

# Amesbury Harvest Fair and Country Music Festival

## **Mission Statement**

Rock Lobster Productions is based on the core belief that all projects are given full dedication, enabling others to reach beyond their potential, leaving a community better than which it was found. Rock Lobster Productions supports the community's social, economic and environmental development by including local businesses and non-profits, actively fundraising for education, arts and food security, and sourcing local materials and services. The overarching mission is to offer affordable and accessible events to all people of all ages enabling the community to leave with an enduring love for music and a passion for learning.

## **About the Producers:**

### **Chris Keenan**

Chris Keenan has a wealth of experience in both the music and travel industries. Chris started her music career at Chrysalis Records handling radio promotion for label artists and recordings, later followed by CBS/Sony Music in New York as a copyright & mechanical licensing specialist. Simultaneously, Chris worked at the largest automated travel agency in the world, as a European and Asian specialist for traveling corporate clients. For the past 20 years Chris has freelanced as a festival & event organizer, writer, artist manager and tour promoter both in America and Europe. Chris was the founder and managing director of the hugely popular Johnny Keenan Banjo Festival. The event celebrated Bluegrass and Irish Traditional Music, and took place in Ireland from 2002-2012, drawing thousands of people to the town of Longford each year.

### **Charlene Colgan**

Charlene Sloan Colgan has been involved in the music industry for more than two decades as a freelancer in many different capacities, while also devoting her time to raising her four children. She is the co-founder and creator of three major music festivals and specializes in band management. Along with Chris Keenan, she has created, co-owns and operates an agency that combines her incredible enthusiasm for music with a hands on nurturing approach that puts the artists first. Charlene is committed to the Rock Lobster philosophy of maintaining a service based on those values and growing each artist and event to it's fullest potential.

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## **SUMMARY OF THE EVENT**

The Amesbury Harvest Fair and Country Music Festival is a region-wide event to be held September 22-24, 2017 in the heart of Amesbury, MA. Nestled right on the border of Massachusetts and New Hampshire lies the bountiful town of Amesbury, Massachusetts. Settled in 1645, Amesbury was founded on the principles of communal farming, manufacturing and ferry transportation across the beautiful Merrimack River. By the turn of the 19th century, Amesbury became an industry mogul for milling, iron works, and most famously for horse-drawn carriages. Today, Amesbury is bustling with the same fervor for innovation that its founders inspired. The old mills have been renovated into magnificent manufacturing and textile companies, delectable restaurants, one-of-a-kind boutiques, and thriving business Ecocenters. Amesbury was chosen as an ideal location for a 3-day festival that will celebrate the past and the future of this vibrant and robust community.

## **Festival Description:**

The Amesbury Harvest Fair and Country Music Festival will feature live music and education while hosting a community-wide Harvest Fair. Free to the public, the Harvest Fair will spread across the city, welcoming over two dozen vendors who will sell locally sourced farm fresh foods, sustainable products and hand-crafted items, with a central stage offering local, regional and national music throughout the weekend. The activities will include baking competitions, historic exhibitions, kids' activities and city tours. For those over 21, there will be an outdoor bar area located in the city's natural amphitheater, complete with live acoustic music.

At Landry Stadium, more than 25 national and regional bands will perform throughout the weekend during the days and evenings. This portion of the festival will be ticketed. Among the Multi-Grammy Award and CMA Award winning artists who will play in the 9,000 capacity stadium include the Charlie Daniels Band, Travis Tritt, Rodney Crowell, Craig Morgan and The Steeldrivers. Up-and-coming accomplished artists include Mo Pitney, The Molly Tuttle Band, Jeff Scroggins and Front Country. Festival goers will enjoy hearing traditional country and bluegrass music along with Americana, and even Moderngrass music. The stadium venue

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will host gourmet food trucks, local craft vendors, and full service bar staffed by TIPS-certified bartenders. Festival goers will be able to participate in a raffle of quality instruments from national instrument companies.

In the lead-up to the festival, there will be a 'Battle of the Country Bands', where local bands will compete throughout the summer months for the prize of a performance on the highly sought-after main stage in Landry Stadium during the festival. This presents a further opportunity for sponsors to maximize exposure.

