

WHERE THE MOUNTAINS SING

A Feature Documentary + Laurel Cove Music Festival
PARTNERSHIP OPPORTUNITY

Presented by



MESMERIC MEDIA



**LAUREL
COVE
MUSIC
FESTIVAL**

An aerial photograph of a dense forest with a small wooden building nestled within it. The building has a dark roof and is surrounded by tall, green trees. The lighting is soft, suggesting late afternoon or early morning.

ABOUT THE FESTIVAL

DEEP IN A SHADY MOUNTAIN HOLLER is one of the worlds' most beautiful (and least known) music venues. With a rock cliff behind the stage and a small pond in front of it, the 1,400 seat Laurel Cove Amphitheater looks like an Appalachian dreamscape come to life. It is aesthetically and acoustically one of the most remarkable venues in the country – a bluegrass Red Rocks – and it is the home of the Laurel Cove Music Festival, an idyllic event where careers are launched, where music and memories spread out from rural Kentucky to infuse America with genuine Appalachian soul, and where America is, at least for one sultry summer weekend, truly the United States.



ABOUT THE FESTIVAL

In recent years the festival has featured countless memorable performances, earned near universal affinity, and helped launch the careers of artists like the **Red Clay Strays**, **Charles Wesley Godwin**, **Kaitlin Butts**, **Wyatt Flores**, and more. This family friendly and fully authentic festival – “a near-Woodstock experience that only a few are lucky enough to attend” – features the best up-and-coming musical talent from Appalachia and beyond, with songs by the campfire, spontaneous collaborations, late night jam sessions, stunning scenery, unbreakable camaraderie, and a reminder of all that’s great about music, community, and America.





ABOUT THE MOVIE

Now, for the first time ever, worldwide audiences will get a taste of this legendary event as ***Where the Mountains Sing*** takes viewers to the 2026 festival and behind the scenes to tell the story of the region, the music, the organizers, the artists, and the fans who together make this a transcendent experience.





ABOUT THE MOVIE



We'll embed with event organizers and "festival family" as they prepare for and operate the event; we'll join featured artist **Cole Chaney** on his road to Pineville; and we'll ride along with a van full of fans making a cross-country trek to share in the communal joy this event brings.

We'll see some of the legendary – and often spectacularly spontaneous – performances – and talk to the artists who provided them, including our narrator, rising country mega-star **Wyatt Flores** (over 600,000 social followers). Most of all, we'll be infused with hope that there's still a place in America for authentic music, and a place where there are no red states or blue states but a united family of musicians, music lovers, and townsfolk, coming together to enjoy music, each other, and a simpler, kinder way of life.



WHY THIS PROJECT MATTERS

Where the Mountains Sing offers sponsors, funders, and other partners a once-in-a-generation chance to support a project rooted in heritage, artistry, community, and culture, with high-value touchpoints

A NATIONALLY TELEVISED DOCUMENTARY

(PBS + Streaming + YouTube)

One of America's
**MOST AUTHENTIC and
BELOVED EMERGING
MUSIC FESTIVALS**

SUPPORTING APPALACHIA

From the location to the crew,
this project supports an integral
American community in
challenging economic times



AUDIENCE SNAPSHOT

The movie and festival together reach
hundreds of thousands of viewers



Millions of viewers via Amazon Prime Video, PBS, social media, and worldwide streaming

- *Highly engaged fans and supporters of American roots music, Appalachia, and live music in general*
- *The Prime Demographic: Adults, aged 18–54, culturally curious, socially conscious, with above-average household income*
- *Proven, loyal, dedicated customers of brands that support the event*



1,400 dedicated fans lucky enough to score tickets to the festival



Countless others through articles, press releases, social media, news stories, and more



SPONSORSHIP OPPORTUNITIES

We offer four premium tiers designed for high-impact brand storytelling and deep audience engagement, as well as a flexible “Friends of the Film” category and can work with you on other, bespoke packages. All packages are negotiable, and start at:

PRESENTING SPONSOR <i>(1 Available)</i>	PREMIER SPONSOR <i>(3 Available)</i>	GOLD SPONSOR <i>(5 Available)</i>	SILVER SPONSOR <i>(10 Available)</i>	FRIEND OF THE FILM <i>(Unlimited)</i>
\$200,000	\$100,000	\$50,000	\$25,000	\$1,000+



