

# REEGUEZ ROCKS 2026

## *Bass & Dubstep Camping Festival*

Camp Tahquitz • San Bernardino Mountains • October 2026

**18+ Event**

### Event Summary

<b>Event Name</b>	Reeguez Rocks 2026
<b>Genre</b>	Bass music and dubstep
<b>Dates</b>	October 2026 (Wednesday arrival through Monday sunrise)
<b>Music Schedule</b>	Thursday afternoon through Monday sunrise (4 music days)
<b>Location</b>	Camp Tahquitz, 41700 State Highway 38, Angelus Oaks, CA 92305
<b>Venue Size</b>	640 acres of forestland at 6,500 feet elevation
<b>Capacity</b>	100 minimum, scalable to several thousand
<b>Age Requirement</b>	18+
<b>2025 Baseline</b>	~80 attendees, \$3,000 production budget
<b>October Weather</b>	Days 60-70°F, nights 35-45°F (attendees must bring warm layers)

Reeguez Rocks is a wook-friendly mountain gathering focused on bass music, flow arts, and community camping. The 2026 edition builds on the 2025 foundation with expanded production, additional stages, and enhanced daytime programming.

## Venue: Camp Tahquitz

### Venue Contact

**Kevin D. Folkerts**, Council Program Director  
 401 E 37th St, Long Beach, CA 90807  
 Direct: 562-684-3156 | Cell: 562-900-3406

### Venue Payment Structure

\$10 per ticket per music day goes to the venue. Payment scales with attendance and ticket type:

Ticket Type	Music Days	Venue Payment
4-Day Pass	4	\$40
3-Day Pass	3	\$30
2-Day Pass	2	\$20
1-Day Pass	1	\$10

### Venue Facilities

Facility	Festival Use	Revenue Opportunity
<b>Heated Swimming Pool</b>	Daytime recovery, Tribe lifeguards staff 12-6pm	Included in GA - major selling point
<b>Munzer Lake</b>	Scenic backdrop, potential canoe/kayak	Included in GA
<b>C.L. Appling Campfire Bowl</b>	Natural amphitheater for acoustic/downtempo sets	Third stage at zero additional cost
<b>Kiwanis Lodge</b>	Artist green room, VIP lounge, vendor HQ	Operations hub
<b>Commercial Kitchen</b>	Meal prep for staff/artists, meal plan program	\$900-2,100 from meal plan sales
<b>9-Person Cabins</b>	Premium lodging, artist/staff housing	\$1,000/cabin × 6 = \$6,000 max
<b>Historic Log Cabins (4)</b>	Workshops: yoga, sound healing, meet-and-greets	Trade ticket for session = zero cost
<b>Activity Field</b>	Main stage area, art installations, flow space	Primary production area
<b>Zip Line</b>	Daytime activity, Tribe staffed	\$5-10/ride, split with Tribe
<b>Climbing Wall / COPE</b>	Daytime activity, Tribe staffed	\$5-10/session, split with Tribe
<b>640 Acres / Trails</b>	Daytime exploration, nature walks, art trail	Included in GA

### Venue Restrictions

- **No wood campfires.** Propane/butane stoves permitted. Fire rings only if approved by Camp Director.
- **High fire danger area.** No fireworks.
- **Bear country.** Bear boxes in each campsite. No food in tents. Commissary can store coolers overnight.
- **Leave No Trace required.** Pack out all trash. Leave cleaner than found.
- **Insurance requirement.** \$2,000,000 policy with Camp Tahquitz named as Additional Insured.

## Tribe of Tahquitz Partnership

The Tribe of Tahquitz is the volunteer organization that staffs Camp Tahquitz summer programs. This partnership unlocks staffed daytime activities while keeping liability with trained operators.

### Age Requirements

Reeguez Rocks is an 18+ event. Tribesman ages 18-21 may participate as staff volunteers. Honorary Tribe members can be offered attendance in exchange for help. Under-18 Tribe members cannot attend.

