

4TH ANNUAL



N A S H V I L L E - T E N N E S S E E

**ROCKNPOD**  
AUGUST 14-16 2020

SPONSORSHIP PACKAGES



## MISSION

To create a unique rock experience that gives fans a closer look into the artists they love as well as expose them to the growing world of music podcasting and new media content creation. To provide a one of a kind platform that brings together content creators, artists, and music business types to network, plan, and promote together in a rapidly changing industry.

## DESCRIPTION

ROCKNPOD, an annual gathering of artists, media content producers, vendors, and fans, celebrates the past, present, and future of the rock music genre. Content creation and networking are showcases of ROCKNPOD. The content creation and networking between artists and new media producers benefits all parties due to significant promotional opportunity with an engaged audience. With mainstream media giving less priority to the genre, new media producers help fill a promotional void and market to a niche, but loyal audience.

ROCKNPOD is also a great fan event, providing fans with an opportunity to see great performances and panel discussions, buy music and related product from vendors as well as have an intimate connection with some of their favorite artists. After 3 successful years with increases in attendance, revenue, and media exposure, ROCKNPOD is readying itself for a big year in 2020.





## AUDIENCE

(2019 STATS)

Male 35-44 (40%), Male 25-34 (20%), Female 35-44 (10%),  
Female 25-34 (10%), Male 55-64 (10%), Male 18-24 (5%),  
Female 18-24 (5%)

Overall 2019 attendance - 500+

## 2020 PROGRAMMING

Friday August 14 - ROCKNPOD Preparty at downtown rock club. Artists TBA. Concert sponsorship available.

Saturday August 15 - ROCKNPOD Expo at Hilton Nashville Airport featuring on-stage panel discussions/interviews, signing/photo sessions with fans, on-site vendors, breakout rooms featuring live podcast sessions and a podcaster educational track. Expo sponsorship available including digital & print marketing, swag bags, signing table step & repeat banners, and more.

Comedy show / Film screening to take place Sunday August 16th at Zanies Comedy Club. Sponsorship spots available.

# ROCKNPOD BY THE NUMBERS

75

*hrs+*

## CONTENT GENERATED

Since 2017, ROCKNPOD has generated in excess of 75 hours of quality content recorded on-site at each expo. This includes interviews, theme shows, panel discussions, and recaps.

53

## GUESTS

Since 2017, 53 guests spanning 5 decades of rock music history have appeared at ROCKNPOD. These include musicians, producers, writers, comedians, and more!

40+

## PODCASTS

Since 2017, over 40 music podcasts from all over North America have been in attendance at ROCKNPOD. 10+ podcasts have launched as a result of connections made at the expo over the years.

500

*K*

## AVG WEEKLY LISTENERSHIP

2019 Registered Podcasts had a combined Average Weekly Listenership of over 500,000! Those numbers are expected to rise in 2020 with higher-profile podcasts joining the expo.

5

*million  
plus*

## COMBINED TOTAL DOWNLOADS

2019 Registered Podcasts had a combined 5 million-plus total downloads in their back catalog. Those numbers are expected to rise in 2020 with higher-profile podcasts joining the expo.

1

*you*

## YOUR BRAND REPRESENTED

You want your brand presented in the best way and we agree! We stand ready to embark on a partnership to benefit each other this year and for many years to come. Let's talk!





*These podcasters are the modern day voice of rock - nowhere else can the fans get really in-depth interviews with their favorite artists. And nowhere like ROCKNPOD do they all come together; it's a great gathering of media, fans, industry insiders and rock stars!"*

**- Ron Keel (KEEL, Steeler, Ron Keel Band)**

*On behalf of the TORA guys and myself, we had a great experience at the ROCKNPOD Expo 2018. Chris Czyszczak and his team gave us an incredible platform and voice to announce our new Frontiers Records project. The event was well organized and his staff was professional. We appreciated the access to the music, podcasters, the panels and memorabilia. The event promotes our industry and culture while maintaining a personal feel.*

