



ROCK N' ROLL

EST. 2017



ROCKNPOD

MISSION

To create a unique rock experience that gives fans a closer look into the artists they love as well as exposing them to the growing world of music podcasting and new media content creation. To provide a one of a kind platform that brings together content creators, artists, and music business types to network, plan, and promote together in a rapidly changing industry.

DESCRIPTION

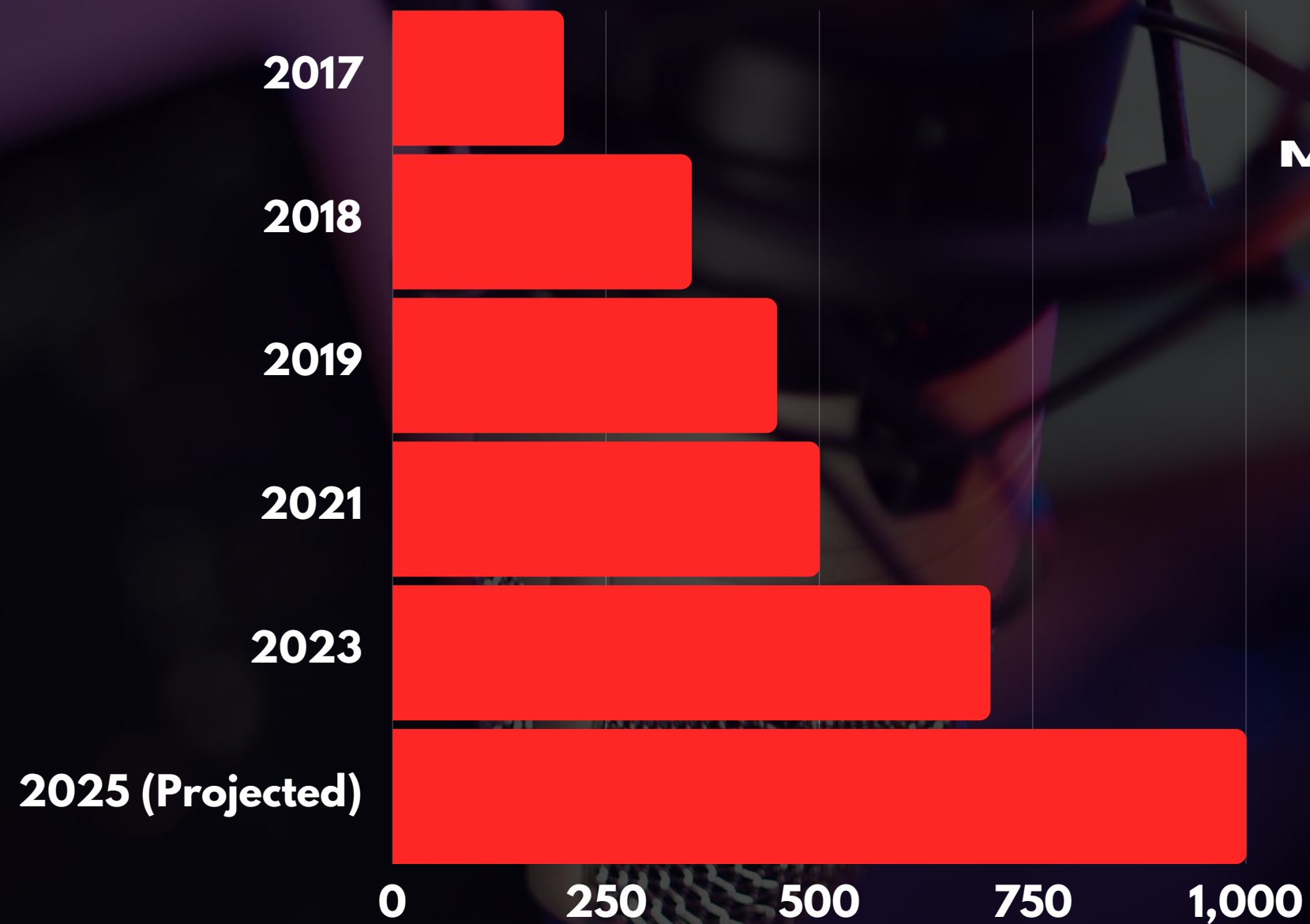
ROCKNPOD, an annual gathering of artists, media content creators, vendors, and fans, celebrates the past, present, and future of the rock music genre. Content creation and networking are showcases of ROCKNPOD. The content creation and networking between artists and new media producers benefits all parties due to significant promotional opportunity with an engaged audience. With mainstream media giving less priority to the genre, new media producers help fill a promotional void and market to a niche, but loyal audience.