PRESENTING SPONSOR

AVAILABILITY:
**1 EXCLUSIVE
PARTNER**

INVESTMENT:
\$200,000



KEY MOVIE BENEFITS

- ✓ **NAMING RIGHTS**
“Where the Mountains Sing, presented by [Sponsor]” on all official materials (subject to PBS or platform underwriting standards).
- ✓ **PROMOTION AND FULL CATEGORY EXCLUSIVITY**
Two 30-second acknowledgment spots (“top and tail”) on PBS and a sponsor card on Amazon Prime, YouTube, and other streaming – US and international – broadcasts, with no competing sponsors within the same or any adjacent business category.
- ✓ **CO-PRODUCED MINI DOCUMENTARY** (or short-form social first content) Owned by and featuring sponsor’s brand story and its connection to music, community, or Appalachia.
- ✓ **INTEGRATED MARKETING OPPORTUNITIES**
Inclusion of Sponsor’s brand, product, or representative within documentary (subject to editorial approval) and/or on-camera participation.
- ✓ **PREMIERE HOSTING**
Red carpet activation & opportunities to host private screenings, concerts, and movie-related events.
- ✓ **BRANDED MERCHANDISE COLLABORATION**
Limited-edition items co-designed with festival artists.
- ✓ **ALL PREMIER, GOLD, AND SILVER BENEFITS ARE ALSO INCLUDED.**

FESTIVAL ACTIVATION

- * **TWENTY COMPLIMENTARY TICKETS AND ALL-ACCESS BADGES**
- * **SPONSOR-CURATED “ARTIST SPOTLIGHT” SERIES**
Filmed on-site for festival screens
- * **BRANDED EXPERIENTIAL ZONE** at the festival (e.g., VIP lounge, whiskey bar, rest area, scenic photo backdrop)
- * **PRIVATE ARTIST MEET & GREETs** curated specifically for Sponsor clients or executives

SPONSORSHIP
OPPORTUNITIES

PREMIER
SPONSOR

AVAILABILITY:
**UP TO 3
PARTNERS**

INVESTMENT:
\$100,000

KEY MOVIE BENEFITS

- ✓ **PROMOTION AND CATEGORY EXCLUSIVITY**
Two 15-second acknowledgment spots (“top and tail”) on PBS and a sponsor card on Amazon Prime, YouTube, and other U.S. and international streaming broadcasts, with no competing sponsors
- ✓ **CO-HOST STATUS**
For the premiere event and all public screenings (logo placement on step-and-repeat, program book, and invitations) and opportunity to introduce the film at regional festival screenings or community events.
- ✓ **CUSTOM BRANDED CONTENT**
Produced by the film’s production team for Sponsor’s social/digital platforms
- ✓ **RECOGNITION IN “MAJOR SUPPORT PROVIDED BY” SECTION** in on-screen credits and all press materials.
- ✓ **PROMINENT LOGO PLACEMENT** on film website, press releases, and all festival signage
- ✓ **BRANDED MERCHANDISE COLLABORATION**
- ✓ **ALL GOLD AND SILVER BENEFITS ARE ALSO INCLUDED**

FESTIVAL ACTIVATION

- * **TEN (10) COMPLIMENTARY TICKETS AND ALL-ACCESS BADGES**
- * **BRANDED EXPERIENTIAL ZONE AT THE FESTIVAL**
- * **INCLUSION IN FESTIVAL RECAP VIDEO AND BEHIND-THE-SCENES REELS**



SPONSORSHIP
OPPORTUNITIES

GOLD
SPONSOR

AVAILABILITY:
**UP TO 5
PARTNERS**

INVESTMENT:
\$50,000

KEY MOVIE BENEFITS

- ✓ **ON-SCREEN ACKNOWLEDGMENT**
A “Gold Sponsor” credit in the closing sequence and all media controlled by Producer.
- ✓ **LOGO PRESENCE**
On website, press materials, and social content.
- ✓ **INCLUSION IN ALL AWARD CAMPAIGN COMMUNICATIONS AND PRESS KITS.**
- ✓ **PRIVATE SCREENING RIGHTS**
Sponsor may host one private screening and will receive complimentary tickets to other premiere events.
- ✓ **EXECUTIVE THOUGHT-LEADERSHIP INTEGRATION**
Sponsor name included in academic or community outreach materials

FESTIVAL ACTIVATION

- * **FIVE (5) COMPLIMENTARY TICKETS AND ALL-ACCESS BADGES**
- * **SPONSOR SPOTLIGHT POST ON FESTIVAL AND FILM SOCIAL CHANNELS**
- * **INVITATION TO AN EXCLUSIVE FESTIVAL BACKSTAGE TOUR**



SPONSORSHIP
OPPORTUNITIES

SILVER
SPONSOR

AVAILABILITY:
UP TO 10
PARTNERS

INVESTMENT:
\$25,000

KEY MOVIE BENEFITS

- ✓ **RECOGNITION IN “SILVER SPONSORS” SECTION**
of film credits and website
- ✓ **LOGO INCLUSION** on the documentary website and select
social posts as well as live event materials and signage.
- ✓ **ONE DEDICATED SOCIAL MEDIA OR PRESS
ACKNOWLEDGMENT**
- ✓ **SCREENING OPPORTUNITY**
Two priority seats at red carpet premiere + one opportunity
to introduce a screening in Sponsor’s home city.

