

MUSIC EVENTS MARKETING

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INTRODUCTION

Who we are, What our aim is and what this document tells you...

Welcome to the walk through of Apollo Fest music festival. We are a group of 4 students who created the idea of this wonderful music festival and as a group looked into the many different areas of the physical creation of this music event. Between the 4 of us we have 3 different nationalities and each have learned something about the music industry from every one of these national backgrounds.

Our aim throughout this document is to demonstrate that our unique music festival idea is achievable to hold, set up, and be successful as well as making a profit. We have done this by providing a concept for the festival, looking at the program of a line up and side activities that are required in order to make our festival stand out and make customers want to attend, focusing on income and costs, grasping our target market and arranging our marketing strategy accordingly, finding potential sponsorship's in order to make our event more attractive, reputable and gain money, working out what food & beverage options we have and the overall production of the festival.

We hope that you enjoy reading about our wonderful festival and find yourself desperate to pick up that golden ticket!! See you there.



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CONCEPT

All about Apollo Fest...

Apollo Fest Aims To:

Attract young people from all over Europe to visit and experience Greek Paradise Islands while listening to the most spectacular live music while relaxing on the beach with an ice cold beer or at the stages listening to the best indie, rock or EDM music over a whopping 5 days.

What's With The Name?:

Apollo Fest is named after the Greek god of Music. We chose the name Apollo Fest because we wanted to merge these two ideas into our concept to make one. Explore and capture the beauty of the Greek islands while listening to the best music in the world.

Why Elafonisos?

Elafonisos is a tiny island situated South of the mainland. Apollo Fest is located on this island as it has very little on it. It is 19 squared kilometers in size and inhabits only 350 people. However during the month of August it can attract up to 1,300 visitors per day due to its beautiful beaches. Elafonisos is also not far from the mainland by boat which we will provide for every single one of our customers included in the ticket price!

Apollo Fest will be situated in the South of the island where the land layout is perfect for our 3 stage festival and beautiful waters for our additional activities!

THE FESTIVAL HOLIDAY OF A LIFETIME

Im in! When is it?:

Apollo Fest is from Tuesday 25th - Saturday 29th August 2015. These dates have been chosen for a number of factors. Greece is a very warm country therefore the later the better as we want minimal problems with the weather being too warm. By the end of August the temperatures are livable. These dates also ensure that most European students are on holiday and able to attend. We decided to end the festival on a Saturday giving people a full day to return home for starting work on the Monday.



PROGRAM - THE LINE UP

The line up for Apollo Fest is an important factor to get our target audience interested. At Apollo Fest, due to our amazing 5 day extravaganza we wanted to keep our audience occupied, entertained and excited for every new day. Our aim was to have well known names play at the festival to attract fan followings however due to our money limitations these names could not be too big. Apollo Fest wants to keep a cool and relaxed vibe so having lower superstar level names was the way we wanted to go with Mumford and Sons being our biggest name and closing the festival on the Saturday night. Below you can view the 5 day line up for the main stage, secondary stage as well as the EDM tent.

DAY 1

The Kooks | The Wombats | Cage The Elephant | Two Door Cinema Club | Kaiser Chiefs | Clean Bandit | Of Montreal | Milky Chance | Beirut | Noah & The Whale | Nicky Romero | Pete Tong | High & Contrast | Eli & Fur

DAY 2

Foster The People | MGMT | Tame Impala | The Subways | Primal Scream | Reverend & The Makers | SBTRKT | Rifles | The Maccabees | The Pigeon Detectives | Lo-Fang | Danny Howard | TCTS | Adrian Hour | Andrea Oliva

DAY 3

The Courteeners | Miles Kane | The Fratellis | Catfish And The Bottlemen | Tribes | The View | Chvrches | Kodamine | Swim deep | Years & Years | The Strypes | Axwell | Oliver Heldens | Route 94 | Turbotronic

DAY 4

Ben Harper | The Strokes | Bloc Party | John Butler Trio | White Lies | Jack Johnston | Donavon Frankenreiter | Manu Chao | Lo Fang | Richie Hawlin | Knife Party | Carl Cox | Joris Voorn

