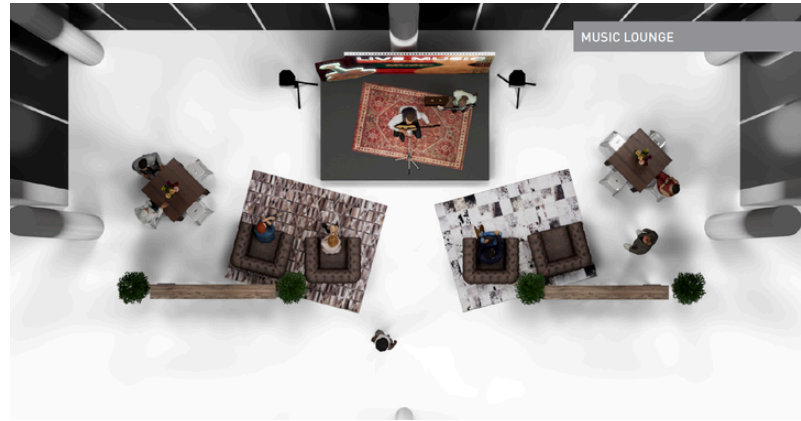




## WVC NASHVILLE 2026 LIVE MUSIC LOUNGE

**Description:** Add some Nashville soul to your brand with a live, local band performance that brings the city's legendary music scene to life. This daily exclusive sponsorship offers a fun, high-energy way to engage attendees while showcasing your brand in a truly memorable setting. It's the perfect blend of music, movement, and meaningful connection.



Initial design, subject to change based on fire marshal restrictions

### INCLUSIONS

- Sponsorship is available on a daily basis, Saturday-Tuesday
- Located in the Level 3 Foyer, outside of the Exhibit Hall
- Two local artists/day performing for up to 4 hours each
- Visibility in WVC promotional materials, including signage, digital platforms, and event collateral
- Option to provide removable additional signage outside of the theatre i.e. retractable banners, meterboards
- Option to provide takeaways, handouts and food & beverages to participants



Investment: \$15,000/day

Commitment due June 8, 2026

Contact Sponsorships@viticusgroup.org