EVENT SPONSORSHIP PACKAGE

The IME Awards is a prestigious annual event dedicated to celebrating the achievements of independent artists and honoring the visionary music executives who have made a lasting impact on the independent music industry.

- Event Date: Sunday, October 18, 2026
- Location: Ice House Theater, Pasadena
- Expected Attendance: 200
- Event Schedule/Outline:

○ 6:00 PM: VIP Red Carpet
Guests arrive and mingle during the exclusive red carpet and cocktail hour. Guests can network with VIPs, celebrities, industry leaders and vendors.

○ 7:00 PM: The main event, IME Awards Ceremony; the highlight of the evening, featuring award presentations, performances, and special recognitions. Vendor booths remain open for guests to visit during intermissions. Ask about our referral program.

○ 8:00 PM: The Post-Awards Celebration (Location TBA)

2026 SPONSORSHIP OPPORTUNITY

THE IME AWARDS IS MORE THAN AN AWARDS CEREMONY—IT IS A CELEBRATION OF THE ARTISTS, CREATIVES, INDUSTRY PROFESSIONALS, AND CULTURAL VOICES WHO CONTINUE TO SHAPE THE MUSIC LANDSCAPE.

OUR SPONSORS PLAY AN IMPORTANT ROLE IN MAKING THIS CELEBRATION POSSIBLE. BY PARTNERING WITH THE IME AWARDS, YOUR BRAND GAINS MEANINGFUL VISIBILITY WHILE ALIGNING WITH AN EVENING DEDICATED TO RECOGNITION, RESILIENCE, CREATIVITY, AND IMPACT IN MUSIC AND CULTURE.

WHETHER YOU ARE LOOKING TO INTRODUCE YOUR BRAND TO A NEW AUDIENCE, STRENGTHEN YOUR COMMUNITY PRESENCE, OR MAKE A STATEMENT ALONGSIDE SOME OF MUSIC'S MOST INFLUENTIAL VOICES, THERE IS A SPONSORSHIP OPPORTUNITY DESIGNED FOR YOU.

SILVER | SUPPORTING SPONSOR

$300

SHOW YOUR SUPPORT. BE PART OF THE CELEBRATION.
THIS ENTRY-LEVEL PARTNERSHIP GIVES YOUR COMPANY AN OPPORTUNITY TO BE RECOGNIZED AS A SUPPORTER OF THE IME AWARDS WHILE PLACING YOUR BRAND IN FRONT OF OUR GUESTS AND DIGITAL AUDIENCE.

YOUR BRAND RECEIVES:

- COMPANY NAME LISTED ON THE OFFICIAL EVENT WEBSITE
- SHARED LOGO/NAME PLACEMENT ON DIGITAL EVENT SIGNAGE OR PROGRAM MATERIALS
- EMCEE/HOST RECOGNITION DURING OPENING OR CLOSING REMARKS
- 2 COMPLIMENTARY GENERAL ADMISSION TICKETS

IDEAL FOR: SMALL BUSINESSES, ENTREPRENEURS, COMMUNITY ORGANIZATIONS, AND BRANDS LOOKING TO ESTABLISH A PRESENCE AT THE IME AWARDS.

GOLD| ASSOCIATE SPONSOR

$500–$750

INCREASE YOUR VISIBILITY. CONNECT WITH OUR AUDIENCE.

TAKE YOUR BRAND PRESENCE A STEP FURTHER WITH EXPANDED DIGITAL AND IN-PERSON VISIBILITY. THIS LEVEL IS DESIGNED FOR BUSINESSES LOOKING TO ACTIVELY ENGAGE WITH IME AWARDS ATTENDEES WHILE RECEIVING RECOGNITION BEFORE AND DURING THE EVENT.