DAY 5

Mumford & Sons | Alt-J | The Hives | Rudimental | The xx | Capital Cities | Satellite Stories | The Cat Empire | Of Monster And Men | Oscar And The Wolf | The Chemical Brothers | Madenon | Jack Ü | Deorro

PROGRAM - SIDE ACTIVITIES

During the festival there will be the option to experience one in a lifetime excursions and activities throughout the day. These side programs will be charged at extra cost with 60% of the profit going to the company holding the activities and 40% of the income going to the festival organisers. These side activities will include snorkelling, zip wire, jet skiing, paragliding, boat trips, water trampolining, banana boats, canoeing, surfing and much more!



Below is Apollo Fest's estimated sources of income

TICKET PRICE				
TICKET TYPE	TICKET PRICE (EUROS)	TARGET TICKET SALES	BEST CASE SCENARIO	WORST CASE SCENARIO
EARLY BIRD	90	15000	20000	10000
5 DAY TICKET	120	30000	40000	20000
DAY TICKETS PER	40	10000	12000	5000
OVERALL DAY	40	50000	60000	25000
ESTIMATED		500	500	500
	TOTAL PEOPLE	55000	72000	35000
	TOTAL INCOME BEFORE DEDUCTIONS	€ 6,950,000.00	€ 9,000,000.00	€ 4,300,000.00
	AFTER TAX(6%)	6533000	8460000	4042000
	AFTER TAX (6%) & BUMA (7%)	€ 6,046,500.00	€ 7,830,000.00	€ 3,741,000.00
	EARLY BIRD TICKET INCOME	€ 1,350,000.00	€ 1,800,000.00	€ 900,000.00

SPONSORSHIP INCOME	
COMPANY NAME	ESTIMATED SPONSOR MONEY
FIX (Beer)	€ 200,000.00
Coca Cola Hellenic - Greece	€ 200,000.00
Goodys (Fast Food)	€ 100,000.00
Cosmote (Telephone)	€ 100,000.00
Folli Follie (Clothing)	€ 10,000.00
Amita (Fruit Juice)	€ 25,000.00
TOTAL	€ 635,000.00

FOOD & BEVERAGE INCOME	
<u>FOOD</u>	
TYPE OF FEE = FIXED RATE	
ESTIMATED NUMBER OF FOOD STALLS/VANS EXCLUDING GOODYS (SPONSOR)	30
RENTAL FEE FOR 5 DAYS	1,000.00
ESTIMATED INCOME	€30,000.00

<u>DRINK</u>	
TYPE OF DRINK	ESTIMATED INCOME
FIX (BEER) (3 EURO PER GLASS)	€400,000.00
AMITA (FRUIT JUICE) (2 EURO PER GLASS)	€100,000.00
COCA COLA (2 EURO PER GLASS)	€150,000.00
FANTA (2 EURO PER GLASS)	€100,000.00
EPSA (1.50 EURO PER GLASS)	€60,000.00
HOUSE WINE (3 EURO 250ML)	€20,000.00
CIDER (3.5 EURO PER GLASS)	€50,000.00
SPIRITS (4 EURO PER GLASS)	€60,000.00
OTHER	€10,000.00
TOTAL ESTIMATED DRINKS INCOME	€ 950,000.00

SUBSIDY INCOME	
GOVERNMENT FUNDING	150,000.00
CULTURAL PROMOTION	75,000.00
TOTAL ESTIMATED	€ 225,000.00

OTHER INCOME	
MERCHANDISE	€30,000.00
EXCURSIONS & SIDE PROGRAMMES	€100,000.00
MARKET PRODUCTS	€25,000.00
TOTAL ESTIMATED	€155,000.00