### Partnership Structure

- Eligible Tribe members (18+) staff pool lifeguard shifts, zip line, climbing wall during daytime hours
- In exchange: free admission for staff volunteers
- Optional: donation to Tribe of Tahquitz as goodwill gesture
- Optional: small activity fees (\$5-10 for zip line) with proceeds split between event and Tribe
- Liability for activities stays with trained Tribe operators

### Activities Tribe Can Staff

- Pool lifeguard (12-6pm daily)
- Zip line sessions
- Climbing wall / COPE course
- Lake activities (canoe/kayak if available)
- Archery (if interest warrants)

## Ticket Pricing

### General Admission

Ticket Type	Price	To Venue	Margin	Music Days
4-Day Pass	\$99	\$40	<b>\$59</b>	Thu-Mon
3-Day Pass	\$80	\$30	<b>\$50</b>	Fri-Mon
2-Day Pass	\$60	\$20	<b>\$40</b>	Sat-Sun
1-Day Pass	\$30	\$10	<b>\$20</b>	Single day

### Add-On Packages

Add-On	Price	Availability
Car Camping	\$30	Unlimited
Cabin Reservation (up to 9 beds)	\$1,000	6 cabins

**Note:** Add-on fees are 100% margin. Additional cabins reserved for artists and staff.

## Crowdfunding Tiers

The tier structure scales from a minimum viable event (~150 attendees) to a full festival experience (1,500 attendees). Ticket sales and crowdfunding contributions combine to unlock each tier.

### Phase 1: Foundation (Tiers 1-3)

Target: 150-200 attendees

Tier	Goal	Cumulative	What It Unlocks
1	\$3,000	\$3,000	<b>EVENT COMMITTED.</b> Insurance, fuel, U-Hauls, contingency
2	\$5,000	\$8,000	<b>First headliner budget.</b> Book a name, announce on flyer
3	\$3,900	\$11,900	<b>Basic production.</b> Subphonic (\$3,000) + Keith's dome (\$900)

### Phase 2: Growth (Tiers 4-7)

Target: 300-500 attendees

Tier	Goal	Cumulative	What It Unlocks
4	\$3,000	\$14,900	<b>Subphonic upgraded.</b> +\$3k, now \$6k total budget
5	\$3,000	\$17,900	<b>Festival ambiance.</b> Lighting, projectors, decor, amenities
6	\$5,000	\$22,900	<b>Second headliner.</b> Another name act for lineup diversity
7	\$2,500	\$25,400	<b>Daytime programming.</b> Yoga, sound baths, workshops

### Phase 3: Expansion (Tiers 8-11)

Target: 500-800 attendees

Tier	Goal	Cumulative	What It Unlocks
8	\$3,000	\$28,400	<b>Subphonic premium.</b> +\$3k, now \$9k total budget
9	\$5,000	\$33,400	<b>Third headliner + support acts.</b> Fill out the lineup
10	\$5,000	\$38,400	<b>Main stage visuals.</b> LED wall, expanded lighting rig
11	\$5,000	\$43,400	<b>Art + Infrastructure.</b> Installations, fencing, signage, power

### Phase 4: Festival Scale (Tiers 12-15)

Target: 1,000-1,500 attendees

Tier	Goal	Cumulative	What It Unlocks
12	\$3,000	\$46,400	<b>Subphonic festival-grade.</b> +\$3k, now \$12k total budget
13	\$10,000	\$56,400	<b>Major headliner.</b> Marquee name to anchor the lineup
14	\$8,000	\$64,400	<b>Full support lineup.</b> 4-6 additional mid-tier acts
15	\$10,000	\$74,400	<b>Premium package.</b> Enhanced PA, aftermovie, medical, security

## Tier Breakdown by Category

### Artists (Total: \$38,000)

- Tier 2: \$5,000 - First headliner
- Tier 6: \$5,000 - Second headliner
- Tier 9: \$5,000 - Third headliner + support
- Tier 12: \$10,000 - Major headliner
- Tier 14: \$8,000 - Full support lineup (4-6 mid-tier)
- + Local DJs at reduced/trade rates throughout

### Production (Total: \$17,900)

- Tier 3: \$3,900 - Subphonic basic (\$3k) + Keith's dome (\$900)
- Tier 4: \$3,000 - Subphonic upgraded (+\$3k, now \$6k total)
- Tier 8: \$3,000 - Subphonic premium (+\$3k, now \$9k total)
- Tier 10: \$5,000 - Main stage visuals (LED wall, expanded lighting)
- Tier 12: \$3,000 - Subphonic festival-grade (+\$3k, now \$12k total)

