



AMERICA'S #1 COUNTRY MUSIC TALENT SEARCH

COUNTRY SHOWDOWN

WHERE DREAMS MEET OPPORTUNITY

SPONSORSHIP FACT SHEET

Showdown Facts

- ❖ Longest Running Talent Search
- ❖ Largest Talent Showcase
- ❖ Support from hundreds of Country Music radio stations
- ❖ 100's of live events throughout the United States each year
- ❖ 37-year history in country music

Past Contestants

- ❖ Garth Brooks
- ❖ Miranda Lambert
- ❖ Toby Keith
- ❖ Billy Ray Cyrus
- ❖ Jason Aldean
- ❖ Brad Paisley
- ❖ Sara Evans
- ❖ Carrie Underwood
- ❖ Martina McBride

Past Title Sponsors

- ❖ Wrangler
- ❖ Dodge
- ❖ True Value
- ❖ GMC
- ❖ Jimmy Dean
- ❖ Colgate
- ❖ Texaco

The Country Showdown Story

The Country Showdown had a rather humble beginning but has since become a source of rising country music stars over its 37-year history.

Over the years, stars such as Martina McBride, Garth Brooks, Tracy Byrd, Miranda Lambert, John Michael Montgomery, Billy Dean, John Berry, Rick Trevino, Billy Ray Cyrus, Mark Chesnutt, Joe Diffie, Sara Evans, Toby Keith, Lee Ann Womack, Tracy Lawrence, Brad Paisley, and LeAnn Rimes have all competed in the Country Showdown. In 1985, the Sweethearts of the Rodeo won the National Final.

Veteran East Texas country music star, Ray Price started the Showdown competition in 1981 in the form of the Ray Price Star Search. The event was picked up by Wrangler Jeans in 1982 developing its relationship with over 100 participating radio stations. The next year, Wrangler made the decision to expand the Star Search to other markets and the program became the Wrangler Country Showdown sponsored by Dodge Trucks.

Over the next thirty years the Country Showdown enjoyed working with many other sponsors including GMC Trucks, Coca Cola, Jimmy Dean Foods, True Value Hardware, Colgate & Texaco.

In 2015 the Country Showdown welcomed a new CEO and a new Vice President both with a goal of continued growth and development which included creating industry opportunities and artist development services and increased brand exposure for sponsorship companies.

The Country Showdown has been one of the largest country music promotions in the nation with hundreds of radio stations participating, thousands of artists entering the competition, over 30 regional & semifinal shows all leading up to one exciting National Final Event held in the home of country music, Nashville TN.

How Does the Country Showdown Work?

Each year thousands of Country Music singers and songwriters sign up with over 200 participating country radio stations to compete in local finals across the United States. Artists progress through 4 stages of showcase events from a local final to one of 30 regional finals followed by one of 5 semifinals which concludes with our exciting National Final event. The National Final winner receives cash and prizes totaling over

\$50,000 and the title of "Best New Act in Country Music". Our platform offers multiple media brand exposure opportunities for a variety of marketing needs and budgets and our creativity allows companies to tie into aspiring country music artists dreams and their fans in innovative ways that allow companies to meet their marketing goals and objectives.

Our Mission

The Country Showdowns mission is to provide opportunities, education and a platform for aspiring singers and songwriters of country music to get the experience they need to have lasting careers, provide promotional opportunities for country radio and provide valuable brand exposure for companies looking to reach a 107 million, and growing, country music audience.

The Country Music Audience

Country Music continues to be the leading genre of music with a listener base of 107 Million and rising each year. It out performs all other genres in radio listenership, sales and concert/event attendees.

