

COUNTRY SUMMER 2018

RECAP REPORT



NORTHERN CALIFORNIA'S BIGGEST COUNTRY MUSIC FESTIVAL



3

Epic Days
June 15-17

14

Performers on
Chevy Silverado
Stage

6

Performers on
Redwood Credit
Union Community
Stage

30,000

Attendees

38

States
Represented



A GREAT LINEUP OF COUNTRY MUSIC ENTERTAINERS



FRIDAY

Florida Georgia
Line
Granger Smith
Eric Paslay
Lindsay Ell
Muscadine
Bloodline



SATURDAY

Little Big Town
Maren Morris
Tyler Farr
Drake White
Seth Ennis



SUNDAY

Toby Keith
Joe Nichols
High Valley
Tyler Rich



GREAT FESTIVALS ARE MORE THAN GREAT MUSIC



Country Summer
Campground
Introduced in 2018

Country Summer After
Parties Introduced in
2018

Country Summer Country
Club Sold Out All
Three Days

A Portion of Ticket Sales
Benefitted a Relief Fund
Addressing the
Community's Recovery
Needs

Bud Light Beer Stations

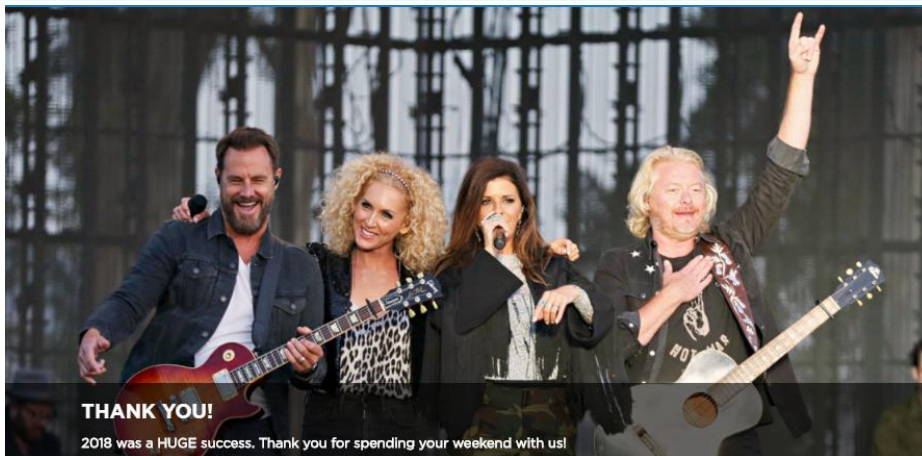
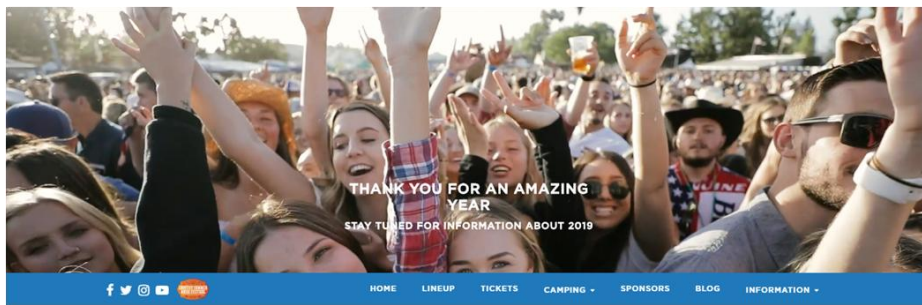
Kendall-Jackson Wine
Garden

Jack Daniel's Saloon &
Exhibition

Food Vendors
and Shopping

Mechanical Bull Riding

REPRESENTATIVE WEBSITE PAGES



PARTNERS

STAGE TITLE SPONSOR


CHEVROLET
BAY AREA CHEVY DEALERS
BayAreaChevyDealers.com

COMMUNITY STAGE SPONSOR


Redwood
Credit Union

PARTNERS






















   

A limited number of category exclusive sponsorship options are available for a select group of companies that desire to align their brand(s) with Country Summer. For sponsorship information, contact: partners@countrysummer.com

HERE IS YOUR 2018 LINEUP

 FLORIDA GEORGIA LINE	 LITTLE BIG TOWN	 TOBY KEITH
 DIAMOND SMITH	 HANSON ROGERS	 JOE NICHOLS
 ERIC PASLAY	 TYLER FARR	 HIGH VALLEY
 LINDSAY ELL	 DRAKE WHITE	 TYLER RICH
 MASCADIE BLOODLINE	 BRETT DAVIS	 DOE JAY SILVER
 CODY ANDERSON	 ROME COUNTY	 THE SCILLY MAC BAND
 CAYLEE LOUIE	 NICHOLAS MAGICAL	 RYAN SCRIPPS