ROCKNPOD is also a great fan event, providing fans with an opportunity to see great performances and panel discussions, buy music and related product from vendors as well as have an intimate connection with some of their favorite artists. After 5 successful years with increases in attendance, revenue, and media exposure, ROCKNPOD is readying itself for a big year in 2025.

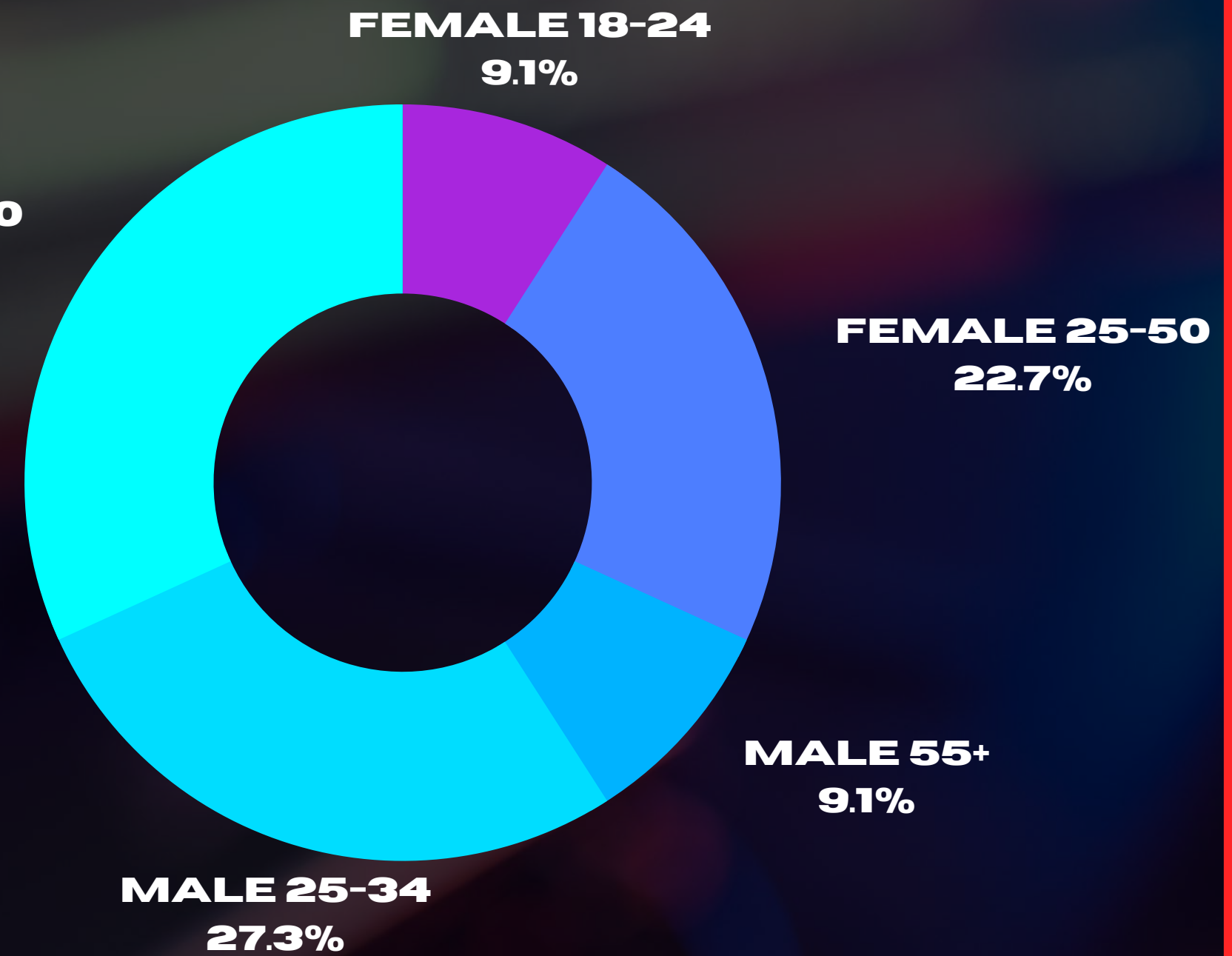
ROCKNPOD

AUDIENCE

ANNUAL
ATTENDANCE



AVERAGE
DEMOGRAPHIC





2025 PROJECTED PROGRAMMING

Friday April 11

PODCASTER
EDUCATION TRACK /
PODCASTER JAM
SESSION
THE VINYL LOUNGE
(TENTATIVE)

.....