YOUR BRAND RECEIVES:

- LOGO PLACEMENT ON EVENT SIGNAGE, OFFICIAL WEBSITE, AND PRINTED/DIGITAL PROGRAM
- DEDICATED SOCIAL MEDIA SPOTLIGHT/MENTION LEADING UP TO THE EVENT
- SMALL TABLETOP DISPLAY SPACE OR PROMOTIONAL INSERT IN ATTENDEE GIFT BAGS
- 3 COMPLIMENTARY TICKETS TO THE AWARDS SHOW

IDEAL FOR: LOCAL BUSINESSES, LIFESTYLE BRANDS, SERVICE PROVIDERS, NONPROFITS, AND COMPANIES LOOKING TO CONNECT DIRECTLY WITH AN ENGAGED AUDIENCE.

PLATINUM | PRESENTING / CATEGORY SPONSOR

$1,000 - $1,500

OWN A MOMENT. ELEVATE YOUR BRAND. MAKE AN IMPACT.

THIS IS A PREMIER OPPORTUNITY TO ALIGN YOUR COMPANY DIRECTLY WITH THE RECOGNITION OF EXCELLENCE IN MUSIC AND CULTURE.

AS A CATEGORY SPONSOR, YOUR BRAND BECOMES PART OF THE AWARD PRESENTATION ITSELF — CREATING A MEMORABLE CONNECTION BETWEEN YOUR COMPANY, THE HONOREE, AND THE IME AWARDS AUDIENCE.

YOUR BRAND RECEIVES:

- NAMING RIGHTS TO PRESENT A SPECIFIC IME AWARDS CATEGORY
- PROMINENT LOGO PLACEMENT ON THE STEP-AND-REPEAT BACKDROP, MAIN EVENT SCREENS, AND MARKETING EMAILS
- FEATURED ADVERTISEMENT IN THE DIGITAL OR PRINTED EVENT PROGRAM
- UP TO 4 VIP TICKETS WITH PRIORITY SEATING
- ON-STAGE BRAND RECOGNITION ASSOCIATED WITH YOUR SPONSORED AWARD CATEGORY

IDEAL FOR: CORPORATIONS, ESTABLISHED BUSINESSES, ENTERTAINMENT BRANDS, FINANCIAL INSTITUTIONS, COMMUNITY PARTNERS, AND ORGANIZATIONS SEEKING PREMIUM BRAND VISIBILITY AND DIRECT ASSOCIATION WITH EXCELLENCE IN MUSIC.

PRESENTING | TITLE SPONSOR

$2,000-$7,500

MAKE YOUR BRAND THE CENTER OF THE EXPERIENCE.
THIS IS THE HIGHEST LEVEL OF PARTNERSHIP AT THE IME AWARDS, CREATED TO PLACE YOUR COMPANY IN A DISTINCT POSITION OF VISIBILITY, ACCESS, AND RECOGNITION.

AS THE TITLE SPONSOR, YOUR BRAND RECEIVES AN ELEVATED PRESENCE THROUGHOUT THE EVENT - FROM DEDICATED SIGNAGE AND VIP ACCESS TO ON-STAGE ACKNOWLEDGEMENT AND A FEATURED SPEAKING OPPORTUNITY, CREATING A DISTINCT CONNECTION WITH OUR AUDIENCE.

YOUR BRAND RECEIVES:
- **PREMIUM TITLE SPONSOR VISIBILITY THROUGHOUT THE EVENT**
- **DEDICATED STAND-ALONE TITLE SPONSOR SIGN**
- **EXCLUSIVE ACCESS TO THE VIP SUITE**
- **VERBAL ACKNOWLEDGEMENT DURING THE IME AWARDS SHOW**
- **1 RESERVED TABLE FOR YOUR SPONSOR TEAM**
- **PERSONALIZED SERVICE THROUGHOUT THE EVENT**
- **FEATURED SPEAKING OPPORTUNITY DURING THE EVENT**

IDEAL FOR: LEADING CORPORATIONS, ESTABLISHED BRANDS, ENTERTAINMENT COMPANIES, FINANCIAL INSTITUTIONS, COMMUNITY PARTNERS, AND ORGANIZATIONS *SEEKING THE HIGHEST LEVEL OF BRAND VISIBILITY, ACCESS, AND ASSOCIATION

THE LEGACY YOU'LL STAND BESIDE

For years, the IME Awards has brought together extraordinary voices who have made their mark on music, entertainment, and culture. Our honorees represent the excellence, resilience, creativity, and influence that the IME Awards was created to celebrate.