**- Anthony Corder (Tora Tora)**



# TESTIMONIALS

*"RocknPod" is now a Nashville Institution. A great way for Entertainers, Vendors , and Podcasters to reach an audience that draws from all over the globe. A great way to raise brand awareness and have your message carried across all platforms and you and your product discussed on over 30 Podcasts, each with an audience of their own. The event has grown to a three day event with Concerts before the actual event and a Comedy Night the next day. Your brand and art is promoted each of those days. A unique opportunity to meet your fans in a professional environment that Nashville can provide*

**- Ken Mills Podcaster - PodKISSt**

*The Nashville Rock & Pod Expo is a unique blend of podcast and content producers, musical guests, memorabilia vendors, and industry insiders. This wonderful mixture allows for incredible opportunities for exposure and networking for all involved. It's an intersectionality that you literally cannot find anywhere else. As one of the attending podcasters, the biggest draw for me personally has been the community, which strengthens and grows year over year. I cannot wait to see where the trajectory of Rock & Pod leads, it's truly inspiring and uniquely exciting for everyone involved.*

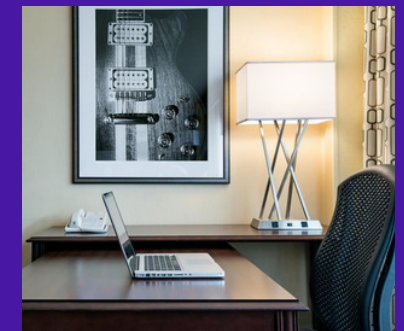
**- Eric Miller - Pods & Sods Network**



# OUR 2020 VENUE



**HILTON NASHVILLE AIRPORT**  
2 largest ballrooms for expo (over 6000 sq ft.)  
Meeting Space for Podcast Education Track  
Over 180 discounted guest rooms for  
**ROCKNPOD**





# PAST EXHIBITORS

2020 Vendor Registration Opening in January

Grendel's Choice - Vinyl Vendor

JTB's Groovy Record Room - Vinyl Vendor

Depot Records - Vinyl Vendor

Motorsoul Vintage - Vinyl/Collectables

Vinyl Hound Records - Vinyl Vendor

Bill Aucoin Rock n Roll Hall of Fame Petition

Black Heiron - Musical Artist

Ron Whitmore - Records/Collectables

Full Metal KBK - Music/Collectables

Twisted Maiden Designs - Jewelry

Ron Keel - Musical Artist

Craig Gass - Stand Up Comedian

Eerie Von - Musical Artist

Kreatures of the South - KISS Vendor

Epiphone Guitars

Kramer Guitars

Gloryhound Music - CD Vendor

HIGHVOLMUSIC - Record Label

Michael Sweet - Musical Artist

EMP Label Group - Record Label

David Ellefson - Musical Artist

Eightball - Musical Artist

Bombers & Sleeves - Apparel Company

Mutt Merch - Rock-Themed Dog Apparel

Thee Rock n' Roll Residency - Musical Artist

Gus Fugazi Records

Rock Shop Times

BubbaFest

Vanity Music Group

Blind Tiger Record Club - Subscription Service

Angel - Musical Artist



# PERPETUAL ADVERTISING

## Why Sponsor ROCKNPOD?

Becoming a ROCKNPOD Sponsor is very advantageous for your business for multiple reasons. First, it's perpetual advertising. Unlike radio or television, podcasts are forever. Once published, they are available in perpetuity for download/stream. Due to this fact and the increasing popularity of podcasts, it's likely that your company will be exposed to the ears of new people weeks, months, even years beyond this event. Podcast listening is binge-worthy; meaning many new listeners will go back to the beginning and listen to all episodes.

Additionally, podcast audiences are more engaged than traditional media consumers. Podcast listeners actively choose to consume this media and therefore will be more interested in hearing about the companies that support these shows. This will, likely, create more brand awareness and result in more sales for your business or product.