### Experience (Total: \$15,500)

- Tier 5: \$3,000 - Festival ambiance (lighting, projectors, decor)
- Tier 7: \$2,500 - Daytime programming (yoga, workshops)
- Tier 15: \$10,000 - Premium package (enhanced PA, aftermovie, medical, security)

### Infrastructure (Total: \$8,000)

- Tier 1: \$3,000 - Insurance, fuel, U-Hauls, contingency
- Tier 11: \$5,000 - Art installations, fencing, signage, power

### Revenue Required by Phase

Phase	Cumulative Goal	4-Day Tickets*	Target Attendance
Phase 1 (Tier 3)	\$11,900	202	150-200
Phase 2 (Tier 7)	\$25,400	431	300-500
Phase 3 (Tier 11)	\$43,400	736	500-800
Phase 4 (Tier 15)	\$74,400	1,261	1,000-1,500

*\*Based on \$59 margin per 4-day pass. Actual revenue includes mixed ticket types, cabin sales (\$6,000), car camping, and meal plans.*

## Key Partners

### Production: Subphonic Events

- **Basic package:** \$3,000 for all 4 music days
- **Upgraded package:** +\$3,000
- Payment can be deferred to prioritize artist booking
- Existing relationship (favorable rate due to year-round collaboration)

### Dome/Afters Stage: Keith

- **Flat fee:** \$900 covers dome, setup, travel, and operation
- Keith's personal rig - he runs it exclusively
- **Setup:** 5 Soundboks speakers (battery powered) + large subwoofer (generator powered)
- **Capacity:** ~30 people - intimate afters environment
- Payment can be deferred to prioritize artist booking

## Meal Plan Program

The commercial kitchen enables an optional meal plan program. This provides value for attendees who don't want to haul coolers up the mountain, guaranteed meals for staff and artists, and additional revenue.

### Who Gets Fed

- **Staff (comped):** Production crew, gate volunteers, cleanup crew - meals included as volunteer compensation
- **Artists (comped):** Performing artists and their +1s - meals included in booking
- **Attendees (paid):** Optional meal plan purchase during ticket checkout or on-site

### Meal Plan Packages

Package	Includes	Price	Per Meal
Full Festival (Thu-Mon)	8 meals	\$100	\$12.50
Weekend Only (Sat-Mon)	4 meals	\$50	\$12.50
Single Day	2 meals	\$30	\$15.00

### Service Model: Mass Serving vs Made-to-Order

The commissary is designed for mass serving (cafeteria-style, feeding large groups efficiently). This works well for festival meal plans but requires planning around set meal times rather than à la carte ordering.

#### Option A: Scheduled Mass Service (Best for Commissary)

- Set meal times: Breakfast 9-11am, Dinner 5-7pm
- Cafeteria-line style: staff portions out food as attendees pass through
- Same menu for everyone with vegetarian/vegan options available
- Wristband system for meal plan holders
- Efficient, predictable, low waste

#### Option B: Hybrid Model

- Core meals (breakfast/dinner) mass-served from commissary
- Separate food vendor handles made-to-order items (late night, snacks, special requests)
- Coffee/tea station available throughout the day (self-serve)
- Allows flexibility while keeping meal plan costs low

#### Option C: Food Vendor Village (At Scale)

- At 500+ attendees, commissary supplements rather than replaces food vendors
- Meal plan holders get vouchers redeemable at participating vendors
- Commissary focuses on staff/artist meals and bulk prep support
- More variety, but requires vendor coordination

### Catering Vendor Partnership Options

A catering partner handles food prep, serving, and cleanup using the commercial kitchen. Three deal structures are viable:

#### Option A: Revenue Split

- Vendor sets menu and handles all operations
- Event collects meal plan payments, takes 20-25% cut
- Vendor keeps 75-80% to cover food costs and labor
- *Example:* 50 full meal plans × \$120 = \$6,000 gross → \$1,200-1,500 to event

#### Option B: Flat Fee + Comped Meals

- Vendor pays flat booth fee (\$200-500) for kitchen access

- Vendor provides staff/artist meals at cost (~\$8-10/meal)
- Vendor keeps 100% of attendee meal plan sales
- Event gets predictable fee + reduced staff meal costs

