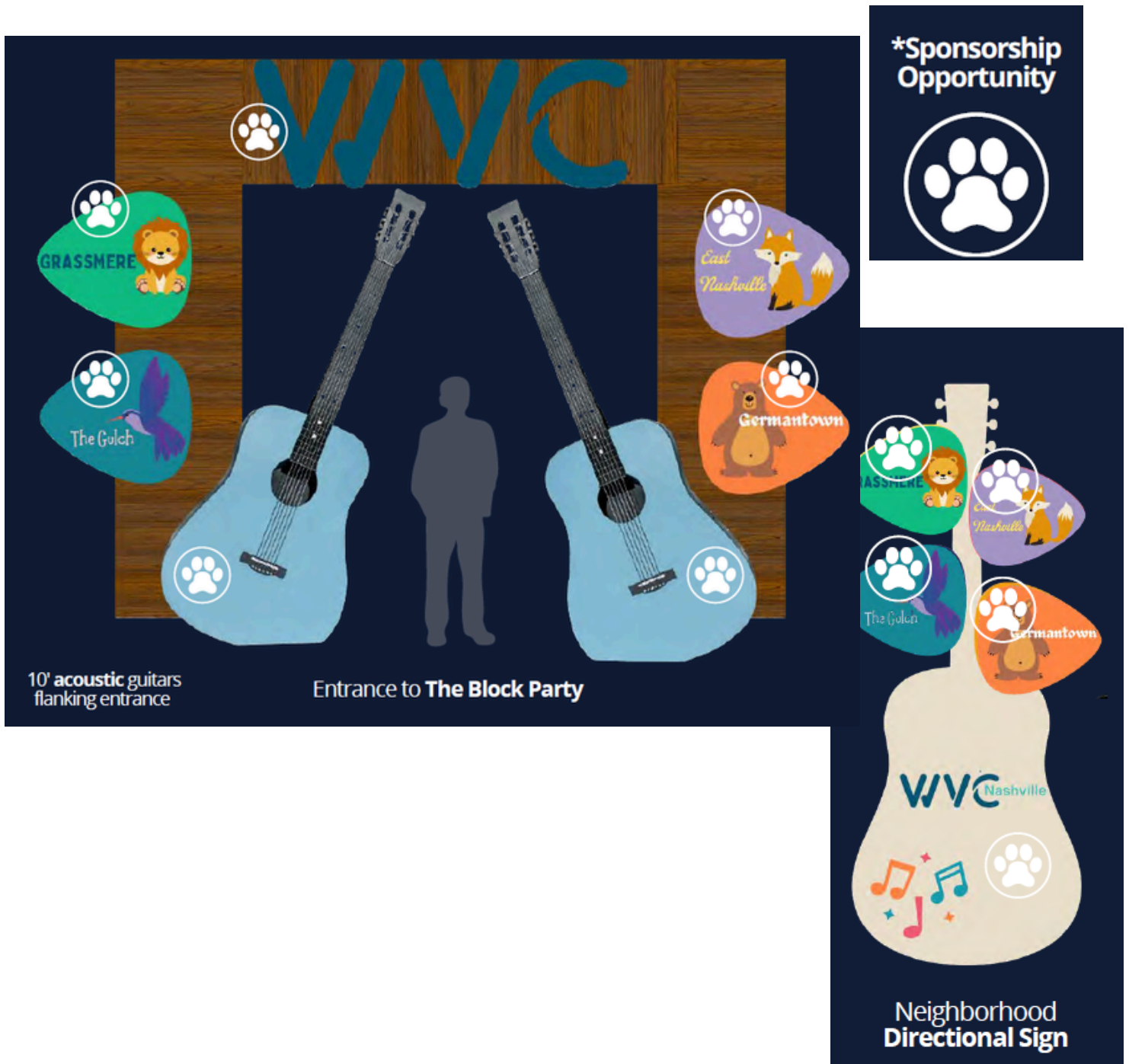
4 neighborhood experiences

Investment: \$30,000



## The First Impression

Your Nashville journey begins the moment you arrive. Designed as a first impression of the Block Party, the welcome moment sets the tone for an evening of exploration and discovery. Iconic neighborhood markers, whimsical animal motifs, and the unmistakable rhythm of Music City come together to create a one-of-a-kind entry experience. Guests are invited to wander, connect, and celebrate immersed in the eclectic charm of Nashville's most beloved neighborhoods.