Finally, you'll be contributing to the continuation of Rock n' Roll. This genre of music is still going strong after 6-plus decades despite mainstream media attempting to minimize it in recent years. With music podcasting, we're keeping the torch burning for future generations. Your support of this event is a major factor in the continuation of the genre.

# 2020 SPONSOR PACKAGES

*\*Please Note\* - Pricing/Perks are Negotiable*

*Contact us to set up a conference call to tailor a package that best suits your company*

## **BRONZE SPONSOR (\$500) - 10 Available**

Company logo included on all digital promo for ROCKNPOD (multiple sponsored posts on social media included). Company name included in professionally recorded/produced audio commercial that will be played on participating podcasts in the months leading up to the expo (combined audience of hundreds of thousands). 3 VIP tickets to the ROCKNPOD Expo taking place Saturday August 15th.

## **GOLD SPONSOR (\$750) - 8 Available**

Announcement post on ROCKNPOD official website. Company logo included on all digital promo for ROCKNPOD (multiple sponsored posts on social media included). Company name included in professionally recorded/produced audio commercial that will be played on participating podcasts in the months leading up to the expo (combined audience of hundreds of thousands). Company logo included in official ROCKNPOD program given to all attendees. 5 VIP tickets to the ROCKNPOD Expo taking place Saturday August 15th.

## **PLATINUM SPONSOR (\$2500) - 5 Available**

Gold sponsor package perks PLUS - HALF PAGE AD in Official ROCKNPOD Expo Program. 10 VIP tickets to the ROCKNPOD Expo. Guest spot on participating podcast of your choice to discuss your company, roster, promotions, etc. Company logo to appear on three Step and Repeat Banners that will be used for celebrity signing booths/photo wall. Opportunity for a representative of your company (artist/producer/executive) to appear on a live panel at the ROCKNPOD Expo. 5 passes to the ROCKNPOD Preparty concert taking place Friday August 14th. 10 VIP tickets to the ROCKNPOD Expo taking place Saturday August 15th.

## **DIAMOND SPONSOR (\$4000) - 2 Available**

Platinum sponsor package perks PLUS - FULL PAGE AD in Official ROCKNPOD Expo Program. 20 VIP tickets to the ROCKNPOD Expo. Guest spot on participating podcast of your choice to discuss your company, roster, promotions, etc. Company logo to appear on three Step and Repeat Banners that will be used for celebrity signing booths/photo wall. Opportunity for a representative of your company (artist/producer/executive) to appear on a live panel at the ROCKNPOD Expo. Merchant Table provided at expo for your company. Company logo included on official ROCKNPOD T-Shirt and VIP swag bag. 10 passes to the ROCKNPOD Preparty concert taking place Friday August 14th. 15 VIP tickets to the ROCKNPOD Expo taking place Saturday August 15th. Free entry +4 to ROCKNPOD Comedy night taking place Sunday August 16th.



# EXCLUSIVE SPONSOR PACKAGE

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## **TITLE / OPENING NIGHT CONCERT PLUS (\$5000) - 1 Available**

- Diamond Package (see previous slide) +

## **(YOUR COMPANY) Presents ROCKNPOD!**

### **Concert and Expo!**

Title / Opening Night Concert Sponsor is a chance to reach an engaged, captive audience of more than 500 people, including more than 60 podcasters who will enthusiastically promote the concert and your product/artist/company on their programs. They will also share via their social media channels reaching a collective audience in the hundreds of thousands.

This is a perfect way to showcase your company and get tons of exposure, not only in Nashville, but worldwide via these podcasts!