Already known in the bluegrass and country music business, the festival producers are rapidly establishing themselves as leaders in the festival world, with confirmed attendance by festival producers across the nation.

## **Community Engagement:**

The festival will offer many opportunities for businesses, non-profits and individuals to over 300 volunteer positions. The Volunteer program will recruit folks to help out at registration, hospitality, backstage, ticket taking, ushering, security, first aid and other essential positions. Organizations that promote diversity will be encouraged to volunteer.

## **Social, Educational, Economic and Environmental Impact:**

The festival's primary mission is to insure affordability and accessibility to all people. The ticket prices range from \$59 to \$130 with options for families, free to children under 10, while senior citizens, people in the military and those from abroad will receive reduced prices. The festival believes in the importance of offering a variety of educational events. Attendees will learn about the history of Amesbury through daily tours. Emerging bands will be given the opportunity to perform and to compete in the months leading up to the festival, and all festival-goers will be able to attend a variety of exhibits showcasing the history of Amesbury.

The festival was built upon the beliefs that people of any race, sexual orientation, financial or intellectual ability would be welcomed into a musical environment

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where community and collaboration were and are an integral part of music appreciation. The Amesbury Festival will highlight the diversity of music, people, businesses and values offering safe and memorable experiences that encourage participation, engagement and discovery. This festival will create a spark in each person to expand their awareness and knowledge of Amesbury, sustainability and music. With local volunteer participation, it will truly be a community event. It is often stated that 'it takes a village' . We believe it will take the participation of Amesbury to create a successful event. As reflected in our mission statement, the festival will embrace and embody the values and culture of the community while offering enriching experiences for all.

With a commitment to the future of our community, the festival will donate a portion of its proceeds to the **Amesbury Public Schools, Amesbury Recreation Department, Relay for Life, Amesbury Public Library**, and to the **Our Neighbors Table Food Bank**, as well as shining a spotlight on our featured charity **Lucy's Love Bus** (*which delivers comfort and quality of life to children with cancer*), enabling each of the organizations to further their humanitarian missions. Additional local partnerships will collaborate with the planning and development of the harvest fair and festival, helping to create an enriching event full of talent and ideas.

The festival's economic impact will be significant. Given that the festival takes place over three days and nights, with expected attendance to reach 25,000-35,000 people, the "heads in beds" numbers in hotels will increase from the out of town tourists. The total projected economic impact on Amesbury is at least 2 - 4 million dollars. Our goal is to also inspire others to create a clean environment that will continue for future generations. By setting high standards of creating a sustainable festival using recyclable and compostable products, we will work closely with our local disposal company, helping to protect our wetlands and watersheds, improve air quality, absorb and filter waste water, protect valuable habitat for birds and animals while helping to maintain our beautiful landscapes. The efforts of a Harvest Fair with strict sustainable requirements will demonstrate that Amesbury is committed to locally sourced food and products with sustainable materials.

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## **Requests for Funding:**

The funding requested and secured will be used to support all aspects of the festival including talent buying, transportation and accommodations. Funding will be used for sound, light and production, marketing, volunteer coordination, hospitality, transportation, festival signage, awards and select volunteer stipends (emcees, lead volunteers)

## **Benefit to Sponsors:**

The benefits afforded to sponsors of the festival are numerous. Each sponsorship comes with specifically chosen pointers which coincide with the level of sponsorship secured. The festival producers are pro-active in their willingness to provide sponsors with the maximum exposure for their contributions. For top level sponsorships, there is opportunity to be included in the festival's media partnerships which include iHeartMedia's 101.7 The Bull and Merrimack Valley Magazine, both of which provide significant coverage.

## **Measurable Outcomes:**

The success of the festival will be based on.

1. Number of festival goers over the course of 3 days
2. Subsequent ticket sales one month after for the following year.
3. Results from an online survey
4. Volunteer reports
5. Reports from Amesbury Public Schools and Our Neighbors Table.