### Option C: Guaranteed Minimum (Recommended)

- Event guarantees vendor minimum headcount (staff + artists + early signups)
- Vendor prices meals at \$10-12/meal for guaranteed group
- Event charges attendees \$15-17.50/meal, keeps the margin
- Vendor can sell additional à la carte meals at their own prices
- *Example:* 40 people × 8 meals × \$5 margin = \$1,600 to event

### Menu Guidelines

- Hearty breakfast (eggs, potatoes, bacon/sausage, fruit, coffee)
- Dinner variety (tacos, pasta, curry rotation)
- Vegetarian/vegan options mandatory
- Late night snacks available for purchase (grilled cheese, quesadillas)
- Coffee/tea station available throughout the day

### Revenue Projections

Scenario	Meal Plan Buyers	Gross	Event Margin
Small Event (150)	30 attendees	\$3,000	\$750
Mid-Size (500)	100 attendees	\$10,000	\$2,500
Large Event (1,500)	300 attendees	\$30,000	\$7,500

**Note:** Assumes 20% uptake on meal plans and 25% margin after vendor costs.

## Stage Partnerships

Partner stages only become relevant at Phase 3+ (500+ attendees). At Phase 1-2, the event runs with Subphonic main stage and Keith's dome only - we don't need multiple stages if we don't have the people to fill them.

### Production by Phase

Phase	Attendance	Stage Setup
Phase 1 (Tier 1-3)	150-200	Subphonic main stage + Keith's dome
Phase 2 (Tier 4-7)	300-500	Subphonic upgraded + Keith's dome
Phase 3 (Tier 8-11)	500-800	Main + Dome + 1 Partner Stage
Phase 4 (Tier 12-15)	1,000-1,500	Festival-grade main + Dome + 2 Partner Stages

### Partner Stage Structure (Phase 3+ Only)

When attendance justifies additional stages, production crews can bring their own stage with full creative control.

- **Partner provides:** Sound system, lighting, artists for their stage, crew to run it
- **Reeguez Rocks provides:** Venue access, power hookup, camping for crew, promotion
- Partner promotes using trackable promo codes
- All promotion runs through Reeguez Rocks channels

### Partner Compensation (Scales with Event)

Partners are invested in the event's success - compensation grows as the event grows.

Phase	Base Pay	Per Ticket*	Profit %	Crew Passes	Pass Value
Phase 3	\$750	\$3	20% split	6	~\$780
Phase 4	\$1,500	\$4	20% split	8	~\$1,040

*\*Per ticket sold through their promo code. Profit % is share of event surplus, split among all partners.*

#### Example: Partner at Phase 4 sells 60 tickets

- Base pay: \$1,500
- Per-ticket bonus:  $60 \times \$4 = \$240$
- Profit share: ~\$500-1,000 (depending on surplus)
- Crew passes value: ~\$1,040
- **Total value: \$3,280-3,780**

### Ideal Partner Criteria

- Has their own sound system capable of outdoor deployment
- Books artists that complement bass/dubstep vibe (or provide contrast genre)
- Has an engaged following they can mobilize for ticket sales
- Hungry crew looking to grow beyond club shows
- Reliable - will actually show up and execute

### Outreach Template

*"Hey [Crew], I'm putting together Reeguez Rocks 2026 - a bass/dubstep camping festival at Camp Tahquitz in the San Bernardino Mountains, October 2026. If we hit 500+ attendees, I'm looking for crews to bring their own stage. You'd run your stage your way, get camping for your crew, base pay that scales with our size, plus bonus for every ticket you help sell. You bring the sound system and artists, I handle promotion and venue. Interested in talking?"*



## Compensation Model

Everyone who contributes gets rewarded when the event succeeds. The profit pool grows with each tier reached, so there's always an incentive to keep selling - hitting the next tier is good for everyone, not just the event.

### Profit Pool Structure

The profit pool grows in two ways: (1) each tier reached adds a fixed contribution, and (2) any remaining surplus after expenses goes to the pool.

