

THE LAWN SESSIONS

LYNCHBURG, TENNESSEE

Experience ***
Tennessee

JACK DANIEL
DISTILLERY
LYNCHBURG
TENN.

TENNESSEE
WHISKEY
TRAIL
THE TRAILHEAD

MUSIC. PLACE. COMMUNITY.

The Lawn Sessions at the Jack Daniel Distillery is an intimate outdoor music experience that brings live performances, Tennessee hospitality and community together in one unforgettable setting. Guests are invited to bring their lawn chairs and blankets, enjoy handcrafted cocktails, local food and event merchandise, and experience talented artists in the heart of Lynchburg.

We created The Lawn Sessions to offer more than a great evening of music. The event celebrates the people, places and stories that make our region special while generating meaningful support for its future.

Proceeds benefit the Tennessee Tourism Investment Project, helping fund tourism initiatives, public art and community development investments throughout South Central Tennessee. Through the support of our sponsors, artists and guests, The Lawn Sessions turns a memorable event into a lasting investment in the communities we call home.





THE **LAWN** **SESSIONS**

LYNCHBURG, TENNESSEE

Event located on the campus of, and in partnership with, the Jack Daniel Distillery in Historic Lynchburg, Tennessee.

We intend to sell up to 500 tickets to this show. Session #1 sold out at over 1,500!

The Huffer Brothers & Hunter Flynn will headline session #2!



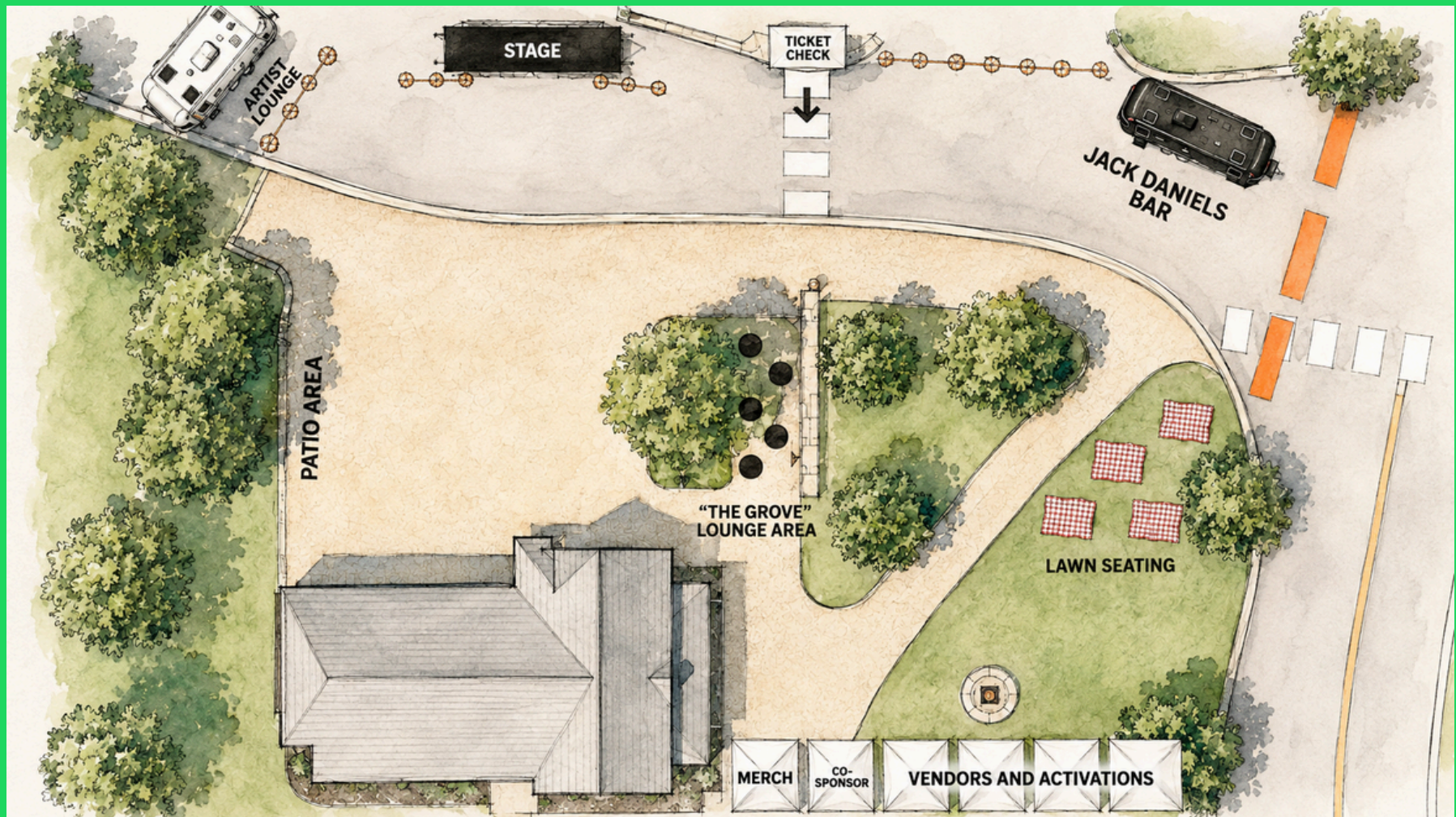
This is a 100% Family Friendly Event with free admission to kids 17 and under (with a parent). We also celebrate responsible planning with DD discounts.