FESTIVAL ACTIVATION

- * **TWO (2) COMPLIMENTARY TICKETS
AND ALL-ACCESS BADGES**
- * **INVITE TO ONE ARTIST MEET-AND-GREET
AT THE FESTIVAL**



SPONSORSHIP
OPPORTUNITIES

FRIEND OF
THE FILM

AVAILABILITY:
UNLIMITED

INVESTMENT:
\$1,000+

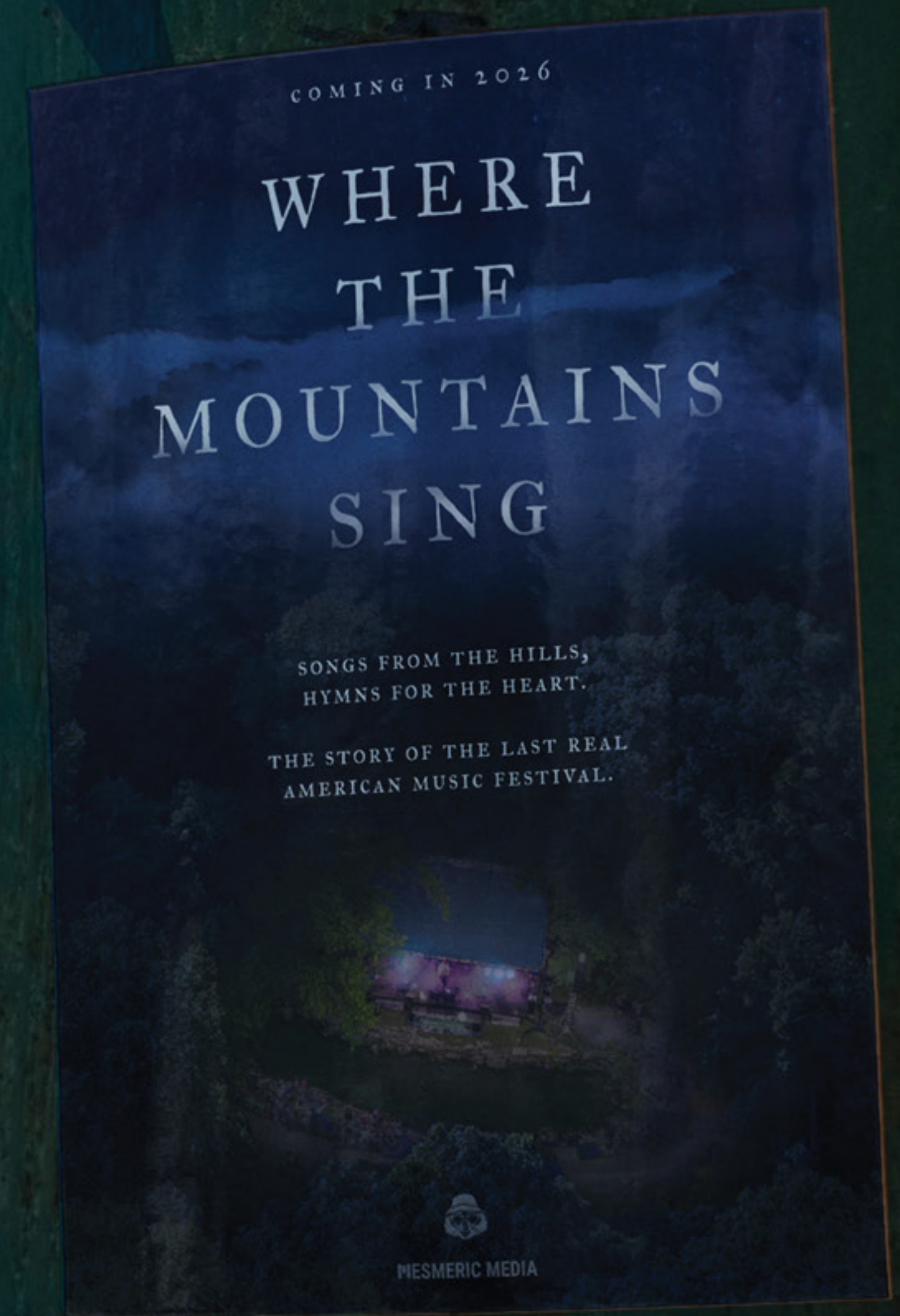
KEY MOVIE BENEFITS

PRIMARY BENEFITS WILL VARY DEPENDING ON NUMBER OF SPONSORS
AND AMOUNT OF CONTRIBUTION, BUT WILL GENERALLY INCLUDE:

