



SPONSORSHIP OPPORTUNITIES 2026

TENNESSEE VALLEY OLD TIME
Fiddlers
CONVENTION



The Tennessee Valley Old Time Fiddlers Association was formed in 1967 due to overwhelming support from two local fiddling contests, thus establishing the Tennessee Valley Old Time Fiddlers Convention. With a stated goal of reviving the tradition of old time music, the annual event held on the historic campus of Athens State University is known as the "Granddaddy of Midsouth Fiddlers Conventions."

The 2026 Tennessee Valley Old Time Fiddlers Convention will be held September 30 - October 3. The four-day festival features hundreds of competitors in 20 categories, culminating in a final fiddle-off for the title of Alabama State Fiddle Champion. Alabama State Champions are also recognized in thirteen other categories. In addition to the competition, the convention features professional headliners as well.

The success of the Tennessee Valley Old Time

Fiddlers Convention is due to the family-friendly atmosphere that encourages attendance of all age groups. This is an alcohol-free event that features plenty of food and craft buying options. **All proceeds from the event benefit the Athens State University Foundation, which provides scholarships and assistance to Athens State University and its students.**

We sincerely appreciate you taking the time to review these sponsorship opportunities. We would be happy to answer any additional questions you might have regarding the Tennessee Valley Old Time Fiddlers Convention or any potential options that might work for your company.

Brandy Conway
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ANNUAL CONVENTION STATISTICS

- 8,000 Paid ticket sales average in the 8,000 range with children under 12 admitted free.
- 3,000 Approximately 3,000 complimentary tickets are distributed to sponsors, vendors, faculty, staff, students, and friends of the University.
- 15+ Over 15 vendors serving a variety of food and drink options.
- 160+ Over 160 craft vendors selling a variety of individually crafted items.
- 11,000 Total attendance of approximately 11,000.
- 11,000 Approximately 11,000 Facebook followers.

A photograph of three young men playing musical instruments outdoors. The man on the left wears a tan cowboy hat and a plaid shirt, playing a banjo. The man in the center wears a light-colored cowboy hat and a dark patterned shirt, playing a mandolin. The man on the right wears a grey fedora and a floral shirt, playing a double bass. They are standing in front of a brick building with several windows. The text "LEVELS OF SPONSORSHIPS" is overlaid in the center.

LEVELS OF SPONSORSHIPS

PRESENTING SPONSORSHIP

\$10,000

1 available

As the Presenting Sponsor, your company will receive premier recognition throughout all event marketing and activities. This exclusive opportunity highlights your organization as a leading supporter of the Athens State University Foundation and its mission to support students.

The Presenting Sponsor will receive the following benefits:

- Signage located on all stages with company logo
- Ticket booth entry banners with company logo
- Logo on volunteer T-Shirts
- Presenting sponsor recognition on athensfiddlers.org
- Presenting sponsor recognition on front cover of printed event brochures
- Presenting sponsor recognition in radio advertisements
- Stage announcements during the Convention recognizing your company as the Presenting Sponsor
- Presenting sponsor recognition in social media posts related to the event
- Opportunity to introduce headliner performance at Convention
- Meet and greet with headliner performers
- Sponsor selects number of three-day weekend passes to the Convention (maximum 100)
- 10' x 10' booth space

STAGE SPONSORSHIP

\$7,500

3 available

Stage Sponsors are front and center for all the action. From the competitions to live music and entertainment, your brand will serve as the backdrop to the most engaging moments at Fiddlers.

A Stage Sponsor will receive the following benefits:

- Signage located on all stages with company logo
- Ticket booth entry banners with company logo
- Stage sponsor recognition on athensfiddlers.org
- Stage sponsor recognition in printed event brochures
- Stage announcements during the Convention recognizing your company
- Stage sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 75)

WRISTBAND SPONSORSHIP

\$4,000

1 available

As the Wristband Sponsor every attendee will wear your brand throughout the event, giving your company continuous visibility. This sponsorship offers high-impact exposure that literally puts your logo in everyone's hands.

The Wristband Sponsor will receive the following benefits:

- Logo on event wristbands
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in printed event brochures
- Stage announcements during the Convention recognizing your company
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 40)

CONTESTANT T-SHIRT SPONSORSHIP

\$3,000

1 available

Put your brand front and center with the Contestant T-Shirt Sponsorship. Every competitor will proudly wear your logo on their official event shirt, giving your business visibility both on-site and long after the event ends.