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## **Long Term Goals:**

1. Develop a 5-year plan that will sustain the festival financially
2. Create an education program with local educational partners
3. Increase the amount of equipment that is purchased from local businesses
4. Create deeper relationships with existing partners
5. Establish a 501 c 3 in 2017/8 to offer greater support for music education.

In a nutshell, Amesbury Harvest Fair and Country Music Festival is an outdoor fully accessible 3-day country and folk music festival in the heart of the vibrant and robust downtown core of Amesbury. In addition to nationwide quality musical talent, the festival offers educational and family opportunities by creating fun and innovative activities having an impact bigger than the sum of its parts. Amesbury Music Festival brings down-home music sensibilities to an urban environment, providing year after year the power of music to connect, inspire and create community.

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## *“American Tradition in the Heart of New England”*

### **PRESENTING SPONSOR:**

This is the most special sponsorship of the festival. The Presenting sponsor is an exclusive opportunity. Have your name prominently branded alongside the festival name! Package includes:

- your business name & logo included in the title line of the festival on website, social media and all printed matter (posters, leaflets, program book, street banners, etc). Example: Amesbury Harvest Fair & Country Music Festival, presented by <your company name or logo>
- exclusivity of product sponsorship as well as exclusivity of product availability
- dedicated page within website to highlight your company
- your business name included in all listings of the festival, alongside the title line
- your business name included in all print and broadcast media
- your business' banner in a prominent place in the main concert venue (Landry)
- public announcement of your sponsorship from the stages (both at Landry and town stage)
- your business listed prominently at top of sponsor board at entrance to main concert venue (Landry)
- 10 guest passes to all concerts (includes VIP seating and parking)
- hospitality backstage access and meet & greets with all performing artists
- dedicated vendor space within the stadium and in the town center for brand promotions
- dedicated venue within the city center for taste testing and sampling of your product

**COST PER ANNUM: NEGOTIABLE upon application (determined by length of commitment)**

### **MAIN STAGE SPONSOR:**

Sponsor of the main concert stage of the festival (in Landry Stadium) for the weekend. The main stage at Landry Stadium will present an extremely high profile opportunity. Package includes:

- your business' banner alongside the stage, and a second banner in a prominent place in the stadium
- public announcement of your sponsorship from the stage throughout the weekend
- your business logo on festival website to remain up to 12 months
- full page in festival program book
- your business listed on sponsor board at entrance to stadium
- access to VIP hospitality tent
- 6 guest passes for the weekend (Includes VIP parking & seating)

**COST: \$20,000+ (exclusive - just one available)**

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## **FESTIVAL T-SHIRT SPONSOR**

Festival t-shirts are vital to promoting the festival and are worn all year long (and for years to come) by fans and touring musicians! Package includes:

- your logo on the sleeve of every t-shirt
- your business' banner in a prominent place in the stadium
- your business' logo on festival website to remain up to 12 months
- full page in festival program book
- your business listed on sponsor board at entrance to stadium
- access to VIP hospitality tent
- 4 guest passes for the weekend. (Includes VIP parking & seating)

**COST: \$11,000 (exclusive - just one available)**

## **MAIN VENUE SOUND SPONSOR**

Be a sponsor of the sound at the main venue of the festival (Landry Stadium) for the weekend. This is one of the most crucial aspects of the event! Package includes:

- your business' banner in a prominent place in the stadium
- Public announcement of your sponsorship from the stage throughout the weekend
- your business logo on festival website to remain up to 12 months
- full page in festival program book
- your business listed on sponsor board at entrance to stadium
- Access to VIP hospitality tent
- 4 guest passes for the weekend (Includes VIP parking & seating)

**COST: \$11,000+ (cost of exclusivity negotiable)**

## **WRISTBAND SPONSOR**

Festival participants who buy daily / weekend tickets will wear wristbands for the weekend. Several thousand people will wear your logo! Package includes:

- your business' logo on each wristband
- your business' banner in the stadium
- your business' logo on festival website
- full page in festival program book
- your business listed on sponsor board at entrance to stadium
- access to VIP hospitality tent
- 4 guest passes for the weekend. (Includes VIP parking & seating)

**COST: \$10,000 (exclusive - only one available)**



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## **SPONSOR A PERFORMING ARTIST!**

