

ROCK THE RIND



NEW YEAR - NEW RIND
SAME COMMUNITY THAT KEEPS SHOWING UP.

WHAT STARTED AS A SMALL TOWN IDEA HAS BECOME A DESTINATION
THAT BRINGS PEOPLE FROM ALL OVER THE COUNTRY
TO A COURTHOUSE SQUARE FILLED WITH GREAT MUSIC, BETTER PEOPLE
& THAT SIGNATURE JACKSON COUNTY WATERMELON.

IN 2026, WE'RE LEANING INTO EVERYTHING THAT MAKES
THIS PLACE SPECIAL.
BIGGER ENERGY, BIGGER EXPERIENCES, BIGGER LINEUP.

A WEEKEND THAT FEELS LESS LIKE A CONCERT
& MORE LIKE A TRADITION TAKING ROOT.

THIS YEAR ISN'T ABOUT REPEATING WHAT'S WORKED,
IT'S ABOUT RAISING THE BAR AND REWRITING WHAT A
SMALL-TOWN FESTIVAL CAN BE.



WE HOPE YOU'LL ROCK THE RIND WITH US IN 2026!



2026 SPONSORSHIP OPPORTUNITIES

HEADLINER - \$25,000+ (LIMITED)

- LOGO PLACEMENT ON SIDE STAGE BANNER & ADDITIONAL, EXCLUSIVE, RTR ON-FIELD SITES
- LOGO PLACEMENT ON LED BACKDROP AND DISPLAYS THROUGHOUT FESTIVAL
- 24 RTR MUSIC FESTIVAL VIP TICKETS
- 2 MEET & GREET PASSES TO MEET TRACY LAWRENCE ON THURSDAY, AUGUST 6TH - DETAILS TBA
- 24 DRINK TICKETS
- 4 ON-SITE PARKING PASSES
- MINIMUM 250 ON-AIR MENTIONS WITH OUR RADIO PARTNER(S).
- LOGO ON OFFICIAL ROCK THE RIND 2025 POSTERS
- EXCLUSIVE LOGO PLACEMENT ON THE RTR WEBSITE WITH LINK TO SPONSOR SITE

SHOWCASE - \$12,500 (LIMITED)

- LOGO PLACEMENT ABOVE TOP STAGE BANNER + ADDITIONAL RTR ON-FIELD SITES
- LOGO PLACEMENT ON LED BACKDROP AND DISPLAYS THROUGHOUT FESTIVAL
- 2 MEET & GREET PASSES TO MEET TRACY LAWRENCE ON THURSDAY, AUGUST 6TH - DETAILS TBA
- 16 ROCK THE RIND VIP PASSES
- 16 DRINK TICKETS
- 2 ON-SITE PARKING PASSES

DIRECT SUPPORT - \$10,000 (LIMITED)

- LOGO PLACEMENT ON ROCK THE RIND CUPS (+15,000) + ADDITIONAL RTR ON-FIELD SITES
- LOGO PLACEMENT ON LED BACKDROP AND DISPLAYS THROUGHOUT FESTIVAL
- 2 MEET & GREET PASSES TO MEET TRACY LAWRENCE ON THURSDAY, AUGUST 6TH - DETAILS TBA
- 16 ROCK THE RIND VIP PASSES
- 16 DRINK TICKETS
- 2 ON-SITE PARKING PASSES

PREMIER - \$7,500 (LIMITED)

- LOGO PLACEMENT ON TOP STAGE BANNER + ADDITIONAL RTR ON-FIELD SITES
- LOGO PLACEMENT ON LED BACKDROP AND DISPLAYS THROUGHOUT FESTIVAL
- 2 MEET & GREET PASSES TO MEET LAWRENCE ON THURSDAY, AUGUST 6TH - DETAILS TBA
- 12 ROCK THE RIND VIP PASSES
- 12 ROCK THE RIND DRINK TICKETS