When you partner with us, your brand doesn't just sponsor an event — you become part of a legacy.

Meet the artists, creatives, and industry leaders who have been honored by the IME Awards

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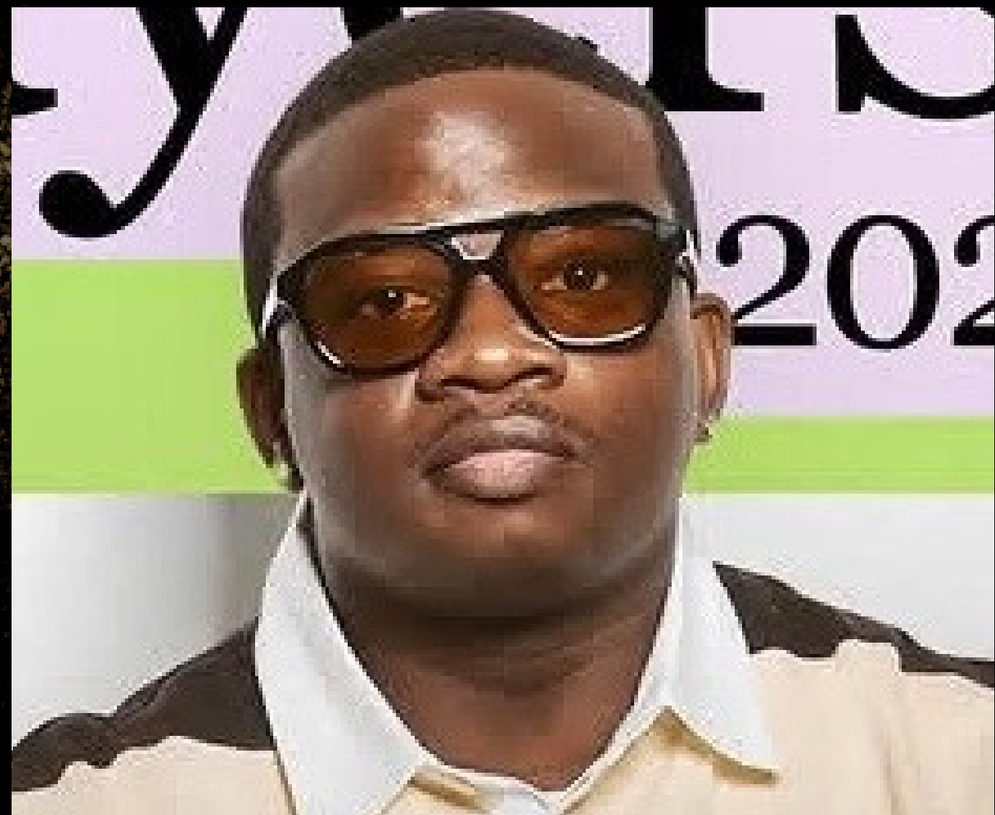
IME AWARDS ALUMNI HIGHLIGHTS

DJ Wayne Williams is the Founder of Chosen Few DJs, an NAACP Award winner, and a respected A&R executive who has worked with multiple Grammy-winning artists. He served 28 years as Senior Vice President of A&R at Jive Records, helping shape and develop major talent across R&B and hip-hop. Today, he is recognized as a key industry figure whose influence spans DJ culture, artist development, and executive leadership in music.

🏆**IME AWARDS LEGACY A&R ALUM '24**



Shawn Barron is a veteran A&R executive and music industry leader known for discovering and developing major talent in R&B and hip-hop. He spent over a decade at Atlantic Records, signing and developing artists including Ty Dolla $ign, Diggy Simmons, Kap G, and Leon Thomas, and later served as SVP of A&R at Motown Records. Today, he is a co-founder and partner in EZMNY Records alongside Ty Dolla $ign, where he continues to lead artist development and shape culture-driven music.