ROCKNPOD
PREPARTY
CONCERT
BOWIE'S NASHVILLE
(TENTATIVE)

Saturday April 12

ROCKNPOD Expo
Nashville Fairgrounds Expo Center

- On-stage panel discussions/interviews
- Signing/Photo Sessions with Fans
- On-site Vendors
- Live Podcast Sessions

.....

AFTERPARTY CONCERT
(VENUE TBA)

Sunday April 13

.....

TBA

.....

for larger sponsors, programming can be influenced/bundled into package

BY THE NUMBERS

BY THE NUMBERS

250

hrs+

CONTENT GENERATED

Since 2017, ROCKNPOD has generated in excess of 250 hours of quality content recorded on-site at each expo. This includes interviews, theme shows, panel discussions, and recaps

100+

CELEBRITY GUESTS

Since 2017, 100+ celebrity guests spanning 5 decades of rock music history have appeared at ROCKNPOD. These include musicians, producers, writers, comedians, and more

100+

PODCASTS / RADIO SHOWS / CONTENT CREATORS

Since 2017, over 1000 music podcasts, radio shows, and content creators from all over the world have traveled to Nashville for ROCKNPOD. Numerous new shows/podcasts have launched as a result of connections made at the event(s)

700

K

AVG WEEKLY LISTENERSHIP

2023 Registered Podcasts had a combined Average Weekly Listenership of over 700,000! Those numbers are expected to rise as podcast listening continues to gain in popularity

8

*million
plus*

COMBINED TOTAL DOWNLOADS

2023 Registered Podcasts had a combined 8 million-plus total downloads in their back catalog. Those numbers are expected to rise as podcast listening continues to gain in popularity





TESTIMONIALS

"I had never heard of such a thing. A podcast convention, like comi-con, etc. A totally cool hang, where casters can interview artists, and other podcasters. Our collective amount of content rose in one day, 9 episodes in one bang!

Another treat is you can also buy wares, like vinyl, collectibles. Vendors everywhere. It was a fantastic experience and I truly hope we get asked to attend and work the event again."

- Jason McMcaster (Dangerous Toys, Talk Louder Podcast)

"Honestly, I wasn't sure what to expect at Rock N' Pod... but I was pleasantly surprised. Not only an overall great event but the staff were extremely organized with attention to detail before and during the weekend."

- Stevie Rachelle (TUFF, Metal Sludge)



RocknPod is now a Nashville Institution. A great way for Entertainers, Vendors , and Podcasters to reach an audience that draws from all over the globe. A great way to raise brand awareness and have your message carried across all platforms and you and your product discussed on over 30 Podcasts, each with an audience of their own. The event has grown to a three day event with Concerts before the actual event and a Comedy Night the next day. Your brand and art is promoted each of those days; a unique opportunity to meet your fans in a professional environment that only Nashville can provide.

- Ken Mills (Podcaster) - Podkisst

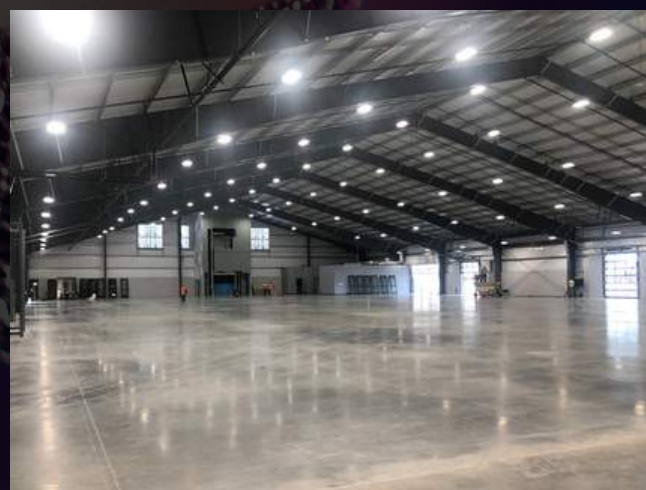
“I had the most fun a human being should be allowed to have at the last ROCKNPOD. It was so much fun seeing so many great friends of mine and seeing so many fantastic people in the industry and meeting so many new friends. What a blast! I hope to do it again soon. All the best!”