TOTAL OVERALL ESTIMATED INCOME							
AIM	BEST CASE SCENARIO	WORST CASE SCENARIO					
€ 8,041,500.00	€ 9,825,000.00	€ 5,736,000.00					
INCOME BEFORE FESTIVAL FOR PRODUCTION (SUBSIDY, SPONSORSHIP & EARLYBIRD TICKET SALES)							
AIM	BEST CASE SCENARIO	WORST CASE SCENARIO					
€ 2,210,000.00	€ 2,660,000.00	€ 1,760,000.00			ENOUGH TO COVER CURRENT ESTIMATED SET UP COSTS		
					NOT ENOUGH TO COVER CURRENT ESTIMATED SET UP COSTS		

Below is an estimate of costs that would be required for Apollo Fest to run

GENERAL	
Ticket Production Costs	€ 2,000
Location Costs	€ 2,000
Boat Trip Costs	€ 20,000
TOTAL	€ 24,000

EMPLOYEES	
Executive Producer	€ 5,000
Project Manager	€ 5,000
Site Producer	€ 7,000
Administrator	€ 5,000
Construction Worker & Support	€ 6,000
Technical Producer & Support	€ 12,000
Site Crew (Volunteers with Free Ticket)	€ -
Transport Crew	€ 3,000
Stage Hands	€ 5,000
Backliners	€ 2,000
Translators	€ 5,000
First Aid Team	€ 10,000
Toilet Crew (Volunteers with Free Ticket)	€ -
Security Crew	€ 10,000
Backstage Crew (make up, assistants etc)	€ 8,000
General Staff (Bar Staff, Ticket Rippers, Bar Managers, Volunteer Managers,	€ 20,000
TOTAL	€ 103,000

CONSTRUCTION & TECHNICAL	
Stage & Construction	€ 30,000
Lights	€ 20,000
Sound Monitors, Speakers, Desks etc.	€ 30,000
Stage décor (Screens, Cameramen, Backdrops etc)	€ 50,000
TOTAL	€ 130,000
MARKETING	
Online Media (Website, Social Media, Blogs,	€ 10,000
Campaign Material (Printed posters, designers,	€ 20,000
Merchandise (Desginers, Distributers, Production)	€ 10,000
Media (Regional Communication, Printed Media	€ 100,000
Other	€ 15,000
TOTAL	€ 155,000

FOOD & BEVERAGE	
Alcohol Lincencing	€ 15,000
Plastic Cups, straws etc	€ 6,000
Fridges, Ice Coolers, Tables & Equipment	€ 20,000
FIX BEER	€ 100,000
Amita (Fruit Juice)	€ 20,000
Coca Cola	€ 40,000
Fanta	€ 20,000
ESPA (Lemonade)	€ 12,000
Wine	€ 4,000
Cider	€ 8,000
Spirits	€ 25,000
Other	€ 1,500
TOTAL	€ 271,500

SIDE PROGRAMMES &	
Small DJ's & Bands for intervals and	€ 40,000.00
General Costs Of Set Ups & Tents etc	€ 10,000.00
TOTAL	€ 50,000.00
OTHER	
Portable Toilet Company	€ 50,000
Generators & Electric	€ 50,000
Health & Safety Evaluations	€ 15,000
Planning Permission	€ 5,000
Ticket Scanning Machines	€ 20,000
Radios & Staff Communication	€ 10,000
Uniforms & Staff Identification	€ 10,000
Unforeseen Costs	€ 20,000

BAND AND ARTIST COSTS (will be given 50% in advance and the remaining 50% after festival)

DAY 1							
Miles Kane	€	35,000					
The Courteeners	€	20,000					
The Fratellis	€	17,000					
Catfish and The Bottlemen	€	15,000					
Swim Deep	€	12,000					
Chvrches	€	30,000					
Kodaline	€	15,000					
The Strypes	€	7,000					
Years & Years	€	5,000					
Gorgon City	€	10,000					
Rpote 94	€	10,000					
Oliver Heldens	€	8,000					
Turbotronic	€	5,000					
The View	€	12,000					
Tribes	€	12,000					
overall estimate of remaining 4 days inc headliners:	€	6,760,000					
TOTAL	€	1,565,000					
ADVANCE TOTAL	€	782,500					

TOTAL ESTIMATED COSTS	
OVERALL	€2,478,500
EXCLUDING 50% DAY PAYMENT FOR ARTISTS	€ 1,696,000



MARKETING - WHAT STEPS TO TAKE



analyse the need of the target market

Target market: students/young adults that listen to rock/pop/indie music

It's the end of summer, our target market wants to take the last chances to party, go to the beach, tan, relax, travel -> we offer all of that for the festival.