🏆**IME AWARDS VISIONARY EXECUTIVE ALUM '24**

IME AWARDS ALUMNI HIGHLIGHTS

Larrance Dopson, also known as “Rance,” is a Grammy-winning producer, musician, and co-founder of the influential music collective 1500 or Nothin'. Known for shaping the sound of modern music, he has worked with major artists including Kendrick Lamar, Jay-Z, Bruno Mars, and Justin Timberlake while also mentoring emerging talent through 1500 Sound Academy.

🏆**IME AWARDS LEGENDARY PRODUCER ALUM ‘25**

Jeff Fenster is a veteran music executive, A&R powerhouse, and entrepreneur recognized for discovering and developing major talent in the entertainment industry, including helping discover Britney Spears early in her career. Throughout his career, he has worked with iconic artists such as Whitney Houston, Mariah Carey, Bon Jovi, the Backstreet Boys, Jason Derulo, and multiple American Idol finalists, earning a reputation for identifying hit records, artist development, and shaping successful music careers.

🏆**IME AWARDS LEGACY A&R ALUM ‘25**

IME AWARDS ALUMNI HIGHLIGHTS

Blaq Tuxedo is an R&B production and artist duo known for their genre-blending sound and work behind some of the biggest names in contemporary music. They have contributed to major records including Chris Brown's "Residuals," Doja Cat's "Streets," and additional collaborations with artists such as Ariana Grande and Ciara, earning recognition for their melodic, emotionally driven production style. Their work continues to shape modern R&B and pop through both songwriting and production across high-profile projects.

🏆**IME AWARDS SONGWRITER OF THE YEAR ALUM '25**

Saint Harraway is a Grammy-nominated music executive and producer. He serves as the Co-President of Uptown Records and Executive Vice President of A&R at Republic Records, managing the careers of major artists like Coi Leray, Aminé, and FLO.

🏆**IME AWARDS VISIONARY EXECUTIVE ALUM '25**

IME AWARDS

2026 DYNAMIC IME AWARD PRESENTERS

We are committed to creating an unforgettable experience, and that starts with our hand-selected presenters. This year, we've chosen individuals who not only excel in their respective fields but also bring big personalities and a commanding presence to the stage.

We carefully curated a lineup of presenters who reflect the energy, diversity, and creativity that define the IME Awards. Each presenter was selected for their dynamic ability to engage the audience, make an impact, and embody the spirit of celebration and inspiration. Whether they're leaders in entertainment, business, or community impact, these individuals will elevate the night with their vibrant personalities and unique stories.

Honoring Resilience in Music

The 3rd Annual IME Awards is proud to spotlight resilience at this year's ceremony. Honoring Resilience in Music reflects our commitment to not only celebrating success, but honoring the journeys, challenges, and determination behind it.

In an ever-changing industry shaped by economic shifts, personal trials, and evolving creative landscapes, resilience has become a defining trait of lasting success. From independent artists building their careers from the ground up to industry leaders redefining their paths, resilience represents the strength it takes to endure, adapt, evolve, and thrive.

This year, the IME Awards will shine a light on the stories behind the accomplishments — recognizing individuals who continued to pursue their purpose despite obstacles and setbacks.

By highlighting these stories, the IME Awards aims to inspire, empower, and remind creatives and professionals alike that setbacks do not define the journey — perseverance does.

Featuring an on-stage tribute, select honorees will be recognized during the ceremony for their resilience, impact, and ability to overcome adversity within the music industry.

Storytelling Moments:
Powerful narratives and testimonials will be woven throughout the show, giving insight into the real journeys behind the success.

We believe in celebrating more than achievements — we celebrate the journey. The Comeback Culture is a reminder that behind every success story is a chapter of resilience, and those stories deserve to be seen, heard, and honored.

Together, we uplift the voices that refused to give up.

IME AWARDS 2026

HONORING RESILIENCE IN MUSIC.

THE IME AWARDS × MNFST FOUNDATION

The 3rd Annual IME Awards is proud to recognize MNFST Foundation, a 501(c)(3) nonprofit organization dedicated to elevating self-esteem and helping remove mental and physical barriers for individuals overcoming disabilities.

