



WOMEN IN HARMONY: A CELEBRATION OF LEADERSHIP, CREATIVITY, & COMMUNITY

PARTNERSHIP PROPOSAL

The National Museum of African American Music (NMAAM) stands at the intersection of cultural preservation and contemporary storytelling. Located in the heart of Nashville—America's Music City—NMAAM tells the complete story of how Black musical innovators created the soundtrack that defines American culture and influences the world.

More than 150 years ago, the Fisk Jubilee Singers toured the world, earning Nashville its "Music City" identity when their performances captivated Queen Victoria. Today, NMAAM continues this legacy of cultural preservation and celebration, serving as the definitive voice on African American music's contribution to global culture.

Our Mission

To educate the world, preserve the legacy, and celebrate the central role African Americans play in creating the American soundtrack.

Why NMAAM Matters to Your Audiences

NMAAM represents an authentic cultural institution that connects people to shared heritage and contemporary creativity. Our visitors don't just learn about music history—they experience the living legacy of innovation, resilience, and artistic excellence that continues to shape popular culture today.

For partners seeking meaningful community engagement, NMAAM offers:

- **Cultural Authenticity:** Connection to genuine American heritage that resonates across demographics
- **Educational Impact:** Measurable community outcomes through K-12 programming and workforce development
- **Diverse Engagement:** Access to multi-generational audiences united by shared appreciation for musical excellence
- **National Visibility:** Position as America's cultural authority on African American music with growing national recognition

THE WOMEN IN HARMONY WEEKEND EXPERIENCE



Women in Harmony is NMAAM's annual summit celebrating women's leadership in music, media, and entertainment. This intimate, high-value weekend convenes 200 influential women—executives, artists, entrepreneurs, and emerging leaders—for authentic conversation, strategic networking, and cultural impact.

Why Women in Harmony

The music industry has long been shaped by women's creativity, vision, and leadership—yet their contributions are often underrecognized and their voices underrepresented in key decision-making spaces. Women in Harmony creates intentional space where women's leadership is centered, celebrated, and amplified.

This is not a conference. This is an intimate gathering of decision-makers and creators united by shared commitment to advancing women in music and entertainment.

THE WEEKEND EXPERIENCE

March 27-28, 2026 | National Museum of African American Music

An intimate gathering of 200 decision-makers, creators, and influencers across music, media, and entertainment.

FRIDAY, MARCH 27 | DESTINY'S CHILD REIMAGINED CANDLELIGHT CONCERT

Two intimate performances featuring string quintet tribute to one of music's most iconic girl groups

- **7:00 PM** - Early Show (450 seats)
- **9:00 PM** - Late Show (450 seats)

SATURDAY, MARCH 28 | WOMEN IN HARMONY SUMMIT

8:30 AM - 1:00 PM | Full Day Programming

- 8:30 AM - Arrival, Coffee Service & Gallery Tours
- 9:30 AM - Opening Performance featuring Aura V & Fyütch (2026 Grammy Winner, youngest ever)
- 10:15 AM - Keynote Conversation with Morgan DeBaun (CEO, Blavity + AfroTech, author)
- 11:30 AM - Signature Luncheon with Michelle Williams (Grammy Winner, 1/3 of Destiny's Child)

EMAIL SUBSCRIBERS: 90,000+ engaged subscribers with bi-weekly communications

SOCIAL MEDIA REACH: 460,000+ combined views across Instagram, Facebook, LinkedIn, YouTube

WOMEN IN HARMONY PARTNERSHIPS BENEFITS



PRESENTING SPONSOR - \$25,000 (1 Available)

Maximum Visibility & Strategic Partnership

- Title sponsor recognition across all marketing (90K email list, 460K+ social reach, event signage) + 8 VIP summit tickets + 8 Candlelight concert seats + VIP reception access
- Speaking opportunity during opening/lunch + branded activation space in Amplify Lounge + option to sponsor keynote or featured session + exclusive VIP preview event for your team
- Year-round recognition as Major Donor in NMAAM annual report + exclusive first access to 2027 renewal + named co-supporter of featured artist + professional content package (photos/videos for your use)

PLATINUM SPONSOR - \$15,000 (3 Available)

Premium Visibility & Strategic Access

- Prominent logo placement across all marketing channels (website, emails, social media, signage) + 6 VIP summit tickets + 6 Candlelight concert seats + VIP reception access
- Named sponsor opportunity for specific element (networking lunch, Amplify Lounge, breakout track, VIP gift bags) + social media spotlight with dedicated partner posts
- Employee volunteer opportunities + post-event impact report with photos and metrics + branded materials in VIP gift bags (subject to approval)

GOLD SPONSOR - \$7,500 (4 Available)

Strategic Visibility & Community Connection

- Logo placement on website, email campaigns, event signage, program book quarter-page ad + 4 General Admission summit tickets + 4 Candlelight concert seats
- On-site recognition with sponsor signage displays + social media acknowledgment across platforms + option to provide branded materials for attendee swag bags
- Employee volunteer opportunities + post-event summary report

SILVER SPONSOR - \$3,500

Brand Visibility & Community Support

- Logo inclusion on website sponsor page, program book, on-site signage + 2 General Admission summit tickets + 2 Candlelight concert seats
- Social media recognition in group partner acknowledgment posts
- Community impact supporting youth music education programs serving 100+ students annually (70% young women of color, 100% college acceptance rate)

JOIN US FOR WOMEN IN HARMONY



Women in Harmony attracts senior-level professionals and rising leaders who shape culture, influence trends, and make decisions that move industries forward.

- **Music Industry (35%):** Label executives, artist managers, publishers, songwriters, live entertainment leaders
- **Media & Entertainment (25%):** Content creators, streaming executives, producers, entertainment attorneys
- **Corporate & Entrepreneurship (20%):** Marketing/partnership/D&I executives, women-owned founders, tech leaders
- **Arts & Culture (10%):** Nonprofit leaders, museum executives, education directors
- **Emerging Leaders (10%):** Graduate students, early-career professionals, emerging artists

Demographics: 70% Women of Color | Ages 25-55 | \$75K+ household income | Decision-makers and influencers

WHY PARTNER WITH WOMEN IN HARMONY

Position your brand alongside cultural leadership and women's empowerment while engaging 200 influential decision-makers, 90K email subscribers, and 460K social media audience. Your partnership creates measurable impact: proceeds support 100+ students (70% young women of color) with 100% college acceptance rates.

WHERE YOUR INVESTMENT GOES

Net proceeds fund Youth Amplified and Music Legends & Heroes, providing 100 high school students with professional music industry training, mentorship, and performance opportunities—delivering 100% college acceptance and sustainable career pathways.

ADDITIONAL PARTNERSHIP OPPORTUNITIES

In-kind contributions (\$5,000+ value) and custom packages available—including employee engagement activations, recruitment programs, and multi-year commitments tailored to your business objectives.

Partnership Deadline: March 13, 2026 for inclusion in all marketing materials

CONTACT

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**TOGETHER,
WE AMPLIFY WOMEN'S VOICES**