SUPPORT - \$5,000

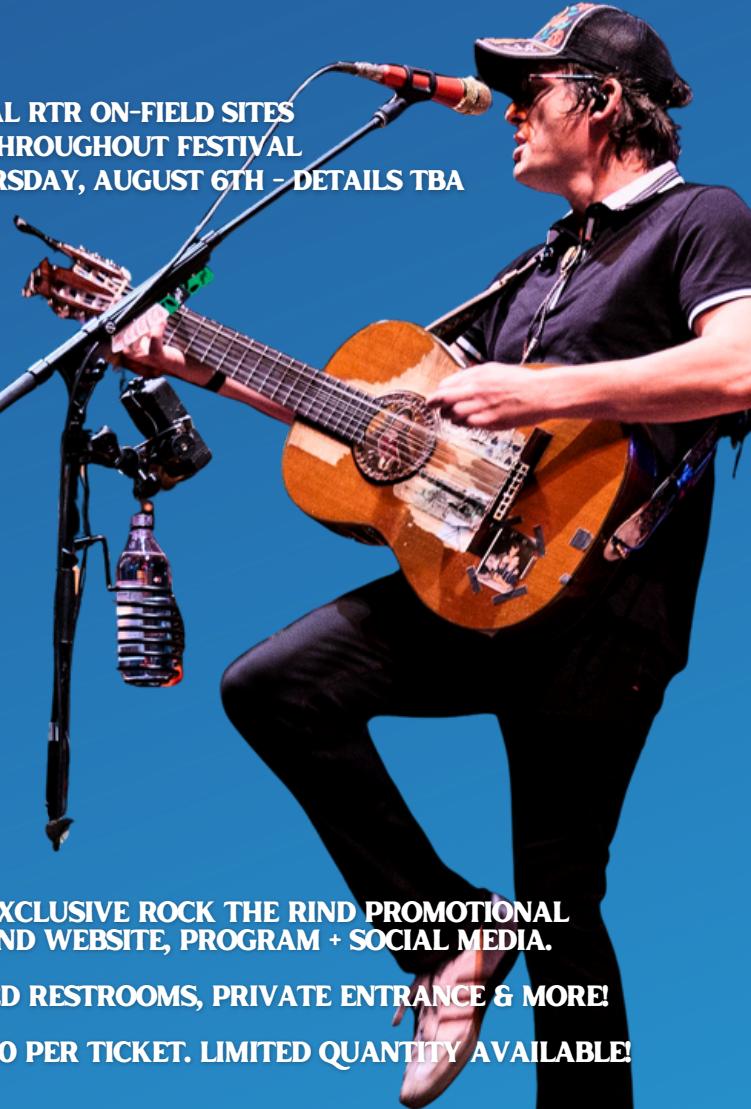
- LOGO PLACEMENT ON VIP SEPARATION (ELEVATED) + ADDITIONAL RTR ON-FIELD SITES
- LOGO PLACEMENT ON LED BACKDROP AND DISPLAYS THROUGHOUT FESTIVAL
- 10 ROCK THE RIND VIP PASSES
- 10 ROCK THE RIND DRINK TICKETS

OPENER - \$2,500

- LOGO PLACEMENT ON PIT SEPARATION + ADDITIONAL RTR ON-FIELD SITES
- 6 ROCK THE RIND VIP PASSES

PARTNER - \$1,000

- LOGO ON-SITE AT ROCK THE RIND 2026
- 2 ROCK THE RIND VIP PASSES
- SEE ADDITIONAL SPONSORSHIP BENEFITS BELOW



* ALL RTR SPONSORSHIP PACKAGES INCLUDE AN EXCLUSIVE ROCK THE RIND PROMOTIONAL PACKAGE, PARKING PASS, LOGO ON ROCK THE RIND WEBSITE, PROGRAM + SOCIAL MEDIA.

VIP AREA INCLUDES EXCLUSIVE BAR, AIR CONDITIONED RESTROOMS, PRIVATE ENTRANCE & MORE!

ADDITIONAL PRE-SALE VIP PASSES AVAILABLE FOR \$200 PER TICKET. LIMITED QUANTITY AVAILABLE!