Founded by Lee Weilch and Bill Klauer after meeting during rehabilitation for spinal cord injuries, the foundation was inspired by their shared experiences and a belief that disability does not diminish a person's ability to achieve, contribute, and live a meaningful life.

WHY THIS MATTERS TO THE IME AWARDS

The 2026 IME Awards theme, Honoring Resilience in Music, celebrates the strength it takes to overcome adversity, reinvent yourself, and continue moving forward. MNFST Foundation embodies that same spirit beyond the music industry.

A CAUSE WORTH STANDING BEHIND

The IME Awards believe impact should extend beyond one night. By recognizing MNFST Foundation, we are connecting the music and business communities to a message of resilience, self-worth, inclusion, community, and possibility.

YOUR PARTNERSHIP HELPS AMPLIFY THE MISSION

A portion of proceeds from the 2026 IME Awards sponsorship initiative will be dedicated to supporting the MNFST Foundation.

Learn more about MNFST Foundation: www.mnfstfoundation.org

SPONSORSHIP • MEDIA • PARTNERSHIPS

imeawards2026@gmail.com

IME AWARDS

INDIE MUSIC EMPOWERED

FOR IMMEDIATE RELEASE

THE IME AWARDS ANNOUNCE THE 3RD ANNUAL CELEBRATION OF INDEPENDENT MUSIC, CULTURE & IMPACT

The highly anticipated awards celebration returns to Pasadena on Sunday, October 18, honoring the artists and music executives shaping the independent music industry.

PASADENA, Calif. — The celebration continues! The IME Awards are returning to Pasadena for the 3rd Annual IME Awards on Sunday, October 18, 2026, at the historic Ice House, bringing together independent artists, music executives, creatives, industry professionals, and supporters of independent music for an unforgettable evening of recognition and celebration.

The IME Awards were created to shine a spotlight on the individuals whose talent, dedication, and contributions continue to make an impact within the music industry. Now entering its third year, the awards have established a growing legacy of recognizing excellence while creating a platform for artists and industry leaders to connect, celebrate, and inspire.

With each year, the IME Awards continue to build upon their mission of recognizing the people behind the music and celebrating the work that often happens beyond the spotlight.
"The IME awards is all about creating an experience that celebrates the journey, the talent, and the impact behind the people we recognize." said Julius Darrington, Founder of the IME Awards. "Our third year is a testament to the artists, supporters, partners, and community who continue to believe in the vision."

This year's celebration promises an elevated evening from start to finish. Guests are invited to join the red carpet at 6:00 PM for an opportunity to capture the moment and experience the excitement leading up to the ceremony. The IME Awards show begins promptly at 7:00 PM. For sponsorship opportunities, media inquiries, and additional event information, contact info.imeawards@gmail.com

ABOUT THE IME AWARDS
The IME Awards is a prestigious annual event dedicated to celebrating the achievements of independent artists and honoring the visionary music executives who have made a lasting impact on the independent music industry.

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THANK YOU TO OUR PARTNERS AT THE ICE HOUSE | PENNY TOLER & JOHNNY BUSS

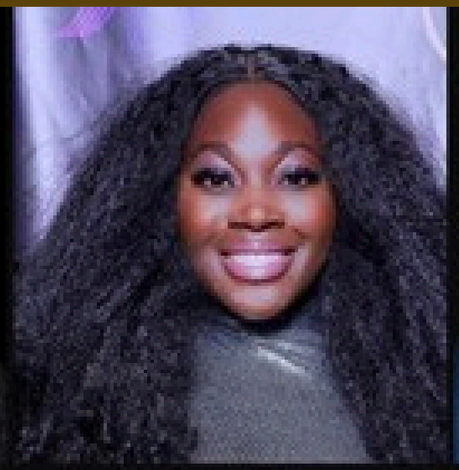
IME AWARDS

INDIE MUSIC EMPOWERED

BOARD

RECOGNIZING EXCELLENCE IN MOTION

FOUNDER
JULIUS DARRINGTON



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IME AWARDS

IME Awards 2026 - The Ice House Theater - 24 N Mentor Avenue - Pasadena, CA 91106