



SPONSORSHIP OPPORTUNITIES

FWAAMFEST PORT WORTH
AFRICAN AMERICAN
ROOTS MUSIC FESTIVAL



To Our Future Partners



Brandi Waller-Pace

Founder & Organizer

FWAAMFest

Founder & Executive Director

Decolonizing the Music Room

On **Saturday, March 16th 2024**, Decolonizing the Music Room will welcome another year of its most prominent program, **The Fort Worth African American Roots Music Festival (FWAAMFest)**.

FWAAMFest was created to highlight an often obscured piece of American history: the central role of blackness in American roots/traditional music. It was born from a dream I had as a Fort Worth-based musician and public school music educator: to engage people in the reclamation and innovation of Black artists in these music styles and drawing lovers of traditional music and roots artists to our region.

Through the efforts of artists, educators, industry professionals, donors, and community members we have created the only major city festival of its kind that is Black-led and centered around Black artists. People have taken notice, coming from across the country and even Canada to be present.

Our partnership with our host venue, Southside Preservation Hall, set FWAAMFest's home in the rapidly-developing Near Southside Cultural district. We invite you to become a partner in securing the event's place in the traditional music scene by investing in an event that can't be found in any other major-U.S. city!

Brandi Waller-Pace

About FWAAMFest

FWAAMFest premiered online in 2021, boasting a lineup of critically-acclaimed musicians including NEA Heritage Fellow Phil Wiggins and New York Blues Hall of Famers the Piedmont Blūz Acoustic Duo. 2022 brought its in-person debut at Southside Preservation Hall in Fort Worth's Near Southside Cultural District. Headlining were Grammy Award winner Justin Robinson, Steve Martin Banjo Prize winner Jake Blount, and Juno-nominated Kaia Kater. In addition to performances, FWAAMFest 2022 added to event workshops, presentations, jamming, and dancing.

Since its launch, FWAAMFest has received coverage from outlets including The Bluegrass Situation, No Depression KXT, Art & Seek, The Texas Standard, Fort Worth Weekly, The Dallas Weekly, and Color Me Country Radio.



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MARCH 16TH, 2024 SOUTHSIDE PRESERVATION HALL



LIZZIE NO • JERRON PAXTON
COREY HARRIS • JONTAVIOUS WILLIS
PIEDMONT BLŪZ ACOUSTIC DUO
CRYS MATTHEWS • JOY CLARK
EJ MATHEWS • LILLI LEWIS
STEPHANIE ANNE JOHNSON
SPICE CAKE BLUES

2024 FWAAMFest Lineup

Press (click images to open links)

KXRT 91.7

HOME LISTEN MUSIC NEWS ON THE AIR

Video: Watch Fort Worth African American Roots Music Festival artists shine

March 25, 2022 by Jessica Waffles



Fort Worth African American Roots Music Festival

Watch later Share

MORE VIDEOS

0:36 / 1:12

YouTube

FORT WORTH Weekly

March 05-21, 2022 F R E E fweekly.com

Deep Roots

Fort Worth musician Brandi Waller-Pace created the Fort Worth African American Roots Music Festival to celebrate the Black difference in early American music.

BY EDWARD BROWN

METROPOLIS

A former employee of eight-wing Patriot Mobile claims her boss impregnated her then begged for an abortion.

BY JESSICA WALLER

BUCKU

Frips make the Big Dance Weeks two years in a row, an achievement.

BY BRUCE D. ELLIOTT

STAGE

As Jacques Marquis celebrates his 10th year at The Gilman, his peers celebrate him.

BY EDWARD BROWN

SCREEN

Repeat: Not winning an Oscar — or looking like Margot Robbie or Colin Farrell — does not mean your film is a failure.

BY CHRISTINA STOKES

'THE DIVERSITY OF BLACKNESS'

Fort Worth festival celebrates community and aims to decolonize roots music

By Hilary Saunders



African American Roots Music Fest spotlights banjos, fiddles in Fort Worth

"A lot of what teachers would lump in as folk or Appalachian music — things associated with the banjo — were coded or explicitly called 'white.'"

[African American Roots Music Fest spotlights banjos, fiddles in Fort Worth](#)

March 18, 2022

TEXAS STANDARD

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By Jerome Weeks | March 18, 2022 1:31 pm
Arts & Culture, KERA, Music, Partner Organizations, Race & Identity, Texas Newsroom



FWR FORT WORTH REPORT

Home Arts & Culture

Fort Worth festival underscores that 'Black music is American music'

By Hilary Saunders

March 18, 2022 4:47 pm




Photo: Hilary Saunders. Photo: Hilary Saunders. Location: The Southside Preservation Hall where the Fort Worth African American Roots Music Festival will be held on March 18. (Courtesy: KERA/Standard) (Fort Worth Report)

THE BLUEGRASS SITUATION

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HOME / MUSIC / FEATURES / DISPATCHES / THIS FORT WORTH MUSIC FESTIVAL HAS A NICHE MISSION BUT EXPANSIVE SOUND

GOOD COUNTRY

THIS FORT WORTH MUSIC FESTIVAL HAS A NICHE MISSION BUT EXPANSIVE SOUNDS

BY JUSTIN HILTNER

Apr 20, 2023





About Decolonizing the Music Room

Decolonizing the Music Room is a 501(c)(3) nonprofit organization centering Black, Brown, Indigenous, and Asian voices in music education and related fields by providing training and educational content to pre-service and practicing educators and creating community programming for people of all ages.

f 6.9K **f 11.5K** **@ 4.9K** **🌐 3K** **✉ 1.8K**
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Decolonizing the Music Room



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Sponsorship Levels

FWAAMFest has many financial and in-kind sponsorship opportunities. We can also build a custom sponsorship package for you or your organization. Contact Festival Organizer Brandi Waller-Pace at info@fwaamfest.com.



Sankofa

- Logo placement on website/social media and post-festival highlights reel
- "Presented by" main stage credit/signage
- Shout outs at festival opening and between each set
- Invitation to make opening remarks
- 10 festival tickets with reserved seating in ballroom
- Festival poster signed by headliners
- Choice of 5 festival merchandise items

\$10,000



Bloom

- Logo placement on website/social media and post-festival highlights reel
- Signage space in foyer and/or performance rooms
- Festival opener and headliner shout outs
- Invitation to make opening remarks
- 5 festival tickets with reserved seating in ballroom
- Festival poster signed by headliners
- Choice of 3 festival merchandise items

\$7500-\$9999



Seedling

- Logo placement on website/social media and post-festival highlights reel
- Signage space in foyer and/or performance rooms
- Festival poster signed by headliners
- Invitation to make opening remarks
- 4 festival tickets
- Choice of 2 festival merchandise items

\$3000-\$7499



Sprout

- Website/social media logo placement
- Social media shout out
- Signage space in foyer
- Festival poster signed by headliners
- 3 festival tickets
- Choice of 1 festival merchandise items

\$1500-\$2999



Rootbound

- Website/social media logo placement
- Social media shout out
- Festival poster signed by headliners
- 2 festival tickets

\$500-\$1499

**Thank you for your
consideration. We look forward
to partnering with you!**

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WWW.FWAAMFEST.COM

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