

CabanaClub

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JULY 18TH

CABANA CLUB

7pm – 2am

A Sponsorship Opportunity to Empower, Elevate, and Expand Impact

Madewell
PRODUCTIONS

PRODUCED BY ANNA MADEWELL

Madewell
PRODUCTIONS

ATX MUSIC VIDEO FILM FESTIVAL

CURATED MUSIC VIDEO PREMIERE BLOCKS

28 Official Selections across all genres
Four screening blocks featuring emerging +
established artists, with filmmaker introductions
and live audience reactions.

LIVE NOMINEE PERFORMANCES

Nominee performances celebrating artists
across all music genres. Opening mixer +
Closing celebration set. Designed to connect
Austin's music + film ecosystems.

NIGHT POOLSIDE SUMMER EXPERIENCE

More than a screening — it's a full cultural
activation. Cabana Club Night Swim atmosphere.
Market featuring aligned brands and music/film
organizations. Sponsor activations + booths.

INDUSTRY PANELS: Q&A

Q&A discussions after each screening block.
Conversations with directors, producers, and
artists. Community partner spotlights. Built-in
networking environment.

A Red Carpet Music Video Experience featuring Live Performances



WHO WE ARE

Madewell Productions is led by DJ, singer, artist, music festival, and film producer **Anna Madewell**—a visionary creating immersive experiences that empower you.

- ◆ Director of EmpowHER 2025, earned \$10,000 from cash sponsorships + ticket revenue 1st year festival
- ◆ Music Video & Film Festival Award Winning at Austin Under the Stars + Austin Spotlight Film Festival
- ◆ Featured in the News: CBS News, Austin Music TV, D0512, Visit Austin, UTSA Today News
- ◆ Produced UTSA Underground (Festival with 1000+ attendees)
- ◆ Festival Performances: Sound Camp (2025), Babestock (2025), Featured Performance with Saratonin Freaky Deaky (2024), UTSA Underground (2023)
- ◆ Former President of UTSA (Musicians of Business)

We are a community-driven platform bringing music artists, filmmakers, and audiences together from screen to stage.

MEET YOUR



2026 TEAM



ANNA
Founder + Festival Director



JYMES
Talent Programmer



ROCKY
Film Director



PHILLIP
Volunteer Coordinator



BEN
Audio Tech



KILLIAN
Visual Tech



AMIIRI
Promotions Queen



SEBASTIAN
Community Outreach



MARISSA
Graphic Designer



KELSEY
Dance Director



DONOVAN
Social Media Manager

Presenting Organization Opportunity

Official Programming Partner



CURATED AWARD PRESENTATION

Select and present your own group/ board voted award from the official music video selections. You choose the winner. Present it live on stage.

PANEL LEADERSHIP OPPORTUNITY

Serve as a Q&A panelist or moderator during one of our four screening blocks. Ask curated questions to filmmakers + artists.



CROSS COLLABORATIVE MARKETING

Co-branded digital promotion
+ Social cross-tagging + shared content
+ Email feature + Meeting
Announcements Marketing Festival to
your community.

ON-SITE ACTIVATION

Dedicated partner table / organization booth. Stage recognition during programming. Direct access to filmmakers, artists, and attendees

PROVEN IMPACT (2025 HIGHLIGHTS)

MEDIA CREDIBILITY

CBS NEWS



VISIT
Austin

DO 512
DO AWESOME STUFF IN AUSTIN

culturemap
A U S T I N



EDMTRAIN
*/Edmtrain

REVENUE + SCALE

\$10,000+ Revenue Generated (2025)

Cash Sponsors + Ticket Sales

🎫 180 tickets sold at \$20-\$50 each

👥 20-person operational team

PROGRAMMING POWER

30 performers

🎵 DJs

💃 Dancers

🎭 Burlesque

🎸 Instrumentalists

🎙️ Podcast Panel

💡 LED Artists

🔥 Fire Flow

SPONSOR VALIDATION

BEATBOX
THE ORIGINAL PARTY PUNCH

LIGHTSTRIKE
HARD REFRESHER

TRAVEL+
LEISURE

Offday
Ice Cream
Club
ESTD. 2024



TEQUILA
512





2025 BRAND PARTNERS + SPONSORS



WHERE SCREEN MEETS STAGE

CABANA CLUB | AUSTIN, TX



AUSTIN AFTER DARK

A poolside backdrop that blends culture, nightlife, and community into one unforgettable evening.

SCREEN TO STAGE

A dynamic space where music videos premiere on screen and artists step directly into live performance.

OPEN-AIR ENERGY

A vibrant indoor-outdoor setting that transforms a summer night into a fully immersive creative experience.

BRAND ALIGNMENT & INTEGRATION

ATX Music Video Film Festival brings stories to life.

OUR EXPECTED AUDIENCE



100+

attendees,
ages 21–35



30k+

followers total
social reach

Creativity without boundaries.

Values: artist empowerment,
inclusivity, collaboration

BRAND INTEGRATION OPPORTUNITIES

- 🎪 Activation booth + Interactive games
- 🌈 Sell your Product
- 👑 Presenting Partner
- 🎥 Exclusive video + photo footage of event
- 🍹 Product Sampling + Brand Interaction
- 🗝️ Category Exclusivity
- 🎤 Emcee Mentions During Programming
- 🖥️ Stage screen visuals with logo + animations

We stand for independent artistry, creative collaboration, and immersive cultural experiences.

ATX MUSIC VIDEO FILM FEST PARTNERSHIP TIERS

BENEFIT	Screen Partner	Stage Partner	Spotlight Partner	The Co-Creation Package
	 \$500 Community Activation	 \$1000 Featured Partner	 \$3000 Presenting Partner	 Customizable to YOU
Spotlight Partners receive priority vendor location, Stage Partners receive preferred vendor location, and Screen Partners receive a vendor location.				
IG Collab posts, mentions, stories	✓	✓	✓	
Logo placement (Flyers, Social, Website)	✓	✓	✓	
Branded Visuals on Stage / Screens			✓	
Emcee Mentions During Programming		✓	✓	
Product Sampling or Brand Interaction		✓	✓	
Activation space provided	✓	✓	✓	
Brand Alignment / Naming Opportunity		✓	✓	
Category Exclusivity			✓	
Presenting Partner			✓	
VIP Artist Access			✓	
Post-Event Photo / Video Assets			✓	
First right of refusal for future events		✓	✓	

COMMUNITY COLLABORATIONS

SXSW 



RIVIAN



UTSA



THE IMPACT



“Anna was absolutely amazing. Her communication skills and professionalism was incredible! She kept the dance floor going all night at our wedding and she radiated positive energy the entire day. We couldn’t have had a more amazing time, thank you!”

Victoria G, Bride 2024



“She brought over 1,000 people together at Underground with a small team of college kids. If anyone can plan a festival in less than 2 months, it is Anna Madewell. I can’t think of anyone better I’d trust to make it happen.”

Sean G, UTSA MOB Team 2025



“Wow, Anna! You're an all around artist, creator, divine mamacita. You are amazing and I am so inspired by you. Your voice makes me tear up. Now can you please sing that SZA song for me again?”

Greta H, Content Strategist 2023

JOIN US AT

ATX MUSIC VIDEO FILM FEST



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Madewell
PRODUCTIONS



ANNAMADEWELL.COM

Join us in bringing music videos from screen to stage.