



Wreck(less) Music Festival

JULIA KILLELEA | VICTORIA PEREZ

W W W . W R E C K L E S S F E S T . C O M



8,000 Cap

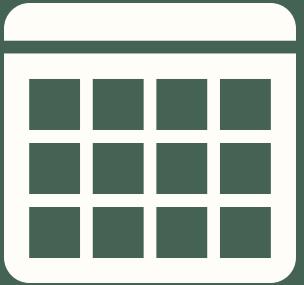


5 Artists



Brown's Island

FESTIVAL SPECS



1 Day



2 Stages



Endless
Memories

The Brand

At wreck(less) music festival, we celebrate, community, music, art, and the beauty of the world around us. We strive to educate and encourage others to ‘wreck less’ and make conscious decisions for the betterment of the environment.

OUR HOME: BROWN'S ISLAND- RICHMOND, VA

- Six acre waterfront space
- 10,000 person capacity
- 3 For Bridge Entrances
- Nature and City View





Partners

- Local Brewery
- Reusable Water Bottles
- Sustainable Food Packaging
- Financial Sponsorship (Premiere)

TALENT

- Passenger \$30,000
- Matt Corby \$25,000
- Nahko & Medicine for the People \$25,000
- Rainbow Kitten Surprise \$35,000
- Alabama Shakes \$40,000
- 250 Autographs
- 1 Festival organized press conference/interview



Ticketing

Early Bird

\$125

Discount for early purchasers, same as GA ticket

General Admission

\$160

Entry to festival and commemorative water bottle.

Upgraded

\$200

Entry to festival and commemorative water bottle.

Separate entrance, VIP lounge.

VIP

\$250

Entry to festival and commemorative water bottle, separate entrance, VIP lounge, reserved seating exclusive artist merch

BOX OFFICE

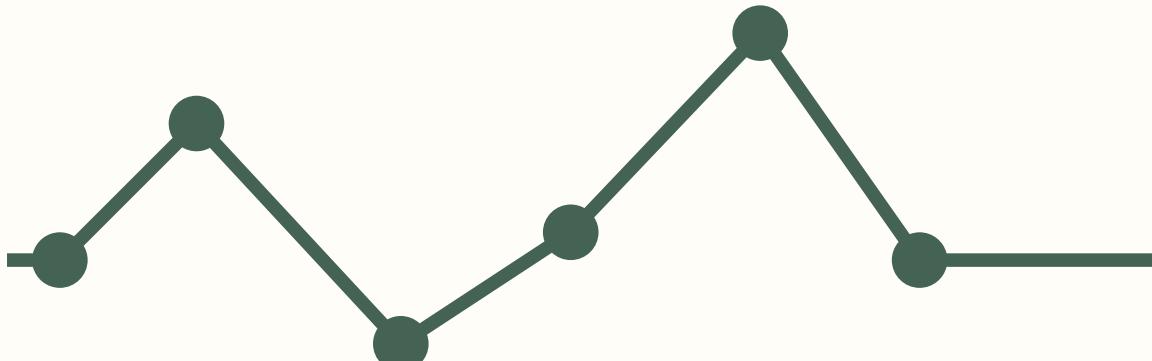
Box Office open for duration of festival for ticket issues only.

WRISTBANDS

Scannable wristbands for entry.

Entry beginning at 2PM





Marketing Strategy

TRADITIONAL

- Print
- Social: Major Platforms
 - organic and paid

CREATIVE

- Small mural installations

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Wreck(less) Music Festival 2019 Brown's Island, Virginia. Tickets on sale now!



wreck(less) fest

Tickets Available Now
www.wrecklessfest.com

WRECK(LESS) FEST

Learn More

439

562 Comments 150 Shares

Like Comment Share

FINANCIALS

Production
Facility Operations
Crew
Talent
Marketing

BUDGET			
Ticket: Early Bird	\$125	1,500	\$187,500
Ticket: GA	\$160	6,250	\$1,000,000
Ticket: Upgrade	\$200	200	\$40,000
Ticket: VIP Reserve	\$250	50	\$12,500
Expenses			
Browns Island Rental			\$6,150
Staff/Crew			\$9,000
Security			\$9,000
Video rental/Projectionists			\$2,000
Sound & Lights rental			\$5,000
Backline			\$2,400
Stage Rentals			\$75,000
Power			\$30,000
fence/barricades			\$3,000
Water Stations			\$8,000
ABC permit			\$560
Health permit			\$500
Vendors-Food			\$25,000
Bathrooms			\$10,000
Marketing			
Print			\$1,500
Radio			\$1,000
Social			\$5,000
Mural Commissions			\$1,000

Talent		
Alabama Shakes		\$40,000
Passenger		\$30,000
Nahko and Medicine for the People		\$25,000
Matt Corby		\$30,000
Rainbow Kitten Surprise		\$35,000
Misc. Travel (plane tickets,etc)		\$15,000
Hotels		\$8,200
Rider		\$1,500
Transportation		\$150
First Aid/Police		\$3,000
TOTAL EXPENSES		\$381,960
TOTAL REVENUE		\$1,240,000
Net Profit		\$858,040
Sponsorship		\$50,000

MEASURES OF SUCCESS

TICKET SALES

POSITIVE CITY RESPONSE

END PROFIT



PASSENGER • RAINBOW KITTEN SURPRISE •
ALABAMA SHAKES • MATT CORBY •
NAHKO AND MEDICINE FOR THE PEOPLE

May 18, 2019 • Starts at 3:00 PM
Brown's Island - Richmond, VA

WEATHER ALERT

ATTENTION ALL FESTIVAL ATTENDEES, THE NATIONAL WEATHER SERVICE HAS ISSUED A SEVER WEATHER ALERT WITHIN THE PERIMETERS OF THE FESTIVAL. AT THIS TIME ALL FESTIVAL ATTENDEES SHOULD EVACUATE VIA TREDEGAR BRIDGE, 5TH & 7TH STREET FOOTBRIDGES AND SEEK IMMEDIATE SHELTER IN NEARBY BUILDINGS. PLEASE MAKE YOUR WAY TO THE EXIT GATES AND EXIT BROWN'S ISLAND.



thank you!

wrecklessfest.com