



MUSICHABITAT

WHERE LIVE MUSIC LIVES

The Night Independent Music Changes.

Be a Founding Sponsor.

Be written into the moment it all began.

The Awakening · New Orleans, LA · September 25, 2026

THE PROBLEM

Artists

Have the talent but lack the tools, the bookings, and a fair shot at earning a living. Most never get the chance they deserve.

Venues

Spend more time searching for the right acts than filling rooms — and lose fan relationships to third-party platforms.

Fans

Are hungry for real live music but discovery is fragmented, frustrating, and buried under algorithm noise.



Music Habitat is a platform — and a reinvention of how artists, venues, and fans find each other, work together, and build something that lasts.

THE SOLUTION

For Artists

Book gigs, get paid fairly, build a fanbase — with no gatekeepers and no major label required.

For Venues

Fill rooms with the right artists faster and own your fan relationships completely, on your terms.

For Fans

Discover local and independent live music easily and connect directly with the artists you love.

"Music Habitat's goal is to make sure anyone who has music in their heart has an opportunity to do what they love."

— Brandon Beard, Founder & CEO

THE AWAKENING

September 25, 2026 · New Orleans, LA

Part concert. Part product launch. A full-production live event and livestream — 100% sponsor-funded.

You're not buying a logo. You're founding a movement.

Founding Legacy

Your brand is permanently woven into the origin story — September 25, 2026, New Orleans. The first night Music Habitat launched. That date, that room, your name.

You Fund the Campaign

Sponsorships fuel the entire pre-event marketing campaign. Your brand shows up at every touchpoint as we build toward the night.

A Night Worth Being Part Of

Live performances, a platform reveal, a sold-out room of artists, venue owners, fans, and press. A night people will talk about.


Specific. Tangible. No Vague Promises.


Every tier spells out exactly what you get before the event, the night of, and in the broadcast. You'll know precisely what your investment delivers.

New Orleans has always been where American music lives. Now it's where its future launches.

Four levels. Each builds on the last.

Every tier includes everything below it — plus more.

 Included at this level

 Exclusive — limited slots

Presenting Partner

\$50,000

1 AVAILABLE

Event naming rights · 20 VIP passes · Main stage speaking · Branded wristbands for all attendees

LED wall takeover · Livestream open & close · Dedicated activation zone · Press release quote

Founding Partner

\$15,000–\$25,000

LIMITED

Zone naming rights (Stage / Lounge / Artist House) · 8–10 VIP passes · Founders Lounge access

Featured broadcast segment · Post-event recap video · Branded environment & activation

Partner Sponsor

\$10,000

10 VIP tickets + priority placement · Live host interview · Screens throughout venue

Broadcast logo placement · Host mention during show · All post-event replay distribution

Community Sponsor

\$2,500

Logo & signage throughout venue · On-stage verbal acknowledgment · 2 VIP passes

Social + email campaign presence · Website listing · Listed as Founding Sponsor on record

\$50,000

Presenting Partner

Your name on the event. Maximum presence. Permanent legacy.

BEFORE THE EVENT

- ✓ Presented-by lockup across ALL event materials
- ✓ Lead position in every email & social campaign
- ✓ Co-branded press release — your quote included
- ✓ Named partner in all artist & venue outreach

THE NIGHT OF

- ✓ 2-minute main stage speaking opportunity
- ✓ 20 VIP passes + Founders Lounge access
- ✓ Exclusive main stage wall banner — mounted all night
- ✓ Branded wristbands for every single attendee
- ✓ Dedicated brand activation zone
- ✓ Founding member card co-brand

IN THE BROADCAST

- ✓ LED wall takeover during The Reveal moment
- ✓ Your brand opens & closes the full livestream
- ✓ Lower-third branding throughout broadcast
- ✓ Permanent co-producer credit on launch film

\$25,000

Founding Venue Partner

The brand that backed venues from day one.

BEFORE THE EVENT

- ✓ Venue Growth Lab naming rights in all materials
- ✓ Featured in venue-owner recruitment campaign
- ✓ Co-branded content throughout pre-event push
- ✓ Post-event case study video produced

THE NIGHT OF

- ✓ Venue-owner reception — full presence & branding
- ✓ 10 VIP passes + Founders Lounge access
- ✓ Branded environment & activation zone
- ✓ Signage in App Discovery Zone

IN THE BROADCAST

- ✓ Featured in venue-focused broadcast segment
- ✓ Brand in venue-owner content series
- ✓ Recap video inclusion — permanent distribution

\$15,000

Founding Artist Partner

The brand that backed independent artists first.

BEFORE THE EVENT

- ✓ Underwrites 100 founding artist memberships
- ✓ Artist grants association — press story built in
- ✓ Stage mention + profile badge co-brand
- ✓ Featured in artist recruitment campaign

THE NIGHT OF

- ✓ Artist House branding & gifting suite presence
- ✓ 8 VIP passes + Founders Lounge access
- ✓ Artist thank-you social posts — branded
- ✓ Branded activation footprint

IN THE BROADCAST

- ✓ Artist story content series — your brand woven in
- ✓ Creator Studio integration on-camera
- ✓ Featured in artist-focused broadcast segments

\$15,000

Founders Lounge Sponsor

Own the room where the next city gets funded.