#### Tier Contributions to Profit Pool

Phase	Per Tier Reached	Tiers in Phase	Phase Total
Phase 1 (Tier 1-3)	\$300	3	\$900
Phase 2 (Tier 4-7)	\$500	4	\$2,000
Phase 3 (Tier 8-11)	\$750	4	\$3,000
Phase 4 (Tier 12-15)	\$1,000	4	\$4,000
<b>MAX FROM TIERS</b>		<b>15</b>	<b>\$9,900</b>

**Key insight:** Hitting a tier never hurts anyone - it always adds to the pool. No more stopping sales when you're close to a threshold.

#### Example: Event Reaches Tier 11

- Tier contributions:  $\$900 + \$2,000 + \$3,000 = \$5,900$
- Remaining surplus after expenses:  $\sim \$2,000$
- **Total profit pool: \$7,900**

### Individual Affiliate Links

Everyone gets a unique trackable link to sell tickets. Each sale through their link earns a kickback - this creates a sales army where the whole community is promoting.

Role	Per Ticket	Notes
Stage Partners	\$3-4	Highest rate - they're bringing production value
Local/Opener DJs	\$2	Playing for free but can earn through promotion
Vendors	\$2	Plugged into the scene, can reach their customer base
Contracted Artists	\$1	Optional - already paid, but can earn extra

#### Example: Local DJ Sells 25 Tickets

- Affiliate kickback:  $25 \times \$2 = \$50$  (paid regardless of tier)
- Plus profit pool share based on set length
- If they play 1 hour at Phase 3 with \$7,900 pool:  $\sim \$300-400$  from pool
- **Total potential: \$350-450 for playing "free"**

### Who Gets Paid What

Role	Upfront Payment	Affiliate Link	Profit Pool
Headliners	Contract	\$1/ticket (optional)	No
Support Acts	Contract	\$1/ticket (optional)	No
Local/Opener DJs	Free	<b>\$2/ticket</b>	<b>YES</b>
Vendors	Booth fee	<b>\$2/ticket</b>	No
Subphonic	\$3,000-6,000	No	No
Keith (Dome)	\$900	No	No
Stage Partners	Base (Phase 3+)	<b>\$3-4/ticket</b>	<b>YES</b>
Volunteers	Pass + meals	No	No

Role	Upfront Payment	Affiliate Link	Profit Pool
Organizers	\$0	No	YES

## Profit Pool Distribution

The profit pool (tier contributions + surplus) is distributed after the event:

### Phase 1-2 (No Partner Stages)

Recipient	% of Pool	Example (\$3k)
Local/Opener Artist Pool	30%	\$900
Organizers	50%	\$1,500
Next Year Seed Fund	20%	\$600

### Phase 3-4 (With Partner Stages)

Recipient	% of Pool	Example (\$10k)
Stage Partners (split among all)	20%	\$2,000
Local/Opener Artist Pool	25%	\$2,500
Organizers	40%	\$4,000
Next Year Seed Fund	15%	\$1,500

## Local/Opener Pool Distribution

Local DJs who play for free share the local pool based on set length. This is separate from their affiliate kickbacks.

Set Length	Points	Relative Share
1 hour	2	2x
45 minutes	1.5	1.5x
30 minutes	1	1x

**Formula:**  $(\text{Your Points} \div \text{Total Points}) \times \text{Local Pool} = \text{Pool Payout}$

**Total earnings:** Affiliate kickbacks + Pool share

## The Pitch

**To local DJs:** "You get a link - every ticket you sell puts \$2 in your pocket immediately. Play a set and you also get a share of the profit pool. The bigger the event gets, the bigger your payout. Help us hit tiers and everyone wins."

**To vendors:** "You get a link too. Send your customers our way and earn \$2 per ticket. More people at the event means more customers for your booth."

**To stage partners:** "Base pay, \$3-4 per ticket you sell, plus a cut of the profit pool. Every tier we hit adds to the pool - so keep selling even when we're close to the next level."