TABLE OF CONTENTS

4. Lawn Sessions Site Map & Event Layout
5. Conceptual Illustrations of the Event
6. Sponsorship Levels Overview
7. Co-Title Sponsorship Details
8. Co-Title Sponsorship Branding Illustrations
9. Artist Lounge Sponsorship Details
10. Artist Lounge Sponsorship Branding Illustrations
11. Hotel Sponsorship Details
12. Hotel Sponsorship Branding Illustrations
13. Event Sponsorship Details
14. Event Sponsorship Branding Illustrations
15. Summary & Joining the Lawn Sessions Family



SITE MAP.



**THE LAWN
SESSIONS**
LYNCHBURG, TENNESSEE



SPONSORSHIP LEVELS

1. Co-Title Sponsor | \$3,500

Our premier partnership, offering shared event recognition, primary branding, premium activation space and the highest level of visibility across event marketing and on-site signage.

2. Artist Lounge Sponsor | \$2,500

An exclusive opportunity connected to the artists, lounge experience and official artist photography, with dedicated branding, social media exposure and on-site activation.

3. Official Lodging Partner | \$1,000

The event's featured lodging partner, promoted through the website, ticket-holder communications, digital campaigns and visitor materials to help drive overnight stays.

4. Event Sponsor | \$750

A supporting partnership featuring website recognition, on-site signage, event activation space, social media exposure and guest benefits.



CO-TITLE SPONSORSHIP | \$3,500

The Co-Title Sponsorship is the premier available partnership for The Lawn Sessions. Your business will be recognized alongside the Jack Daniel Distillery as a leading supporter of the event, receiving the most prominent branding, premium on-site visibility and the strongest opportunities to engage directly with guests.

- Co-title recognition alongside the Jack Daniel Distillery
- Primary logo placement on TheLawnSessions.com with a direct link to your website
- Larger featured logo placement in the website footer
- Primary placement in online ticket-sales advertising
- Premium stage-support banners featuring your business, the Jack Daniel Distillery and The Lawn Sessions
- Premium 10×10 activation space near the merch tent
- Option to use your own branded activation tent
- Gift, promotional item or offer included in attendee swag bags
- Six guest tickets
- Six Lawn Sessions T-shirts
- Two staff credentials for the sponsor activation
- Right of first refusal for next Lawn Sessions Event



ON-SITE BRANDING



**THE LAWN
SESSIONS**
LYNCHBURG, TENNESSEE

ARTIST LOUNGE SPONSORSHIP | \$2,500

The Artist Lounge Sponsorship connects your business directly with the performers and behind-the-scenes experience of The Lawn Sessions. This exclusive partnership includes ownership of the Artist Lounge area, prominent on-site branding and placement in artist-focused social media content throughout the event campaign.