BEFORE THE EVENT

- ✓ Founders Lounge naming rights in all materials
- ✓ Featured in investor & partner outreach
- ✓ Co-branded late-night content promotion
- ✓ Logo across all VIP-tier communications

THE NIGHT OF

- ✓ Full lounge naming rights & environment branding
- ✓ Branded bar + custom curated menu
- ✓ Private investor/artist networking access
- ✓ 10 VIP passes

IN THE BROADCAST

- ✓ Lounge content captured for social & podcast
- ✓ Brand featured in VIP close recap content
- ✓ Podcast booth interview opportunity

\$10,000

Partner Sponsor

Bring your team. Be in the room. Real presence all night.

BEFORE THE EVENT

- ✓ Logo across all pre-event email & social campaigns
- ✓ Co-branded content in launch campaign
- ✓ Featured in press materials

THE NIGHT OF

- ✓ 10 VIP tickets with priority placement
- ✓ Live recorded interview with celebrity host
- ✓ Logo on screens throughout the venue
- ✓ Main stage LED brand placement

IN THE BROADCAST

- ✓ Logo on screens during livestream segments
- ✓ 10-second branded card aired during broadcast
- ✓ Host brand mention during the show
- ✓ Included in all post-event replay distribution

\$2,500

Community Sponsor

Get your name in the room and on every digital touchpoint from day one.

BEFORE THE EVENT

- ✓ Logo in all pre-event email campaigns
- ✓ Social media mention & website listing
- ✓ Listed as Founding Sponsor permanently on record

THE NIGHT OF

- ✓ Logo in event program & on-site signage
- ✓ Step & repeat logo placement
- ✓ On-stage verbal acknowledgment
- ✓ 2 VIP passes

IN THE BROADCAST

- ✓ Included in post-event recap content
- ✓ Recognition in launch announcement posts

Own a specific space, moment, or channel.

Stack on top of any tier or purchase standalone. One brand per position. Questions? Your sales contact has the full breakdown.

EVENT SPACES

\$20K The Awakening Stage

Stage naming rights. Your brand at every performance — in the room, on the big screen, in every emcee intro.

\$15K Founders Lounge

Full lounge naming rights. Branded bar, curated menu, private investor/artist networking. 10 VIP passes.

\$10K Artist House

Artist lounge & gifting suite naming rights. Backstage branding. Artist thank-you content. 6 VIP passes.

\$10K Creator Studio

Interview booth naming rights. "Recorded in [Brand]" on every piece of content produced that night.

\$10K App Discovery Zone

Interactive demo floor naming rights. Your brand where every guest first touches the Music Habitat platform.

\$8K Social Content Corner

Step-and-repeat + content zone naming rights. Built for Reels and TikToks. Your brand in every clip.

DIGITAL & CONTENT

\$10K Livestream Partner

"Powered by [Brand]." Opening/closing slates. Lower-third throughout. Live host read. 6 VIP passes.

\$8K Launch Film

"Presented by [Brand]" in the official launch film. Editorial integration. Distributed permanently.

\$6K Podcast Partner

8+ Habitat Sessions episode sponsorships. Host-read mentions. Streaming platform placement.

\$5K Discovery Wall

Featured placement in the Music Habitat app at launch. Homepage featuring. Push notification option.

Category exclusive. Cash or trade.

One brand per category. Cash sponsorship, trade arrangement, or a combination of both.

Food & Beverage Partner

Cash: \$8,500

Category exclusive. Branded bar, signature drink, food stations throughout. Subject to venue agreement on beverage exclusivity.

Production Partner

Cash: \$5,000

AV/lighting services. "Powered by [Brand]" on all content. Can be fulfilled via trade in lieu of cash.

Photography & Video

Cash: \$3,500

Co-branded credit on all event content. First access to event photo library. Can be fulfilled via trade in lieu of cash.

Official Hotel

Cash: \$5,000

Official hotel designation on all materials. Artist & press room block at event rate. Lobby activation space.

Media Partner

Cash: \$5,000

Exclusive backstage press credential. Co-branded post-event feature story. Can be fulfilled via trade in lieu of cash.

Transportation

Cash: \$3,000

Branded artist & VIP transport. Logo on all vehicles. Social content integration. Can be fulfilled via trade.

Be part of this before it launches.

Pre-register now at musichabitat.com — founding access, founding perks, founding status.

Artists

Built for you. Free to start.

- Free Pro upgrade — first year on us
- Your profile live & discoverable before launch
- Priority consideration to perform at The Awakening
- Founding Artist badge — permanent on your profile
- Your name in our marketing before we go live

Music Habitat has a free tier for all artists and two paid upgrade levels. Pre-registered artists receive the Pro upgrade at no cost for their first year.

Pre-register as an artist → musichabitat.com

Venues

Your fans. Your platform.

- Lowest platform fee — locked in permanently
- Priority artist matching from day one
- Recognized at The Awakening launch event
- Early access to booking & fan tools
- Every venue is a potential sponsor — ask us

Founding venues lock in our best rate before the platform goes public. That rate stays with you.

Pre-register your venue → musichabitat.com

Fans

Be there when it starts.

- Early app access — discover before anyone else
- Priority & exclusive pricing for The Awakening
- Founding Fan perks and recognition night-of
- Be in the room when independent music changes
- Connect directly with artists before they blow up

Pre-registered fans get first access to tickets and exclusive pricing for The Awakening on September 25th.

Pre-register as a fan → musichabitat.com

Be more than a sponsor. *Be a founder.*

The Awakening · New Orleans · September 25, 2026

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