Be a supporter of great music! Sponsor your favorite band of the weekend by contributing to the cost of their appearance! Package includes:

- your business' banner in the stadium
- public announcement of your sponsorship from the stage before and after your chosen band's performance (exclusive sponsorship per band)
- your business' logo on festival website to remain up to 12 months
- full page full color advert in festival program book
- your business' name listed beside artist's profile in program book
- your business listed on sponsor board at entrance to stadium
- guest passes for the weekend (quantity dependent on sponsorship level) (Includes VIP parking & seating)

**COST:** Top tier sponsorships: **\$10,000+** each (negotiable), Second tier sponsorships: **\$7,500** each, Third tier sponsorships: **\$5,000** each. Unless otherwise noted, reflects stadium artists & performances. (TOP TIER) Charlie Daniels Band, Travis Tritt , Craig Morgan (SECOND TIER) Rodney Crowell, Rodney Foster, Mo Pitney, SteelDrivers (THIRD TIER) Tara Thompson , Tennessee Mafia Jug Band , Rackhouse Pilfer (from Ireland - includes both stadium and town center), Molly Tuttle Band

## **HOSPITALITY SPONSOR**

Artists, festival staff and volunteers work very hard all weekend to ensure a great event. They require food to give them energy! Sponsor our VIP or staff hospitality tents and help to provide this important benefit. Package includes:

- your business' banner in or on the hospitality tent (naming rights to the tent)
- your business' banner in the stadium
- public announcement of your sponsorship from the stage
- your business' logo on festival website
- full page in festival program book
- your business listed on sponsor board at entrance to stadium
- access to VIP hospitality tent
- 4 guest passes for the weekend. (Includes VIP parking & seating)

**COST: \$3500 (per tent)**

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## **SCHEDULE OF EVENTS:**

**22-24 September 2017**

**CHARLIE DANIELS BAND**

**TRAVIS TRITT**

**CRAIG MORGAN**

**STEELDRIVERS**

**RODNEY CROWELL**

**RADNEY FOSTER**

**MO PITNEY**

**Tennessee Mafia Jug Band *featuring* Leroy Troy**

**Molly Tuttle Band**

**Tara Thompson**

**Jeff Scroggins & Colorado**

**Rackhouse Pilfer (*Ireland - alt country, Americana, Celtic*)**

**Rachael Hester & the Tennessee Walkers**

**Front Country**

**The Bankesters**

**George Harper**

**EJ Ouellette**

**Zolla Boys**

**Rick Shea**

**Donna Dunne & the Mystery Men (*Ireland - alt country, rockabilly*)**

***& numerous local/regional bands***

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## **THURSDAY**

*Festival opening reception & launch (venue tbd)*

## **FRIDAY**

*Farmers market, artisan vendors on the streets throughout downtown*

Concerts at Landry Stadium  
(Gourmet food trucks, artisan vendors)  
Gates open at 4pm. Music from 4.30 - 11pm

## **SATURDAY**

Concerts at Landry Stadium  
(Gourmet food trucks, artisan vendors)  
Gates open at 11am. Music from noon - 11pm

*free acoustic music throughout downtown Amesbury featuring top local,  
regional and national musicians - minstrel players on the streets,  
entertainers in the amphitheater*

*Farmers market, artisan vendors on the streets throughout downtown*

*Exhibitions and a lecture of the history of the colonial harvest in Amesbury  
by noted historian TBD*

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## **SUNDAY**

### Morning

"Pancake Breakfast" (*fundraiser*) followed by  
Gospel Concert (*venue tbd*)

### Afternoon

*free acoustic music throughout downtown Amesbury featuring top local,  
regional and national musicians - minstrel players on the streets,  
entertainers in the amphitheater*

Concerts at Landry Stadium  
(*Gourmet food trucks, artisan vendors*)  
"Family Day" with activities for kids  
Gates open at 10am. Music from 11am - 10pm

***website: [www.amesburymusicfest.com](http://www.amesburymusicfest.com)  
[www.facebook.com/amesburymusicfest](http://www.facebook.com/amesburymusicfest)***

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