

THE NASHVILLE *Sign*



OVERVIEW

Blackbird Media is proud to present Nashville's newest and most innovative out-of-home media property, **The Nashville Sign**.

Making its debut on December 31st, 2015, The Nashville Sign immediately defied the standard OOH industry model, and shocked the expectations of advertisers nation wide. Using its superb location and dynamic capabilities of state-of-the-art digital billboard technology, The Nashville Sign aimed to deliver relevant content and to reflect Nashville's vibrant spirit with the support of local and national advertisers.

Today, its unique mix of traditional advertising, content sponsorships, and community outreach projects has proved both effective for advertisers, and pleasing to the city's commuters. "The Nashville Sign" as a brand is known throughout the city even has its own dedicated social media channels.



BLACKBIRD MEDIA

Blackbird Media is the sole management company and local sales entity for The Nashville Sign. As a team, our goal is to lead innovation and creativity in the out-of-home industry. Using our flagship project, The Nashville Sign, as a shining example, we have begun to change the way advertisers use OOH, as well as the way consumers receive it.

Blackbird Media is also dedicated to providing excellent customer service to our ever expanding group of local and regional clients. Using creative scheduling and a never-before-seen pricing structure, Blackbird Media properties are more accessible and flexible than most other digital spectaculars in the country.



MEET THE TEAM



Chenault Sanders

Founder and CEO

Chenault Sanders is the Controlling Principal of The Blackbird Companies, Founder and Manager of Blackbird Capital, LLC, Blackbird Media, LLC (The Nashville Sign) and Blackbird Financial, LLC. Chenault founded Blackbird upon his departure from large law firm practice in 2007. Blackbird specializes in emerging restaurant franchising, branding companies, and out of home media assets. The firm leverages its relationships and experience by using operating businesses to drive value both at the enterprise level but also by using such specializations to build asset value in real property. Its principals are very active as investors, advisors, and owners in the Nashville real estate community. Blackbird is headquartered in Nashville and environs but also owns and/or controls portfolio assets from the Gulf Coast to Northern Virginia. Representative private equity and real estate investments include Triangle Equity Partners, LLC, Metropolitan Property Management, LLC, Von Elrod's, LLC, Jack Brown's Beer & Burger Joint, LLC, Pies & Pints Pizzeria, LLC, 30A.com Investment Partners, LLC, Royal Circus, LLC and Trabue Triangle, LLC. Additionally, Sanders serves on the Investment Committee of a \$150 million private investment vehicle that primarily focuses on alternative investments, including hedge funds, private equity, venture capital and private real estate, among other investment classes through a selection of funds. With a background in complex trust and estate planning, Sanders has done extensive work with closely-held investment entities, and has particular expertise in multi-class, multiple-tiered partnership structures, having represented clients in tax motivated transfers with cumulative asset values in excess of \$2.0 billion dollars.

Erica Bussell

Director of Sales and Marketing



Erica Bussell is a marketing and promotions enthusiast with roots in event planning, radio promotions, and media sales. Erica holds a Bachelor of Arts in Literature from the University of Missouri – Columbia. Following graduation from University of Missouri, her first experience in the media and advertising field was as a Promotions Coordinator and event planner for CBS Radio in St. Louis. There, she managed and executed a variety of charity events, contests, and festivals including the city's annual Uncorked Wine and Music Festival with upwards of 30,000 attendees. In Nashville, a successful dive into the intense world of radio sales with Midwest Communications, Mix 92.9 and 96.3 JACKfm, only heightened her competitive edge and broadened her always creative and tailored approach. Erica has served as the Director of Sales and Marketing for Blackbird Media since its inception in 2015. In her role, she dedicates time and attention to a growing portfolio of over 100 clients, while developing innovative sales opportunities and partnerships for Blackbird Media's out-of-home portfolio.



Hayley Madden

Community Outreach and Marketing Coordinator

Hayley Madden wandered down to Nashville from the woods of New Hampshire in 2013 to earn her B.B.A. from Belmont University and has worked and played all over Music City ever since. She joined Blackbird Media in late 2016 as an intern and has since taken on a full time role managing community arts and nonprofit relationships, as well as heading up social media efforts on behalf of the company. She's excited to be a part of Blackbird Media and put her unique blend of technical and creative skills to work for a young company at the intersection of advertising, media, and technology.