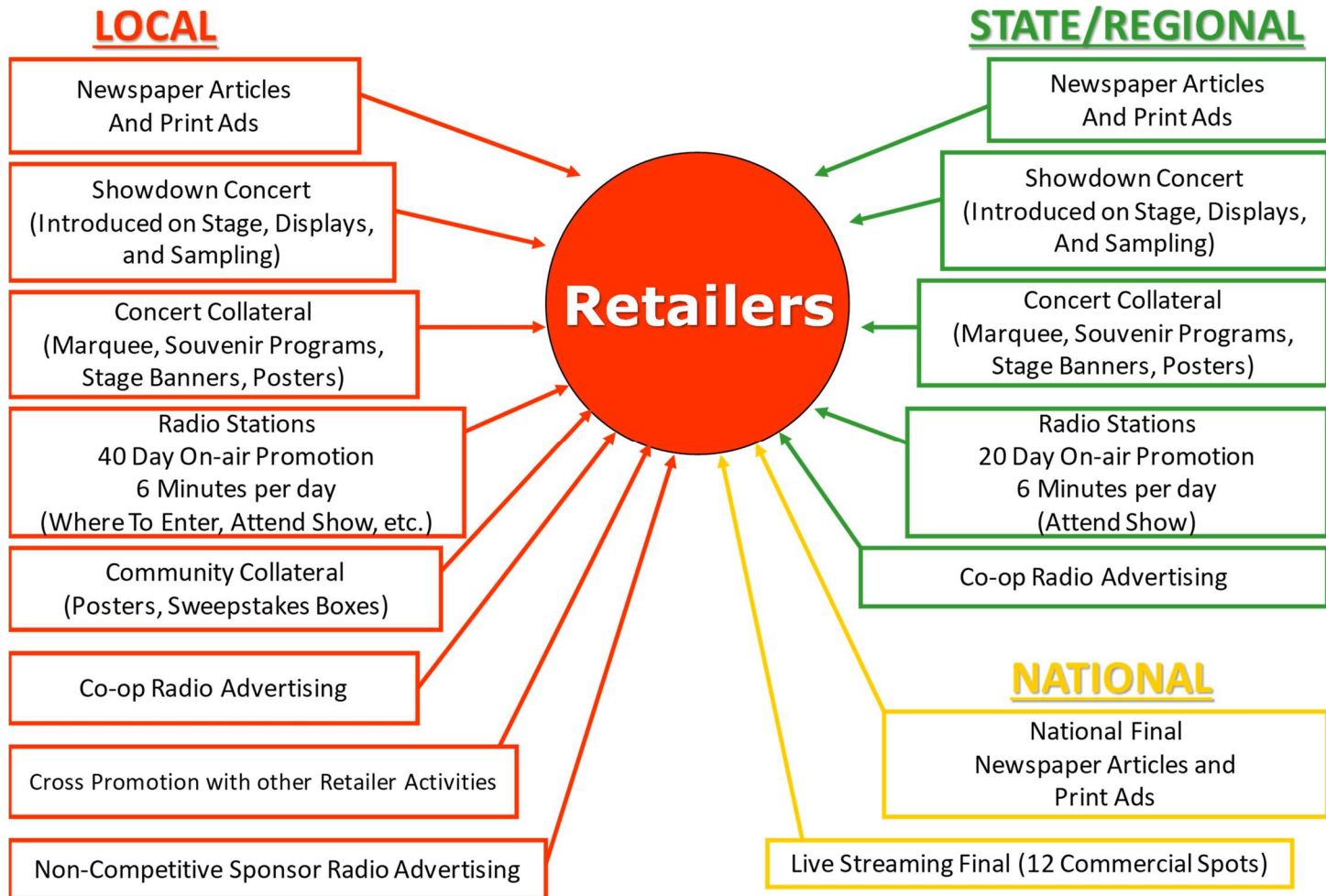
Radio Facts

- Radio is the leading reach platform over TV, PC, Smartphone & Tablets – 98%
- 243M American Adults Listen to Radio Monthly
- 107M listen to Country Music
- Top Format is Country Music
- Over 95% who use radio are listen monthly
- Diverse listener base including Hispanics & African Americans

Country Showdown Reach Platforms

- Radio (200+ participating radio stations)
- Live Events (Over 200 live events)
- Newspaper & Print Media
- Social Media
- Website
- Video (YouTube, Facebook, Instagram)
- Streaming & Live Video

**Data from News Generation & CMA World*





Year-Round Brand Exposure

Events & Schedule of Promotion

Local Finals (April – September) Radio stations across the United States begin holding local competitions at clubs, casinos, fairs and festivals.

Regional Finals (August – November) 30+ shows are held each year throughout the United States.

Semifinals (October – December) The last step before the national finals 5 semifinal events are held yearly.

National Finals (June): Held in Nashville TN.

IMAGINE...

- Working with a program that can reach the biggest and smallest markets in America which...
- Takes advantage of the largest and fastest growing entertainment sector today with...
- A yearlong activation strategy reaching your primary demographic and customer through a proven program that supports your brand and can generate incremental revenue...
- That you can seamlessly integrate your existing or future creative into a national platform and...
- Has a 37-year track record of success!



Will You Be Next?

A Year-Long, National Talent Showcase Built on A Foundation of America's Most Popular Music

SPRING

- 200+ Radio Stations 40 Day Promotion
- Retailer Cross Promotions
- Retailer Tie-In
- Local Shows

SUMMER

- National Final in Nashville
- 200+ Radio Stations 20 Day Promotion
- Local Final Events
- Retailer Promotions

FALL

- 30 Regional 5 Semifinal Shows
- Continued Retailer Promotions
- \$1,000 Regional Prize

WINTER

- New Season Advertising
- Ongoing Songwriting Contest
- Email Sign-Up Campaign Begins
- National Final Ads Begin

Social Media Marketing for Your Company's Needs

Looking to reach the country music audience through social media? We will work with you to create giveaways, customer engagement & interactive experiences to strengthen your brand identity.



Get Started Today!

CONTACT INFORMATION

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TESTIMONIALS

I learned so much from my experience with the Country Showdown. Excellent opportunity for any aspiring artist no matter the age! For country music fans, there's no better place to see the future of country music! ~ Tina

Excellent opportunity for those whose passion and talent should not go unnoticed. Having these contests make it possible for many to at least participate - doing what they love to do. And only one can truly win, however gaining experience on stage, is a win itself - as it only adds to their joy and helps them become better performers. Love it! ~ Andrew

I think the country showdown is great it gives people hope. While they are following their dreams. ~ Matt Alan