# NEW! WVC Nash Bash

Sponsors are welcome to select one of the four designed neighborhoods for a branded takeover. Branding elements have been predetermined by Viticus Group and will include but not limited to, bar top inserts, branded napkins and cups, table tops, pillow slip covers, inclusion in photo moments, swag inclusion and activation takeaways, and the evening drone show.

## 1. The Gulch The Mocking Bird

**Modern, stylish, creative**

The Gulch comes to life through a mockingbird motif, a tribute to Tennessee's state bird and the soulful sounds of Nashville. Surrounded by warm wood tones, soft florals, and layered textures, this space embodies artistry and authenticity. Guests are invited into a modern, melodic setting that celebrates creativity, connection, and the effortless charm of one of Nashville's most beloved neighborhoods.



Takeaway: LIVE WATERCOLOR ARTIST  
From exterior wraps to custom print templates, every element can be tailored to reflect the theme or brand partnership. Guests can take home a keepsake photo strip that doubles as a stylish memento of the block party.



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## 2. East Nashville The Fox Den **Bold, eclectic, playful**

Eclectic and a little untamed, East Nashville's Fox Den channels the neighborhood's creative, indie spirit. With rustic textures, cozy lounge swings, and a playful edge, it's a space that feels both rebellious and welcoming—just like East itself.



Takeaway: Hatch Show Print  
Bring the legendary design shop known for its woodblock prints of classic country music stars and live music performances since the late 1800's to WVC! Iconic prints will be available for guests to take with them and sponsors have the ability to add a sticker/stamp to posters for a branded touch.



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### 3. Germantown The Bear-Garden Classic, welcoming, elevated

Rooted in history and charm, Germantown transforms into a Bear Garden inspired by its European heritage and rustic architecture. Brick textures, evergreens, and warm gathering spaces evoke a mix of tradition and modern hospitality.



Takeaway: Leather branded koozie  
Known for its craft ales and annual Oktoberfest that brings crowds from all over, Germantown is the perfect neighborhood for a custom take-away element. Guests will have the ability to brand a high-quality, leather koozie onsite for that added touch of fun customization.



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### 4. Grassmere The Print Party

**Wild, vibrant, energetic**

Grassmere comes alive in The Print Party, where bold animal prints and playful textures set a vibrant, stylish tone. Nods to Nashville's beloved zoo infuse the space with energy, inviting guests to celebrate their wild side in a lounge that's as chic as it is adventurous.



**Takeaway: Spirit animal photobooth**  
An AI-powered photobooth lets guests discover and transform into their unique spirit animal through dynamic, shareable visuals that blend personality with creativity.



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The night will conclude with a custom drone show lighting up the Downtown sky. This skyline moment is one of the few opportunities where your brand reaches both conference attendees and the public simultaneously. Each sponsor will receive a logo within the overall show designed by Viticus Group.



Your logo is integrated into a breathtaking skyline performance seen by

- **2,000+ WVC attendees onsite**
- **230,000+ average visitors in the surrounding entertainment district**
- **350,000+ potential visitors during peak periods**
- Hotel guests, rooftop patrons, rideshare traffic, pedestrians, tourists, and locals throughout downtown

Pre-event marketing exposure

- Conference website event page
- Event emails to attendees
- Mobile app listing
- Social media promotion
- Onsite signage
- Digital agenda

**25,000+ additional impressions pre-event**



Align your brand with the signature opening-night moment of WVC Nashville while gaining visibility in front of one of the nation's busiest weekend entertainment districts.

Sponsorship commitment due July 1, 2026

Contact [Sponsorships@viticusgroup.org](mailto:Sponsorships@viticusgroup.org)