LOCATION DETAILS

Address: 1616 Broadway Nashville, TN 37203

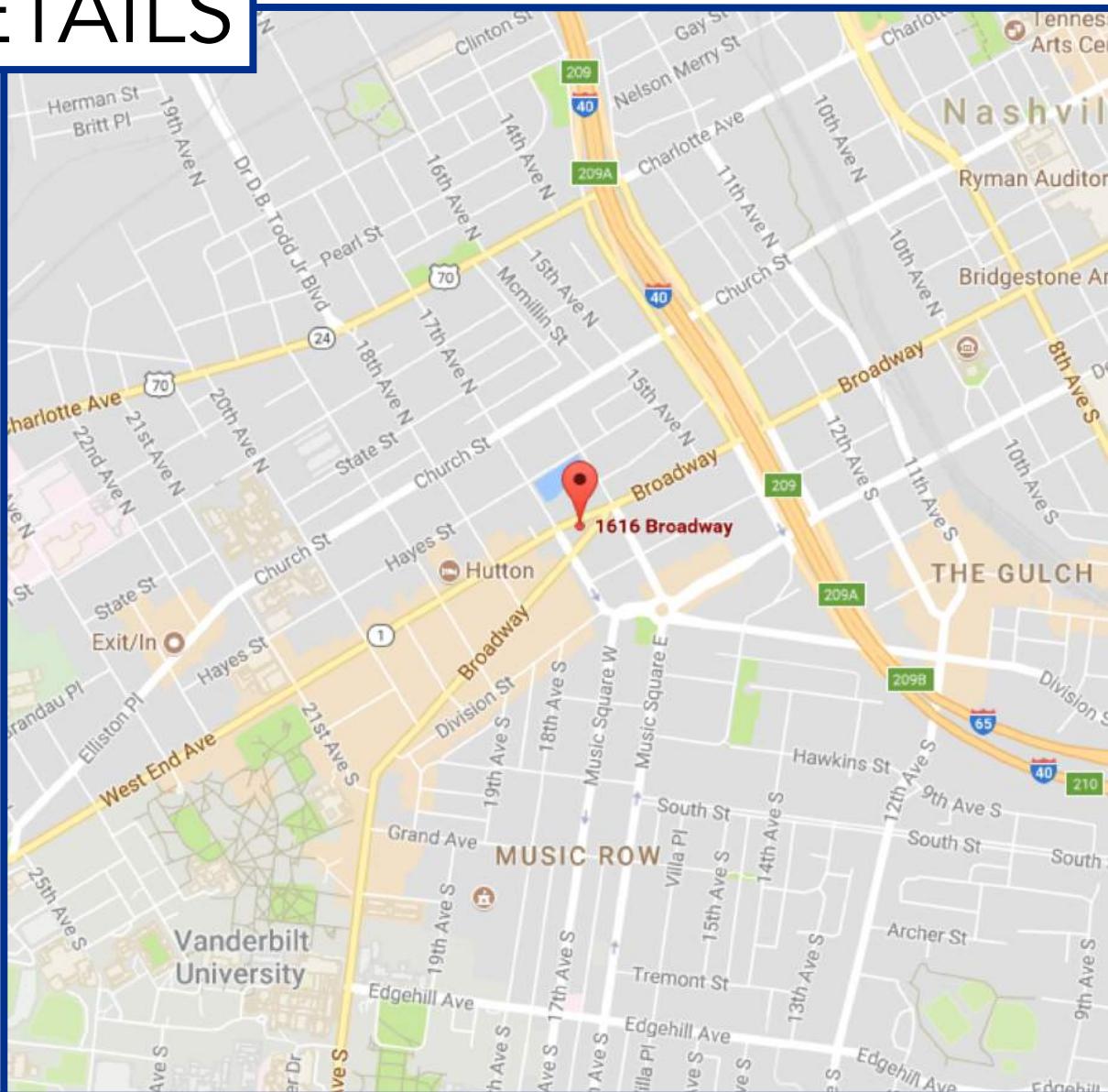
Market: Nashville, TN

Neighborhood: Downtown/ Midtown

The Nashville Sign dominates the heavily trafficked intersection at the Broadway/ West End Split. This popular location is the Gateway to the Midtown Nashville and the entrance to Music Row - the home of country music.