- Gregg Bissonette (Ringo Starr & His All-Star Band, David Lee Roth Band)

2025 EXPO VENUE

NASHVILLE FAIRGROUNDS EXPO CENTER

Over 30,000 square feet of
flexible meeting space
Sections of room curtained
for speakers/workshops
Spacious floor plan for
vendors, celebrities,
panels, etc.



NOTABLE PAST EXHIBITORS

MUSICAL INSTRUMENTS/GEAR COMPANIES

KRAMER GUITARS

EPIPHONE GUITARS

BAKER DRUMS

THIRD POWER AMPLIFICATION

RECORD LABELS/MEDIA OUTLETS

PANTHEON PODCAST NETWORK

RFK MEDIA

KISS MY WAX RECORDS

EMP LABEL GROUP

HIGHVOLMUSIC

ROCK SHOP TIMES

VANITY MUSIC GROUP

97 UNDERGROUND RADIO

MUSIC CITY METAL

EVENT/ENTERTAINMENT COMPANIES

MONSTERS OF ROCK CRUISE

BUBBAFEST

BRAD LEE ENTERTAINMENT

VINYL/MUSIC VENDORS

GRENDDEL'S CHOICE

DEPOT RECORDS

MOTORSOUL VINTAGE

VINYL HOUND RECORDS

TOWN SQUARE RECORDS

GUS FUGAZI RECORDS

FULL METAL KBK

KREATURES OF THE SOUTH

BLIND TIGER RECORD CLUB

GLORYHOUND MUSIC

OTHER EXHIBITORS

BILL AUCOIN RNR HALL OF FAME PETITION

NERDHERD LLC - SCI-FI COLLECTIBLES

ENCAPDIA

APPAREL/MERCHANDISE COMPANIES

BOMBERS & SLEEVES

MUTT MERCH

RECORD BREAKING ART

TWISTED MAIDEN JEWELRY DESIGNS

COLLECTIBLES

WORLD OF STRANGE COLLECTIBLES

TERRANCE MUNCY COLLECTIBLES

COMIC CITY

THE FANTASY DRAGON

NOTABLE GUEST ALUMNI

MUSICIANS

SANDY GENNARO Joan Jett
JAY MCDOWELL BR5-49
PAUL TAYLOR Winger
DONOVAN WHITE Vertical Horizon
GUNNAR NELSON Nelson
RICK RUHL EMN
TUK SMITH Biters
JASON MCMASTER Dangerous Toys
ANDRE LABELLE Vinnie Vincent
DREW ROSE Wildside
WALTER EGAN Singer/Songwriter
BRENDAN HARKIN Starz
JOE X DUBE Starz
ANTHONY FOCX Vince Neil
MICHAEL VESCERA Loudness
STEPHEN SHAREAUX Kik Tracee

MUSICIANS

BILLY SHEEHAN DLR/Mr. Big
GREGG BISSONETTE DLR/Ringo Starr
MICHAEL SWEET Stryper
DAVID ELLEFSON Megadeth
TONY HARNELL TNT
MARK SLAUGHTER Slaughter
EERIE VON Danzig
TROY LUCKETTA Tesla
JASON BIELER Saigon Kick
BRIAN FORSYTHE KIX
KENNY OLSON Kid Rock
CHRISTOPHER WILLIAMS ACCEPT
ERIC MARTIN Mr. Big
RON KEEL Ron Keel Band
JACK GIBSON Exodus
DREW FORTIER Bang Tango
ACE VON JOHNSON LA Guns
ANTHONY CORDER Tora Tora
GARY CORBETT KISS/Cinderella
EDDIE OJEDA Twisted Sister

TV/RADIO PERSONALITIES

MARK GOODMAN MTV/SIRIUS XM
RIKI RACHTMAN MTV
MATT PINFIELD MTV/KLOS
MARK STRIGL SIRIUS XM

PRODUCERS

MICHAEL WAGENER
TOBY WRIGHT

COMEDIANS

CRAIG GASS
COURTNEY CRONIN
DON JAMIESON

AUTHORS

BEBE BUELL
PAMELA DES BARRES
GREG RENOFF

Top Sponsor Package

TITLE SPONSOR (ALL EVENTS) **EXCLUSIVE \$10,000.00**

The ULTIMATE way to maximize your company's visibility in 2025. This exclusive sponsor level gets your company name in front of every single attendee, artist, and podcaster during ROCKNPOD Weekend. This title sponsorship is for EVERY event taking place on ROCKNPOD weekend.

