



Tips for Launching a Music Festival at Your

# **Brief History**

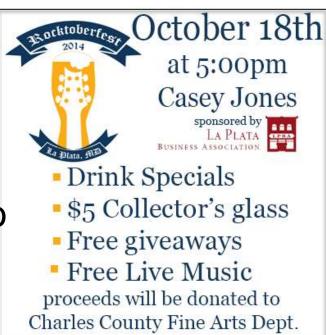
-Making our store a Destination Location

- -Sense of Community
- -Help the public school promote music after budget cuts



## The Start of Something Big

- -Start within your range
- -Volunteers to work and perform the event
- Location close to your business to keep business close
- -Donations to help raise money



# Walk Through

- -Location
- -Participants
- -Giveaways/Vendors/
  - And other income
- -Marketing/ Branding







#### **How to Grow**

- -Ticket prices increase with added event features
- -Merchandise sales
- -Group advertising
- -Get creative!





	2014	2018
Location	Bar Next Door	Closed Our Side Street
Attendance	100	5,000
Entertainment	2 Local Bands	16 Local Bands, 1 National Band
Money raised	\$5,000	\$36,000

## Think Bigger!

- -National Headliners
- -Longer Hours
- -Tent rentals and bigger venues





- Alcohol sales/ food options





### Do This!

- -Press Release
- -Include the schools/ community
- -Grow staff and volunteers
- -Build contacts for your store
- -Capture an audience
- -Get pictures for future publications and advertising









# NAMM U Grow Your Business









#### THANK YOU!