Measuring 65' off the ground, the Sign captures traffic travelling west from Downtown Nashville and heading towards the affluent neighborhoods of West End, Belle Meade, and Green Hills, as well as traffic travelling north and south across 16th Avenue.

With 16mm resolution, The Sign boasts nearly a mile long view all the way from 8th Avenue to 16th.



DISPLAY DETAILS

Weekly Impressions: 188,777 (Adults 18+)

Type: Digital Spectacular

Size: 38' H x 36' W

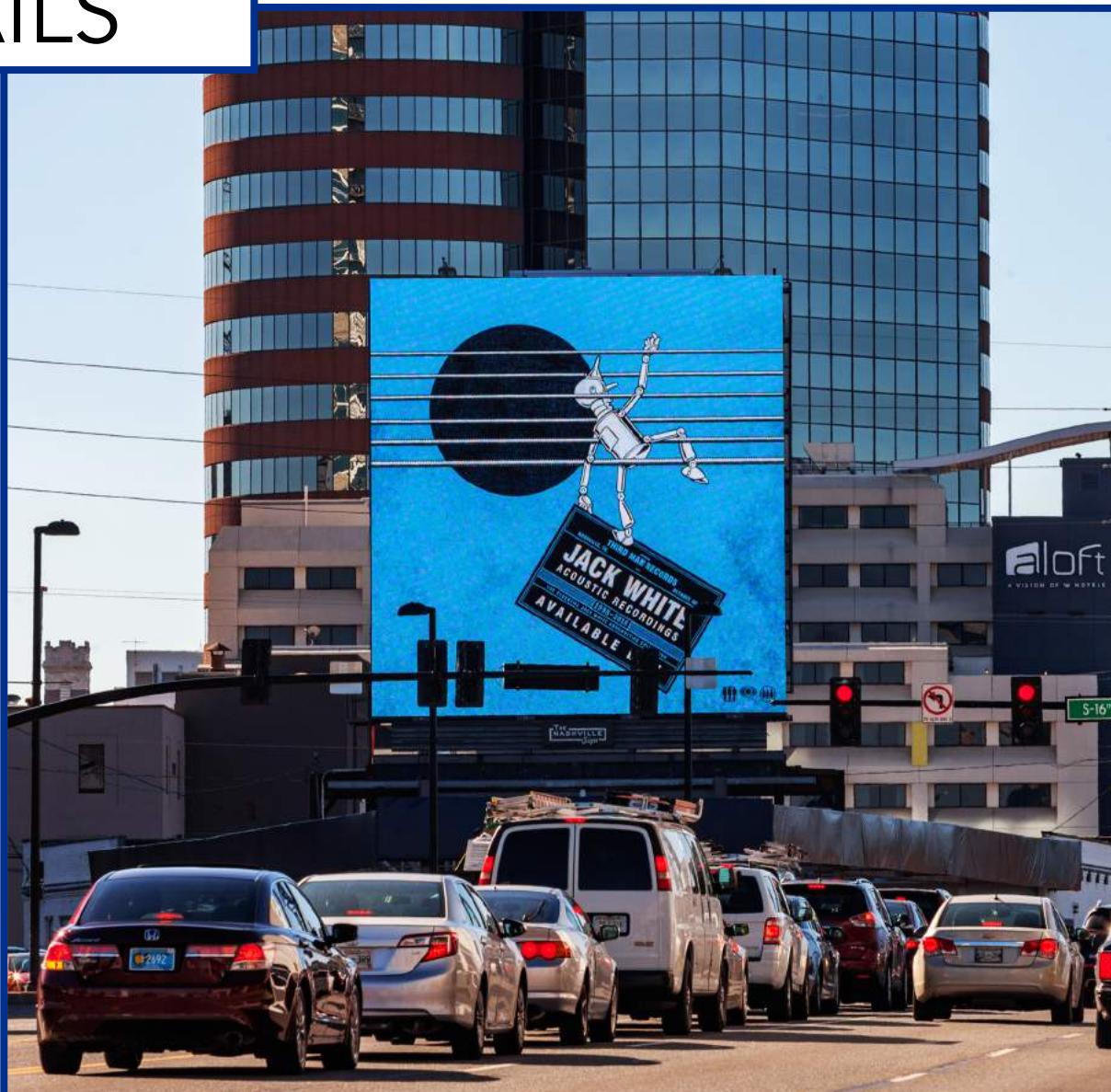
Facing: East

Spot Time: 8 seconds

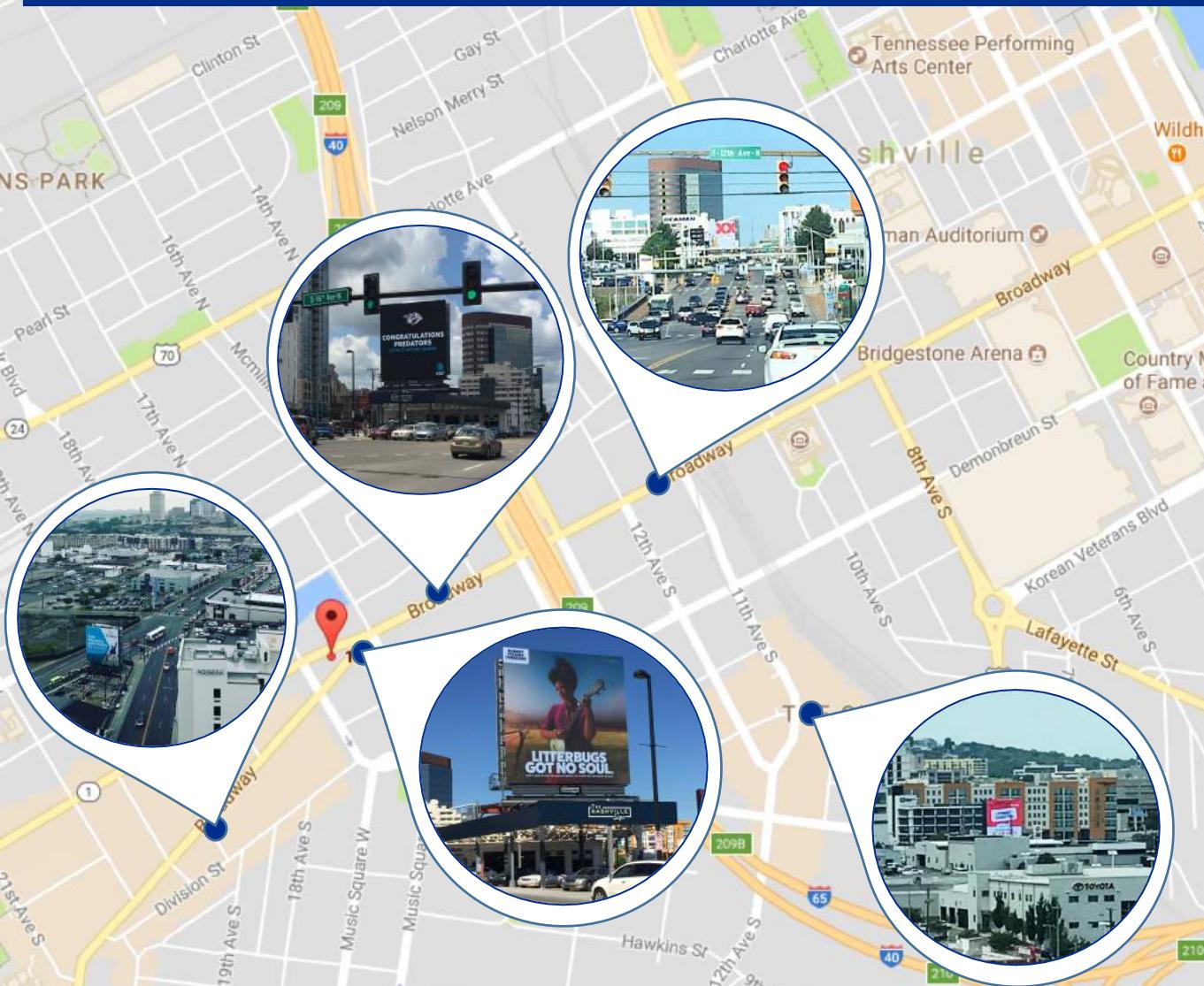
Illumination: 24 hours

Capabilities:

- Keep multiple ad graphics in rotation at any time.
- Change ad graphics based on time or date.
- Promote your social media using a live RSS feed, automatically updated within your ad graphic.
- Change ad graphics based on weather conditions.