This is a chance to reach an engaged, captive potential audience of more than 2000 people throughout the weekend, including more than 40 podcasts who will enthusiastically promote the events of the weekend and your product/artist/company on their programs. They will also share via their social media channels reaching a collective audience in the hundreds of thousands.

FRIDAY APRIL 11, 2025 - EDUCATION TRACK & PREPARTY CONCERT

- Banner at each venue recognizing your company as title sponsor
- On-stage recognition at concert
- Exhibitor table to provide/sell swag to attendees
- Logo featured on ROCKNPOD website & all social media channels
- 6 ROCKNPOD Preparty All-Access Passes

SATURDAY APRIL 12, 2025 - EXPO & AFTERPARTY

- Banner at venue recognizing your company as title sponsor
- On-stage recognition at expo
- Exhibitor table at expo
- Logo on ROCKNPOD website & social media channels and printed materials
- 6 ROCKNPOD Expo VIP Passes
- Access to after-party events for up to 6

SUNDAY APRIL 13, 2025 - ACTIVITIES TBA

- Title sponsor for ROCKNPOD Sunday Activities
- Banner at all Sunday events with your logo
- Logo featured on website & social media channels and printed materials
- Full access for up to 6 for all Sunday events

SPONSORSHIP BENEFITS

DIAMOND

FULL PAGE AD IN ROCKNPOD PROGRAM

4 VIP TICKETS TO ROCKNPOD EXPO

GUEST SPOT ON PARTICIPATING PODCAST

LOGO ON SIGNING TABLE BANNER

COMPANY REP ON STAGE PANEL
[IF APPLICABLE]

LOGO ON ROCKNPOD SHIRT & SWAG BAG

4 PASSES TO PREPARTY CONCERT

4 PASSES TO AFTERPARTY PROGRAMMING

LOGO ON DIGITAL PROMOS & WEBSITE

COMPANY NAME IN RADIO/PODCAST
PROMOS

EXHIBITOR TABLE AT EXPO

\$ 5 0 0 0

PLATINUM

HALF PAGE AD IN ROCKNPOD PROGRAM

2 VIP TICKETS TO ROCKNPOD EXPO

GUEST SPOT ON PARTICIPATING PODCAST

LOGO ON SIGNING TABLE BANNER

3 PASSES TO PREPARTY CONCERT

2 PASSES TO AFTERPARTY PROGRAMMING

LOGO ON DIGITAL PROMOS & WEBSITE

COMPANY NAME IN RADIO/PODCAST
PROMOS

\$ 4 0 0 0

SPONSORSHIP BENEFITS

G O L D

HALF PAGE AD IN ROCKNPOD PROGRAM

2 VIP TICKETS TO ROCKNPOD EXPO

GUEST SPOT ON PARTICIPATING PODCAST

2 PASSES TO PREPARTY CONCERT

2 PASSES TO AFTERPARTY PROGRAMMING

LOGO ON DIGITAL PROMOS & WEBSITE

\$ 2 0 0 0

B R O N Z E

2 VIP TICKETS TO ROCKNPOD EXPO

2 PASSES TO PREPARTY CONCERT

2 PASSES TO AFTERPARTY PROGRAMMING

ANNOUNCEMENT ON WEBSITE AND SOCIAL
MEDIA

LOGO IN EXPO PROGRAM

\$ 1 0 0 0

Zone Sponsor Packages

Become a ROCKNPOD Expo Zone Sponsor to have a strong presence on-site!

MAIN STAGE ZONE SPONSOR (\$1000) - 1 Available

Our main stage will be the center of activity at the ROCKNPOD Expo. This zone will have the most exposure as it will play host to panels throughout the day featuring several celebrity guests as well as announcements and contests in-between from the emcee. Company logo will be featured on stage banner that will be featured behind/near the main stage. Additionally, your logo will be featured in the official expo program, digital schedule, and on a presentation board that will include the day's schedule. "ROCKNPOD Main Stage - Presented by *Your Company*"

PODCASTER EDUCATION TRACK SPONSOR (\$500) - 2 Available

The Podcaster Education Track will take place on Friday April 11th with professional speakers hosting seminars and workshops for podcasters (amateur through professional). Your logo/company name will be used in speaker announcements ahead of the event as well as on a schedule presentation board that will be on display in front of the education track area.