- ✓ Sponsor (or person) listed in “Special Thanks” section of film credits.
- ✓ Logo inclusion on film website under “Friends of the Film.”
- ✓ Invitation to a premiere screening event
Production updates & recognition on social media.
- ✓ Signed festival poster by artists featured in the film.
- ✓ Best efforts at festival tickets



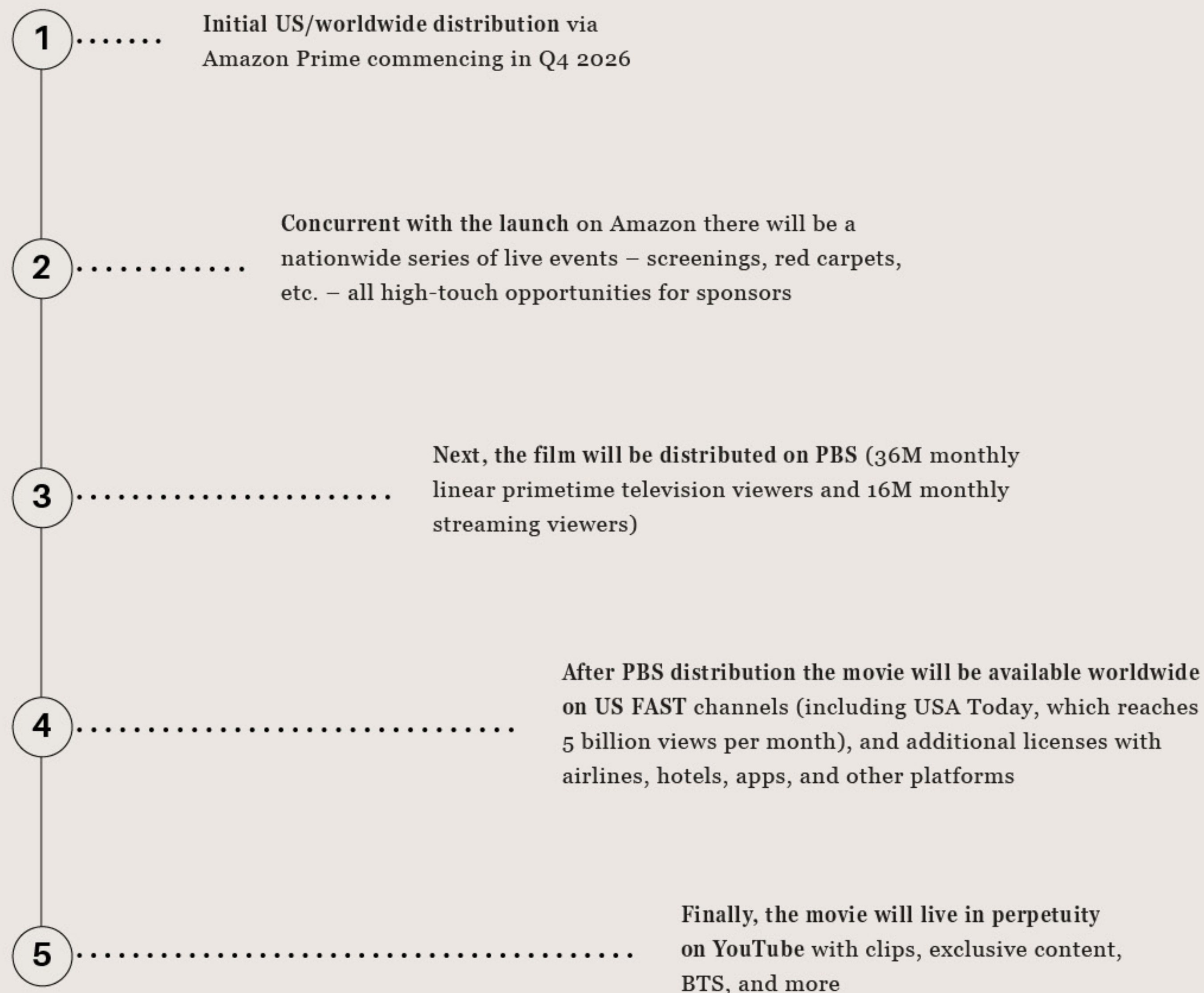
DISTRIBUTION + MARKETING



DISTRIBUTION

THE DISTRIBUTION PLAN

will make the film available to over 200,000,000 viewers in the U.S. alone, and countless worldwide viewers. Sponsor messaging and inclusion in the program will carry across all platforms, territories, and screenings.