- Change ad graphics based on the results of a professional sporting event or other major event.
- Host a countdown to your next big sale, grand opening, or special promotion.
- Host a donation "ticker" to count dollars raised for a charity event in real-time.



SPOTTED: The Nashville Sign



The Nashville Sign is also visible from numerous rooftop bars and restaurants, apartment and condo balconies, and high rise office buildings. Some examples include:

- Fifth Third Center
- Synovus - Bank of Nashville
- The Pinnacle at Symphony Place
- AT&T Building
- 505 Church
- Westin Hotel L27 Rooftop Bar
- Thompson Hotel Rooftop Bar
(pictured - bottom right)

SPONSORSHIPS

"Pet of the Week"

- Featuring an adoptable pet every week, in partnership with the Nashville Humane Association

"Artist of the Week"

- Featuring pieces of visual art from one local artist each week, curated by Nashville Arts Magazine

Event Calendar

- Featuring the top 3 events every weekend, curated by NashvilleGuru.com

Weather

- An live 3-day weather forecast is a sponsor-able opportunity on The Nashville Sign.

Non-Profit Outreach

- Each week, The Nashville Sign donates advertising space to a different non-profit organization. This opportunity can be "brought to you by" a sponsor company.

Countdowns

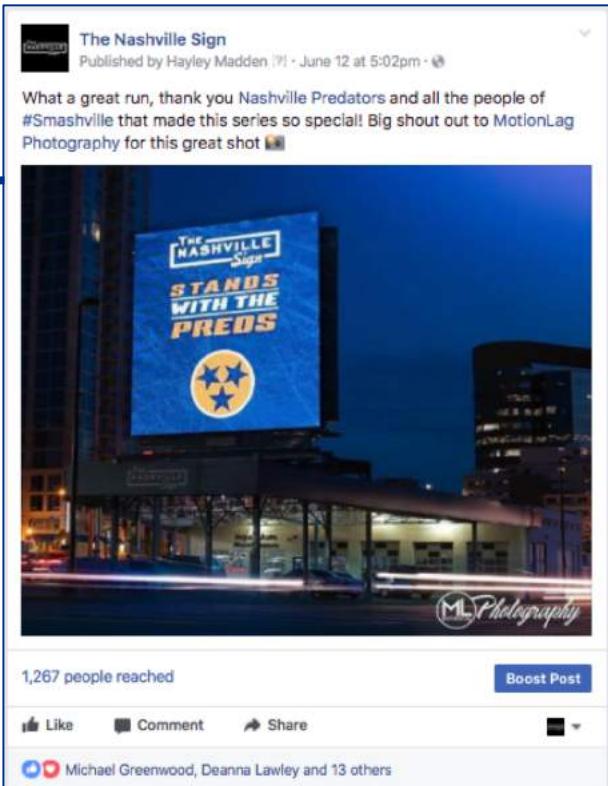
- Countdowns to Christmas and New Year's Day are current sponsor-able opportunities on The Nashville Sign.



SOCIAL MEDIA

ADDED VALUE

- Partners receive promotion via The Nashville Sign's rapidly growing social media presence on Facebook, Twitter, and Instagram.
- Contesting opportunities are also available through The Nashville Sign's dedicated social media accounts.



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