PLEASE NOTE: Packages can be modified/combined at sponsor request
email us at rocknpod@gmail.com to discuss

Program Sponsor Packages

Become a ROCKNPOD Expo Program Sponsor to have a strong presence on-site!

BUSINESS CARD AD PROGRAM SPONSOR (\$100) - 4 Available

A very affordable way to support the mission of ROCKNPOD and get your company some added exposure. This ad will be featured in the ROCKNPOD official program and have a size of approximately 2x3". Programs will be handed out for free to all expo attendees on Saturday April 12, 2025. Anticipated attendance 800-1000

HALF PAGE AD PROGRAM SPONSOR (\$200) - 2 Available

Get your company some valuable exposure with a half page ad. This ad will be featured in the ROCKNPOD official program and have a size of approximately 5.5x8.5". Programs will be handed out for free to all expo attendees on Saturday April 12, 2025. Anticipated attendance 800-1000

FULL PAGE AD PROGRAM SPONSOR (\$300) - 2 Available

The ultimate in-print exposure for your company. This full-page ad can't be missed in the ROCKNPOD official program and have a size of approximately 8.5X11". Programs will be handed out for free to all expo attendees on Saturday April 12, 2025. Anticipated attendance 800-1000

PLEASE NOTE: Packages can be modified/combined at sponsor request
email us at rocknpod@gmail.com to discuss

In-Kind Sponsor Packages

Become a ROCKNPOD Expo In-Kind Sponsor to have a strong presence on-site!

A little too strapped but still want to help? No Problem!

Even if you can't do a financial sponsorship package, there are still many ways to be involved as an In-Kind Sponsor!

IN-KIND RAFFLE SPONSOR

Every year we do a ROCKNPOD Raffle. This raffle features music/podcasting gear as well as music-related merchandise and memorabilia. The raffle helps ROCKNPOD build forward for the next year so it's a very important element to our mission. We're always on the lookout for cool raffle prizes so let us know if you'd like to be involved! We'll be happy to promote your company in the process on-site as well as digitally! Interested? Email us at rocknpod@gmail.com and let's talk!

IN-KIND SWAG BAG CONTRIBUTOR

We love to go the extra mile for our ROCKNPOD VIP ticket buyers. Part of doing that is providing a cool swag bag with items and promotional items that we think they will love. Got a cool product? Or a coupon for a local business that they may enjoy? Get in touch with us and let's talk about including it in these exclusive swag bags! A digital shout out as well as recognition from the main stage at ROCKNPOD will be given to you. Interested? Email us at rocknpod@gmail.com and let's talk!



CONCLUSION:

ROCKNPOD, since 2017, has grown year over year. As music podcasting continues its groundswell and a new generation continues to fall in love with rock music, the future looks bright for the genre and the music podcasting platform.

We'd love work with your company and brand to create a synergy that will help further our mission as well as bring your company new customers.

If interested, please don't hesitate to email us at rocknpod@gmail.com and we'll get started with planning! 2025 is going to rock!

MEET OUR TEAM



TRACY MCANDREW - OWNER/ORGANIZER

Tracy has a long history with event coordination, planning, scheduling, and more. Her work since the first year has made ROCKNPOD grow year over year. 2025 will celebrate Tracy's transition to owner/organizer of the event.



KERRY GIBSON - ORGANIZER

Over the past 20 years, Kerry has worked in many areas of the music business. From ticketing operations to record label management to communications, she's done it all. Kerry joined the team in 2023 and is excited to bring her skills and love of music to ROCKNPOD.



HENNING MIELKE - CONSULTANT

Henning has a long career in the music and entertainment fields, including a 10 year stint as a high ranking Marketing official of Warner Music Europe. His knowledge of the industry is an invaluable asset to ROCKNPOD. Henning and his wife reside in Germany.



CHRIS CZYSZAK - FOUNDER/CONSULTANT

Chris Czyszak has hosted Decibel Geek Podcast since 2011. In 2017, he founded ROCKNPOD as a way to celebrate and grow the rock and podcasting communities. In 2025, Chris shifts to a consultant role with ROCKNPOD to help the event continue to thrive.