



THE DECATUR MUSIC

HALL OF FAME



MORE

LEGENDS

PER SQUARE MILE
THAN A TOWN 100X THIS SIZE.

30034 • 30035 • DECATUR, GA • 30030 • 30032 • 30033

SON • MICHAEL STIRE • SHAWN MURPHY • 23 SAVAGE • OUTCAST • JOHN MAYER • INDIGO GIRLS • OUTCAST

Decatur has the music.

...but nothing keeping it here.



Decatur didn't get an arts festival, a
200-show porchfest, and a room that built
Indigo Girls and John Mayer by accident.
You feel it every time you're in this town.
That's not nostalgia. That's culture, and
you're already part of it.

But culture needs a backbone, not just
charm. It needs an institution that refuses
to let our musical legacy ride on nostalgia.

THE DECATUR MUSIC HALL OF FAME

is how it stays.

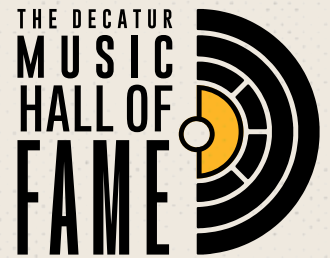
Right now this scene runs on goodwill, a single flagship venue, and no structure holding it together. Nothing guarantees the next legend gets a stage here instead of leaving for Atlanta. **The Decatur Music Hall of Fame** is that structure, a living monument built to keep this town's music machine running long after the vibes alone would've let it fade.

INDIGO GIRLS • OUTKAST • JOHN MAYER •
MICHAEL STIPE • KERI HILSON • B.O.B • TYLER
CHILDERS • SHAWN MULLINS • SUGARLAND •
ED ROLAND • MICHELLE MALONE • THE CIVIL
WARS • LLOYD • JACQUEES • BABY TATE •
MCCLAIN SISTERS • GUESS •
BENTON • DRINK •
CRYSTAL



WHERE
MUSIC
LIVES
↓

Inside the **Decatur Music Hall of Fame**, visitors move through a small, intimate gallery built around the music this town helped make. The room combines curated exhibit walls, vintage show posters, archival photos, signed instruments, platinum records, listening displays, and artist-focused installations honoring the voices, venues, and scenes that shaped Decatur's sound. At the center is **The Bandstand**, a tiny performance space designed for live sessions, induction moments, and the next chapter of Decatur music.



INDIGO GIRLS



INDIGO GIRLS
Signed Fender Telecaster
Used on touring and in studio



Indigo Girls and Amy Poehler met in 1988 and became close friends. Together, they wrote, recorded, and performed music. Indigo Girls' music has inspired many people, including Amy Poehler, who has written and directed several films.



PLATINUM ALBUM
BY THE INDIGO GIRLS
Released 1992

A 40 SEAT ROOM WITH A NATIONAL AUDIENCE



A {SMALL} room that draws people to town AND BROADCASTS IT EVERYWHERE

The Bandstand films intimate sessions inside the Hall, then puts every one online. Touring artists passing through town record a session while they are here. A small room becomes a media property with reach far past Decatur. That reach is what turns a local monument into something a brand will sponsor and a city will brag about.

HOW WE TURN **FANS** INTO FUNDERS

Every patron's name goes on the wall with that year's Class of Inductees. Your support funds the shows, and shows up on the nights you can't. Best seat in the house, year-round.



\$199/YR.

PATRON

- ⚡ Two free Induction Night tickets
- ⚡ Early RSVP for every Bandstand taping
- ⚡ Invite to the pre-taping mixer, meet the artist
- ⚡ Permanent induction onto the Patron Wall. Your name added to the Hall's own history, by class year, alongside the artists.
- ⚡ 20% off merch

80x199 = \$15,920



\$2799/YR.

CORPORATE

- ✕ Block of 10 employee tickets to Induction Night
- ✕ Priority RSVP + 1 guest for every Bandstand taping
- ✕ Annual signed, limited-run merch piece
- ✕ Logo on event signage and website as season sponsor
- ✕ "Presented by [Company]" credit on one Bandstand session or the induction
- ✕ Listed as sponsor in press and program

20x\$2799 = \$27,990

FANS INTO FUNDERS (CONT'D)

STAR SPONSOR

Every inductee gets a star. Every star gets a name, permanently cast beside it, right where fans walk to see it. Star Sponsors don't just get their logo on a banner; they get tied to a specific legend, forever, in a specific spot in downtown Decatur that people already stop to photograph. It's the difference between sponsoring an event and sponsoring a legacy.



STAR SPONSOR

\$12,500/YR.

- ★ Exclusive annual naming rights on the Decatur Music Walk of Fame emblem
- ★ Company name cast into that year's emblem
- ★ Marquee sponsor of Induction Night ("Presented by [Company]" credit)
- ★ Everything in Corporate sponsor
- ★ Featured placement in all Induction Night press coverage

1x\$12,500





\$184K
Y1 FUNDING

\$30K

CITY
INVESTMENT

\$40K

INDUCTION
TICKETS

\$84K

SPONSORS

\$20K

GRANTS

\$6K

BANDSTAND
TICKETS

\$4K

MERCH

\$40K

STAFF

\$25K

EXHIBIT
BUILDOUT

\$20K

INDUCTION
EVENT

\$11K

SHOWS/MEDIA

\$7K

MARKETING

\$6K

INSURANCE

YEAR ONE
LOCAL ECONOMIC IMPACT

\$205K

1,600 event-goers X \$38.46
(AEP6 benchmark) + HoF Spend

\$109K
Y1 COST

FOR THE FANS

WHO WISH THEY COULD SHOW UP EVERY NIGHT.





INDIGO GIRLS • OUTKAST •
JOHN MAYER • MICHAEL
STIPE • KERI HILSON • B.O.B
• TYLER CHILDERS • SHAWN
MILLINS • SUGARLAND • ED
AND • MICHELLE MALONE
THE CIVIL WARS • LLOYD •
EES • BABY TATE •
IN SISTERS • GHETTO
• JARREN BENTON •
VIN N. CRYIN • MICHELLE
ALONE • CRYSTAL

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