The Contestant T-Shirt Sponsor will receive the following benefits:

- Logo on the back of Contestant T-Shirt
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in printed event brochures
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 30)

CASH GIVEAWAY SPONSORSHIP

\$2,500

1 available

The Cash Giveaway Sponsorship puts your brand in the spotlight during one of the most anticipated moments of Fiddlers, when attendees have the chance to win a cash prize, thanks to your generosity. Your company will be recognized as the sponsor of this fun experience.

The Cash Giveaway Sponsor will receive the following benefits:

- Logo on giveaway registration site
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in printed event brochures
- Stage announcements during the Convention recognizing your company
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 25)

JERRY MCGLOCKLIN MUSIC STORE SPONSORSHIP

\$2,500

2 available

Celebrate the heart of craftsmanship and sound as the Jerry McGlocklin Music Store Sponsor. This sponsorship highlights your commitment to music, artistry, and the talented instrument makers who keep traditional music alive. Your brand will be prominently featured in the area where artisans display, demonstrate, and sell their handmade instruments, a favorite gathering spot for musicians and enthusiasts alike.

The Music Store Sponsor will receive the following benefits:

- Signage located on at the Music Store with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in printed event brochures
- Stage announcements during the Convention recognizing your company
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 25)

BACKSTAGE SPONSORSHIP

\$2,500

2 available

Support the heart of the event, the contestants and performers. As the Backstage Sponsor, your brand will be front and center where participants check in, prepare, and get ready to take the stage. This sponsorship offers high visibility and meaningful recognition among the talented individuals who make the event possible.

The Backstage Sponsor will receive the following benefits:

- Signage located on at the back of Founders Hall with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in printed event brochures
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 25)

RV CAMPGROUND SPONSORSHIP

\$2,000

2 available

Be part of the full event experience as the RV Campground Sponsor. This sponsorship places your brand in one of the most community-oriented areas of the event. With campers staying on-site throughout the four-day event, your business benefits from extended visibility and ongoing engagement with attendees who make the event a tradition.

The RV Campground Sponsor will receive the following benefits:

- Signage located at all three camping areas at the event with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 20)

STRINGED INSTRUMENT WORKSHOP SPONSORSHIP

\$2,000

1 available

Inspire musicians of all levels as the Stringed Instrument Workshop Sponsor. This sponsorship supports a beloved part of the event where attendees of all ages can learn, explore, and experience stringed instruments up close. Your generosity helps provide free music education while positioning your brand as a champion of the arts.

The Stringed Instrument Workshop Sponsor will receive the following benefits:

- Signage located on at the workshop with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 20)

FOOD COURT SPONSORSHIP

\$1,500

2 available

Be at the center of the event's energy as the Food Court Sponsor. The food court is one of the most visited and social areas of the event, where attendees gather to eat, relax, and enjoy the atmosphere. This sponsorship gives your business standout visibility in a high-traffic hub enjoyed by thousands throughout the day.

The Food Court Sponsor will receive the following benefits:

- Signage located in the Food Court with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 15)

CRAFT VENDOR SPONSORSHIP

\$1,500

3 available

Support the creativity and talent that make the event unique as the Craft Vendor Sponsor. This sponsorship puts your brand at the heart of the artisan marketplace, where skilled makers showcase and sell their handcrafted goods. With constant foot traffic and engaged shoppers, your business enjoys strong visibility in a lively, community-focused area.

The Craft Vendor Sponsor will receive the following benefits:

- Signage located throughout the craft vendor area with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 15)

SHUTTLE SPONSORSHIP

\$1,500

1 available

Keep the event moving smoothly as the Shuttle Sponsor. This highly visible sponsorship highlights your company as the reason attendees enjoy convenient transportation during the event. From parking lots to venue entrances, your brand is showcased every time someone boards a golf cart.

The Shuttle Sponsor will receive the following benefits:

- Signage located on all golf carts with company logo
- Sponsor recognition on athensfiddlers.org
- Sponsor recognition in social media posts related to the event
- Sponsor selects number of three-day weekend passes to the Convention (maximum 15)

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To secure your sponsorship, contact Brandy Conway, Executive Director Foundation & Corporate Relations,
Athens State University, Brandy.Conway@athens.edu, (256) 233-8190

The Athens State University Foundation reserves the right to cancel the event due to circumstances out of its control. If the event is canceled, sponsors will have the option to transfer their commitment to a future event.