

*Stellar Awards*

### The Gospel Music Industry's Highest Honor


Since 1985, the Stellar Gospel Music Awards has stood as the pinnacle celebration of gospel and inspirational music honoring the artists, producers, and influencers that move audiences spiritually and culturally. Now in its 41st year, the Stellar Awards commands unparalleled loyalty among faith-based audiences nationwide.

<b>40+</b> Years of Legacy	<b>3.6M+</b> Broadcast Households
<b>#1</b> Gospel Music Franchise	<b>90%</b> Broadcast Coverage





**Previous Host Cities:**


- Chicago
- Los Angeles
- New York
- Nashville
- Atlanta
- Houston
- Las Vegas




**IMPACT FOR CHARLOTTE AS HOST CITY**

 **National Broadcast Reach**


The Stellar Awards air nationally to over 3.6 million viewers, with millions more on Stellar TV's FAST channel network and other broadcast outlets.

 **Charlotte on the National Stage**

Charlotte Skyline integration, destination messaging, and 'Live from Charlotte, NC' broadcast recognition place the city before a massive faith-based audience.

 **Tourism & Economic Impact**

City support drives hotel stays, restaurant visits, retail spending, and transportation services, generating measurable economic impact across all of Uptown Charlotte.

 **Social and Digital Promotion**

16 million+ online impressions, spotlighting Charlotte as a vibrant cultural hub.

**41<sup>st</sup> ANNUAL STELLAR AWARDS WEEK AT A GLANCE**

WED AUG 12 Stellar Awards Kickoff Day Stellar PLUS Opens	THU AUG 13 Stellar PLUS	FRI AUG 14 Stellar PLUS +PreShow	SAT AUG 15 Awards Show Day – Spectrum Center
Media Day	9:00 AM • Registration & Check-In (hotel)	9:00 AM • Registration & Fitness Zone (hotel)	1:00 PM • Red Carpet
10:00 AM • Exhibit Space Install (hotel)	10:00 AM • Exhibit Space Opens(hotel)	10:00 AM • Exhibit Space Opens (hotel)	1:00 PM • VIP Reception
2:00 PM • Community Event (offsite)	10:00 AM • Keynote Address (hotel)	11:00 AM • Emerging Experience (hotel)	3:30 PM • Doors Open
5:00 PM • Opening Reception "Welcome to Charlotte" (off site)	11:00 AM • Masterclasses (hotel)	2:00 PM • Artist Panels • Writer's Workshop (hotel)	4:30 PM • Preshow
6:00 PM Early Registration & Check-In (hotel)	2:00 PM • Fitness Event (hotel)	7:00 PM • Nominee Reception (Carolina Theater)	5:00 PM • Stellar Awards Live Taping
7:00 PM • Stellar Awards Podcast Row Opens (hotel)	4:00 PM • Stellar Plus Social Mixer (off-site)	8:00 PM • Preshow (Carolina Theater)	8:00 PM • After Party
8:00 PM- Stellar Plus LIVE Event (off-site)	8:30 PM • UNPLUGGED (off-site)	9:00 PM • Stand-Up Comedy (off-site)	

*Schedule and Times Subject to Change – as of 4.10.26*

**SATURDAY, AUGUST 15, 2026**  
**RED CARPET + BROADCAST TAPING**  
Spectrum Center • Charlotte, NC • Specific Location TBD



**12:00 PM**

**Venue Doors Open**  
Spectrum Center load-in & setup begins

**3:00 PM**

**RED CARPET**  
Spectrum Center | Media, sponsors & talent arrivals

**5:00 PM**

**Sponsor & Media Reception**  
Spectrum Center | Sponsor hospitality suite activation

**6:00 PM**

**Doors Open to Ticket Holders**  
Spectrum Center | General admission seating begins

**7:00 PM**

**41<sup>ST</sup> STELLAR AWARDS – BROADCAST**  
LIVE on Stellar TV Network / Verizon Fios / Charter Spectrum / Xumo Play / Vizio Watch Free

**10:30 PM**

**After Party**  
Location TBD | By invitation

The logo for the Stellar Awards, featuring the words "Stellar Awards" in a white, stylized, handwritten font.

## Next Steps

- Major Event Fund support confirmed
- Spectrum Center contracted
- Room block agreements being finalized this week
- Carolina Theatre & Ancillary venues agreements
- Corporate and faith community connections
- Logistical support