MARKETING

Distribution of *Where the Mountains Sing* will be supported by an aggressive PR campaign (including live appearances, media availability from past and present festival artists, and more) and media plan (paid, social, partnerships, and more) to boost recognition, viewership, and sponsor integration, including content and marketing partnership opportunities with Gannett (USA Today) and/or other print and digital publishers – *together reaching nearly all of America.*

OUR AUDIENCE'S AFFINITY FOR AUTHENTIC BRANDS

Festival attendees consistently support festival sponsors – this film offers an opportunity to mirror that, exponentially increase audience reach, and tap into the loyalty and enthusiasm of fans of the music and movement.



Your brand will be at the center of:

- *A cultural movement*
- *A beloved and acclaimed music festival*
- *A national PBS & streaming documentary*
- *A growing Americana and Appalachian music fan base*
- *A community that echoes the best of America*



Sponsorship delivers meaningful national reach across:

- *PBS Broadcast (the most trusted brand in US television)*
- *Amazon Prime (millions of viewers)*
- *YouTube (young, engaged audiences)*
- *National festival circuit screenings*
- *Regional community screenings & seminars*
- *Coverage of the festival and movie in news services, music websites, and other print and digital media*



PRODUCTION TEAM

Where the Mountains Sing will be directed by Michael Holstein for Mesmeric Media, in association with Jesse Schuster (Black Swan Booking), and Jon Grace for Laurel Cove. Production staff will be drawn almost entirely from the region, including local crew and film school students from Kentucky and West Virginia universities, providing opportunities (and paychecks) for aspiring and up and coming filmmakers and crew throughout Appalachia.

Executive Producer Michael Holstein began his career marketing blockbuster films including *The Rock* and *Independence Day* and working as a junior junior junior writer on *The Wire*, and has since produced televised music events, including the PBS series' *In Performance at the White House*, *An Opry Salute to Ray Charles*, *The Gershwin Prize*, and *Live at 9:30*. He has also created, written and directed music videos, documentary pieces, and broadcast segments for artists including Preservation Hall Jazz Band, Lord Huron, Harry Connick Jr., Leon Bridges, Drew Holcomb, and My Morning Jacket.



PARTNERING WITH US

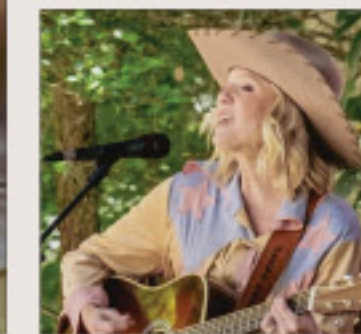
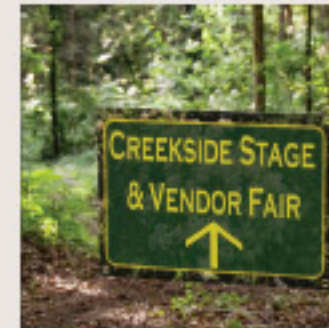
This is more than a sponsorship — it's a cultural moment. Not only will your message be seen and your brand be associated with a beloved event, in addition you'll be supporting:

ARTISTS

Well-known,
up and coming,
and emerging

COMMUNITY

This festival supports
rural Kentucky and
neighboring communities
throughout Appalachia



A ONCE-IN-A-GENERATION FESTIVAL EXPERIENCE



AUTHENTIC AMERICAN STORYTELLING BY AWARD-WINNING FILMMAKERS

(with help from local university student crews)



NEXT STEPS

We'd love to build something unforgettable with you and can create bespoke sponsorship packages to meet your brand's needs. We can also work with individual sponsors, grant makers, and more to bring you into the community and share your mission, message, story, or support with fans of the festival, the movie, music, and America!

PLEASE CONTACT US TO DISCUSS HOW WE CAN WORK TOGETHER ON THIS AMAZING PROJECT.

MICHAEL HOLSTEIN

Executive Producer, *Where the Mountains Sing*

✉ michael@mesmeric.media

☎ 202-441-6465



WHERE THE MOUNTAINS SING

SONGS FROM THE HILLS,
HYMNS FOR THE HEART.

THE STORY OF THE LAST REAL
AMERICAN MUSIC FESTIVAL.



MESMERIC MEDIA



LAUREL
COVE
MUSIC
FESTIVAL