201K
Traffic from
January 17, 2018
to
June 18, 2018

47%
Increased Traffic
from 2017

Sponsor Banner
Ads Rotate

Sponsor Tab and
Dedicated Page

Sponsor Logos and
Ads Link to
Sponsor's Website

Visit the Website:
countrysummer.com

MEDIA FLOW CHART

MEDIA	UNIT	TOTAL UNITS	TOTAL IMPS	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
				1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11
Sonoma County Radio																											
Sonoma Media Group																											
KFGY-FM 92.9	:60 :30 :15	1600	14,774,250																								
KHTH-FM, KQVR-FM, SRO-AM, KMHK-FM	:60 :30 :15	700																									
Continuous promotion	Streaming Promos	2300																									
		2000																									
San Jose Radio																											
KRTY-FM 95.3/ KLIV-AM 1590	:60	608	2,432,500																								
AM Drive 6a-10a																											
PM Drive 3p-7p																											
M-Su 6a-12m rotator spots																											
Sa-Su 6a-7p																											
M-Su 6a-12m Streaming spots																											
Winning Weekends																											
On-air Giveaways																											
E-Blast																											
Website Inclusion																											
Sacramento Radio																											
KNCL-FM 105.1	:60	154	1,212,500																								
W-F 6A-7P																											
M-Su 6a-10p																											
M-Su 6a-7p																											
M-Su 6a-12m																											
Sa12p-12a																											
Country in Park Booth																											
Geo Fencing																											
E-Blast with retargeting																											
Winning Weekends																											
Redding Radio																											
KNCO-FM 97.0	:60	30	98,000																								
M-F 6a-7p																											
E-blast inclusion																											

SONOMA MEDIA GROUP

Froggy 92.9, the most listened to Country Radio Station in the North Bay, is locally owned by Amaturo Sonoma Media Group. Froggy and its four sister radio stations deliver a multi-layered marketing campaign annually for Country Summer valued at more than \$300,000.

From January through June, this integrated campaign drove ticket sales while promoting Country Summer Sponsor Partners. Elements included:

- **1600+** 30-60 second produced promos on Froggy 92.9
- **2000+** 15-20 second live liners on Froggy 92.9
- **700+** 30-60 second spots on sister stations KHTH, KMHX, KSRO and KSRO
- **2300+** streaming spots and promos across the 5 ASMG stations
- **Display Ads** on all station websites
- **Multiple Emails** to Froggy Email databases
- **Multiple Text Blasts** to Froggy Text Club members
- **Social Networking** via Facebook, Instagram and Twitter
- **A Broadcast and Streaming Reach** of over 150,000 listeners weekly
- **14,774,250** gross impressions total
- **Dashboard Display** Messages
- **On-Air Contesting**



PRESS COVERAGE AND THIRD-PARTY ENDORSEMENTS



FGL, LITTLE BIG TOWN, AND MAREN MORRIS HELP COUNTRY SUMMER REBUILD AFTER CALIFORNIA WILDFIRES

JUNE 13, 2018 • NEWS



ABC/Image Group LA This weekend, the Country Summer Music Festival takes over the Sonoma County Event Center at the Fairgrounds in Santa Rosa, California. Since this is the same area that was so hard-hit by wildfires last October, organizers

READ MORE

The Mercury News EAST BAY TIMES

Check out the big-name headliners for Country Summer Music Festival



NEW YORK, NY — AUGUST 11: Brian Kelley (L) and Tyler Hubbard (R) of the band Florida Georgia Line perform the duet "Seed of My Heart" at Summer Playhouse, Central Park on August 11, 2018 in New York City. (Photo by Mike Lawrence/Getty Images)

By JIM HARRINGTON | harrington@sanfranciscochronicle.com | Bay Area News Group
PHOTOGRAPH BY JIM HARRINGTON

CountryLiving

Country Music Festivals You Won't Want to Miss
Country Summer, June 15-17, 2018



There's country music, and then there's wine country music. Now in its fifth year, this Northern California fest takes place on five acres at the Sonoma County Fairgrounds.

GET TICKETS

San Francisco Chronicle

The ultimate Bay Area outdoor summer concert guide for 2018



Little Big Town

Photo: Gary Fountain/October 20, 2016

Country Summer, June 15-17,
Sonoma County Fairgrounds

Florida Georgia Line, Little Big Town, Toby Keith, Maren Morris, Granger Smith, Tyler Farr, Joe Nichols, Eric Paslay, Drake White, High Valley, Lindsay Ell, others.

The Press Democrat



COUNTRY SUMMER • DAY 1



Tunes, beer and good vibes
Florida Georgia Line headline first day of music festival in Santa Rosa

By GUY MONROE

A jam-packed first day of the Country Summer Music Festival in Santa Rosa on Friday is opening right for the Country Summer Music Festival with a bang as the festival in its fifth year. The festival is the most that perfect the city and the county's wine country and the festival is the most that perfect the city and the county's wine country and the festival is the most that perfect the city and the county's wine country.



105K

Impressions Via
PR Underground
Distribution

1,112

Headlines Via
PR Underground
Distribution

76M

ABC News Radio
Digital Reach

Recognition
Among Nation's
Top Country
Music Festivals

Voted Sonoma
County's Best
Music Festival