Sponsor perks include:

- Opportunity to sponsor ROCKNPOD Pre-party concert (08.09.19) aligned with company's demographic
- Logo on banners at concert recognizing your company as exclusive concert sponsor
- On-stage recognition the night of sponsored concert
- Opportunity to provide swag to concert attendees
- Logo featured on ROCKNPOD website as well as on all social media channels.
- Reserved table at venue upon request
- 50 ROCKNPOD VIP entry tickets including concert entry
- Merch table space at concert as well as the next day at the expo

# 2019 PARTICIPATING PODCASTS

(2020 registration happening now)





# GUEST ALUMNI (2017-2019)

MICHAEL SWEET Stryper

DAVID ELLEFSON Megadeth

TONY HARNELL TnT

MARK SLAUGHTER Slaughter

EERIE VON Danzig

TROY LUCKETTA Tesla

JASON BIELER Saigon Kick

BRIAN FORSYTHE Kix

KENNY OLSON Kid Rock

CHRISTOPHER WILLIAMS Accept

JACOB CADE The Brkn

RON KEEL Ron Keel Band

JACK GIBSON Exodus

MICHAEL VESCERA Loudness

TOBY WRIGHT Producer

ANTHONY CORDER Tora Tora

GARY CORBETT Kiss/Cinderella

DONOVAN WHITE Vertical Horizon

JOHN BILLINGS Monkees

SANDY GENNARO Joan Jett

JAY MCDOWELL BR5-49

PAUL TAYLOR Winger

GUNNAR NELSON Nelson

RICK RUHL Every Mother's Nightmare

TUK SMITH Biters

THOM HAZAERT EMP Label Group

ANDRE LABELLE Vinnie Vincent

DREW ROSE & JIM DARBY Wildside

DREW FORTIER Bang Tango

2020 Guest Bookings Happening Now

# GUEST ALUMNI (2017-2019)

CRAIG GASS Comedian

ANGEL

COURTNEY CRONIN-DOLD Comedian

TORA TORA

EARL SKAKEL Comedian

RAVEN

WALTER EGAN Singer/Songwriter

ROXY BLUE

SCOTT VAN ZEN Kiss Co-Writer

BLACK HEIRON

BRENDAN HARKIN Starz

DESOLATION ANGELS

JOE X DUBE Starz

DENMAN

ANTHONY FOCX Vince Neil

THEE ROCK N ROLL RESIDENCY

GREG RENOFF Author

EIGHTBALL

MICHAEL VESCERA Loudness

LIPSTICK GENERATION

STEPHEN SHAREAUX Kik Tracee

KAATO

ROBERT WHITE JOHNSON Songwriter

UNDER THE RADAR

TODDZILLA Funkhammer

CHRIS GREEN - Tyketto

JEREMY BARBOUR Green Jello

2020 Guest Bookings Happening Now

nashville

ROCKNPOD

EXPO

# CONCLUSION

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We truly believe that rock podcasting is the future of this genre and your commitment to be a guest at this year's ROCKNPOD will help us send a message that, while radio continues to ignore these great artists, there is a current and future home for promoting this music. A groundswell of listeners purchasing physical product as well as helping make our first 3 expos successful is a testament to the passion that still exists for rock music. Between our shows and the artists, the future definitely looks bright. We hope you will join us in molding that future and saving Rock n Roll. Thanks for your time and consideration.

Sincerely,

Chris Czynszak & Joe D'Angelo (Organizers, ROCKNPOD)



# OUR AMAZING TEAM

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*We stand ready to work with you to make this 2020's ROCKNPOD weekend a can't-miss event and to promote your product/company to it's absolute fullest.*

*If interested in becoming a sponsor, please email [rocknpod@gmail.com](mailto:rocknpod@gmail.com) and specify which package you'd like to purchase. We can also tailor a custom sponsorship package that works best for you and are happy to jump on a conference call to speak further.*

*We look forward to working with you!*



**CHRIS CZYSZAK**  
ORGANIZER



**JOE D'ANGELO**  
ORGANIZER



**VICTOR M. RUIZ**  
WEBSITE / SOCIAL MEDIA



**HENNING MIELKE**  
MARKETING

ROCKNPOD

AUGUST 14 - 16, 2020 - NASHVILLE TN