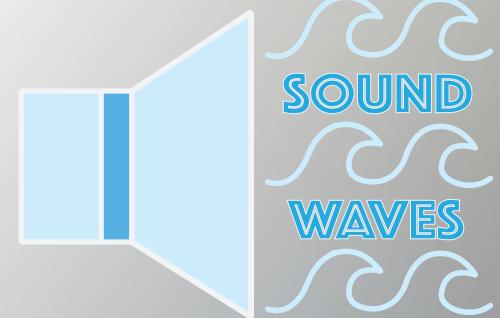


SOUNDWAVES

LINEUP

- ◊ RED HOT CHILI PEPPERS
- ◊ THE WEEKND
- ◊ JACK JOHNSON
- ◊ DUA LIPA
- ◊ WEEZER
- ◊ ODESZA
- ◊ DIPLO
- ◊ LOUIS THE CHILD
- ◊ FLUME
- ◊ RUFUS DU SOL
- ◊ KYGO
- ◊ REX ORANGE COUNTY

123 EAST FOOTHILL BOULEVARD
SAN LUIS OBISPO, CA
93405



GUESTS OF ALL DEMOGRAPHICS ARE WELCOME AND ENCOURAGED, HOWEVER, SOUNDWAVES' MAIN TARGET AUDIENCE IS GUESTS AGES 18-35 YEARS OLD. THIS IS BECAUSE MORE OF THE ELECTRONIC MUSIC MAY APPEAL TO A YOUNGER CROWD, AND MULTIPLE DAY FESTIVALS TEND TO APPEAL MORE TO PEOPLE IN THEIR TEENS, 20S, AND SOMETIMES 30S. WITHIN THIS AGE RANGE, THE CUSTOMER'S INDIVIDUAL PERSONA CAN VARY BECAUSE THE LINEUP IS NOT LIMITED TO JUST ONE TYPE OF MUSIC. PEOPLE ARE NOT ONE DIMENSIONAL AND CAN HAVE MANY DIFFERENT INTERESTS AND STYLES, WHICH IS WHY THE FESTIVAL INCLUDES SEVERAL DIFFERENT GENRES. OFFERING MULTIPLE STYLES OF MUSIC ALSO WILL MAKE THE EVENT INCLUSIVE TO MORE PEOPLE.

BECAUSE THIS IS A SMALLER FESTIVAL (~3,000 TO 4,000 ATTENDEES) THAT TAKES PLACE IN A SMALL BEACH TOWN, THEY WISH TO PORTRAY AN IMAGE THAT REFLECTS THIS. THE SOUNDWAVES FESTIVAL ORGANIZATION STRIVES TO PORTRAY THE LAID BACK, BEACH TOWN IMAGE , WHILE ALSO OFFERING A FUN AND ENERGETIC NIGHTTIME EXPERIENCE.