- Exclusive sponsorship of the Artist Lounge and artist photo opportunity
- Primary banner displayed prominently within the Artist Lounge area
- Option to provide a branded 8 × 8 or 10 × 10 tent for artist photographs and sponsor activation
- Logo placement on all Spotify Artist Spotlight graphics
- Inclusion in six Instagram Artist Spotlight posts
- Inclusion in six Facebook Artist Spotlight posts
- Logo included on a custom step-and-repeat backdrop used for official artist photography
- Step-and-repeat recognition alongside The Lawn Sessions and the Jack Daniel Distillery
- Opportunity to include a gift, promotional item or offer in attendee swag bags
- Four guest tickets
- Four Lawn Sessions T-shirts
- Two staff credentials for the sponsor activation



ON-SITE BRANDING



THE LAWN SESSIONS
LYNCHBURG, TENNESSEE

OFFICIAL HOTEL SPONSORSHIP | \$1,500

The Official Lodging Partnership positions your property as the preferred place to stay for Lawn Sessions guests traveling to Lynchburg. This sponsorship combines prominent event visibility with direct booking opportunities across the website, ticketing communications and event marketing.

- Exclusive recognition as the Official Lodging Partner of The Lawn Sessions
- Large branded banner displayed in “The Grove” Lounge Area
- Special room-booking link featured on TheLawnSessions.com
- Dedicated website section featuring your property description, logo and booking information
- Booking link included in ticket-purchase confirmation emails
- Booking link included in ticket-holder communications, including:
 - One-week event reminder
 - Two-day event reminder
 - Day-of-event reminder
- Inclusion in all ticket-sales marketing campaigns
- Featured lodging section on the special event rack card distributed at the Tennessee Whiskey Trailhead
- Opportunity to include a gift, promotional item or offer in attendee swag bags
- Two guest tickets
- Two Lawn Sessions T-shirts



THE GROVE LOUNGE AREA



**THE LAWN
SESSIONS**
LYNCHBURG, TENNESSEE

EVENT SPONSOR | \$750

Event Sponsors receive a well-rounded combination of digital recognition, on-site visibility and direct guest engagement. With only four positions available, each sponsor will have an individual presence while supporting the overall Lawn Sessions experience.

- Recognition as an official Event Sponsor of The Lawn Sessions
- Logo and direct website link featured in the sponsor section of TheLawnSessions.com
- 10 × 10 sponsor activation or booth space at the event
- Opportunity to use your own branded tent
- Featured placement in a dedicated sponsor activation social media post
- Logo placement on three on-site sponsorship banners
- Opportunity to include a coupon, promotional item or gift in attendee swag bags
- Two guest tickets
- Two Lawn Sessions T-shirts
- Staff credentials for the sponsor booth based on activation needs



ON-SITE BRANDING



**THE LAWN
SESSIONS**
LYNCHBURG, TENNESSEE

WELCOME TO THE FAMILY

Thank you for considering a sponsorship of The Lawn Sessions. Your partnership will help us create a memorable live-music experience while supporting a larger mission throughout South Central Tennessee.

Proceeds from The Lawn Sessions benefit the Tennessee Tourism Investment Project, or TENNTIP, which supports tourism development, public art and meaningful community investments across the region. The event will also provide an economic boost by attracting visitors, encouraging overnight stays and generating spending with local restaurants, retailers, lodging properties and other small businesses.

Sponsoring this event also provides your business with the right of first refusal for the same sponsorship position across The Lawn Sessions series. Two additional events are planned for April and May 2027, completing our fiscal-year event program. Current sponsors may secure their position for the next event at the same per-event rate by opting in at least 90 days in advance. After that deadline, the sponsorship may be offered to another partner.

We appreciate your time, your consideration and your commitment to helping create stronger communities through music, tourism and shared experiences. We hope you will join us for The Lawn Sessions and become part of a series designed to make a lasting regional impact.

Contact

Kaya Gordon, Director of Visitor Experiences
Kaya@ExperienceTN.com
(931) 464-4127

Contact

Jeff Wohlgemuth
Assistant Director of Visitor Experiences
(931) 808-4845