## Vendor Program

### Fee Structure Options

#### Option A: Flat Booth Fee

- \$50-200 depending on booth size
- Simple and predictable
- Vendor pays fee, keeps all sales

#### Option B: Hybrid Model (Recommended)

- \$75 booth fee includes 1 GA ticket (\$99 value)
- Vendor gets a deal while event gets cash + engaged participant

#### Option C: Ticket Trade

- Free/discounted admission for services
- Best for food vendors who can provide staff meals at cost

### Target Vendor Categories

- Food vendors (late night munchies essential)
- Coffee/tea/energy drinks
- Headly glass and accessories
- Flow arts gear (poi, hoops, fans, staffs)
- Wook fashion (patchwork, tie-dye, festival wear)
- Handmade jewelry and pins
- Art prints and tapestries
- Healing arts (massage, energy work)
- Harm reduction / wellness booth

## Insurance Requirements

### Coverage Required

- \$2,000,000 general liability policy
- Camp Tahquitz named as Additional Insured
- No alcohol sales on site = no liquor liability needed
- Estimated cost: \$800-1,500 for 6-day event

### Providers to Quote

1. TheEventHelper.com
2. SpecialEventInsurance.com
3. K&K Insurance
4. SADLER Sports & Recreation Insurance

## Revenue Scenarios

Projections at different attendance levels, assuming mixed ticket types and add-on purchases:

### Small Event (150 Attendees)

Revenue Source	Qty	Rate	Margin	Total
4-Day Passes	100	\$99	\$59	\$5,900
3-Day Passes	30	\$80	\$50	\$1,500
2-Day Passes	20	\$60	\$40	\$800
Cabins	4	\$1,000	\$1,000	\$4,000
Car Camping	40	\$30	\$30	\$1,200
<b>TOTAL MARGIN</b>				<b>\$13,400</b>

**Reaches:** Phase 1 (Tier 3) - Basic production unlocked

### Mid-Size Event (500 Attendees)

Revenue Source	Qty	Rate	Margin	Total
4-Day Passes	350	\$99	\$59	\$20,650
3-Day Passes	100	\$80	\$50	\$5,000
2-Day Passes	50	\$60	\$40	\$2,000
Cabins	6	\$1,000	\$1,000	\$6,000
Car Camping	150	\$30	\$30	\$4,500
Meal Plans (20%)	100	\$100	\$25	\$2,500
<b>TOTAL MARGIN</b>				<b>\$40,650</b>

**Reaches:** Phase 3 (Tier 10) - Second stage and art installations unlocked

### Large Event (1,500 Attendees)

Revenue Source	Qty	Rate	Margin	Total
4-Day Passes	1,000	\$99	\$59	\$59,000
3-Day Passes	300	\$80	\$50	\$15,000
2-Day Passes	200	\$60	\$40	\$8,000
Cabins	6	\$1,000	\$1,000	\$6,000
Car Camping	500	\$30	\$30	\$15,000
Meal Plans (20%)	300	\$100	\$25	\$7,500
<b>TOTAL MARGIN</b>				<b>\$110,500</b>

**Reaches:** Phase 4 (Tier 15) - Full festival experience with ~\$26,000 surplus for contingency/profit

## Planning Checklist

### Pre-Launch

1. Finalize October 2026 dates with Camp Tahquitz
2. Confirm venue agreement and payment terms
3. Negotiate Tribe of Tahquitz partnership for staffed activities
4. Get insurance quotes
5. Confirm Subphonic availability
6. Confirm dome with Keith
7. Set up ticketing platform with promo code tracking
8. Create event graphics
9. Launch crowdfunding campaign

### Tier 1 Reached (\$3,000)

1. Purchase insurance
2. Send insurance certificate to Camp Tahquitz
3. Announce event confirmed
4. Open general ticket sales

### Tier 2 Reached (\$8,000)

1. Begin artist outreach
2. Book headliner
3. Announce headliner on flyer
4. Begin stage partner outreach

### Pre-Event (2 Weeks)

1. Finalize set times
2. Assign cabins
3. Confirm vendors
4. Confirm Tribe activity staff schedule
5. Recruit volunteers (gate, cleanup)
6. Send attendee info (directions, October weather prep, bear safety)
7. Reserve U-Hauls
8. Confirm catering partner meal counts

## Document Information

**Created:** November 2025

**Event:** Reeguez Rocks 2026

**Location:** Camp Tahquitz, Angelus Oaks, CA

**Date:** October 2026

**Status:** Planning Phase

This document contains the complete planning framework for Reeguez Rocks 2026, including venue details, pricing structures, crowdfunding tiers, partnership models, and operational checklists. Options are presented where decisions remain open.