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Grow Your Business



# 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



October 18th  
at 5:00pm  
Casey Jones  
sponsored by  
LA PLATA  
BUSINESS ASSOCIATION 

- Drink Specials
- \$5 Collector's glass
- Free giveaways
- Free Live Music

proceeds will be donated to  
Charles County Fine Arts Dept.

## 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







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**THANK YOU!**