The target market doesn't have as much economic power, so they want something cheap. 120 euros per a 5 day festival is very cheap and the prices in Greece are also cheap, so it's a good location to visit.

We'll have a lot of rock/pop/indie bands playing that are known and popular among the rock/pop/indie music fans.

predict the number of attendees

Our capacity is up to 70.000, but we expect around 50.000 people for the 5 days.

research competing events

Rockwave Festival - another rock festival in Greece and therefore competition because they are playing the same kind of music;

Sziget Festival - a very famous music festival organized on an island and therefore similar to our idea and their line-up also has some rock/pop/indie names

estimate the price the customer wants to pay

We're going to focus a lot on social media promotion, as it can more easily have a worldwide reach and it's not as expensive as television or radio advertisement, which we will have only in Greece to attract the locals to the festival.

We'll have competitions on Facebook, Instagram and Twitter where participants can win tickets, along with a lot of other promotional campaigns that we'll work on with our sponsors too to promote both the band and the brand.

the poster design

The design of the festival is going to be very bright, with bright colours and wood structures. We want to give an idea of paradise not only in the festival grounds, but also for the camping area. (An example can be seen on page 17)

how to sell the tickets

Tickets can be bought online, but also through travel agencies that organize trips to Greece

how to evaluate

We're going to keep close track of ticket sales since our early bird is 30 euros cheaper than the normal ticket and a lot cheaper than most festivals like this (Sziget costs 219€ for 5 days) we expect to sell at least a third of the tickets initially.

We'll also keep track of our promotional campaigns across all social media: Twitter, Facebook, Instagram, to see if there's a positive response to the festival from people that might buy tickets later on..



The students will be from Europe and between 18-30 years old. A new experience for them, five days party in a Greek island. They don't use to have much money for that reason they always think about how to spend their money in the most economical way and 120 euros per a 5 day festival is very cheap.

MARKETING -
SEGMENTING & TARGETING

during the summer or they work during the year and they want to say goodbye to summer in a 5 days festival in a Greek's island.

Demographics

Young adults from Europe that have some money

earned and want to spend it in the Apollo music festival.

Psychographics

Our Standard Student likes rock, indie, pop and electro music. They Love party and go to music festivals. From Middle-high class, open minds and cares about their image.

Psychographics

They also like the same kind of music. These people have a job and more money to spend. These target group is economically more attractive but we will focus on European students for our image.

Geographic

All over Europe.

Another potential target are **young adults** from Europe that have some money earned

Geographic

From all over Europe.

These two steps are very essentials because are used to define the public what we will focus. We first determine which kinds of customers are present in the music festivals atmosphere. Then select which ones we are best ones for our summer festival and focus on their style life and musical tastes to offer one of the best experiences of his life.

segmenting

Our main target market will be **European students**. Now we perform the analysis:

Demographics





TARGETING STRATEGY

Our staff thinks that the best strategy for the target groups are Concentrated Targeting. This approach focuses on a single segment, in this case the European students, on which marketing efforts are targeted, so you can concentrate on understanding the needs and wants of that particular target.

Our strategy is focus on the two target groups; students and Young adults. We have to understand their wishes and fit it in our music festival to create value and loyalty for the next edition.

POSITIONING THE EVENT

At Apollo Fest, we aim to position the event in terms of location, price and the program.

LOCATION

The location is a big selling factor for Apollo Fest as it is set on a beautiful Greek island – Elafonisos. The location of this festival is just as if not more important than the music itself. We will encourage our target audience to attend the festival in order to experience the beautiful scenery of Greek islands and beaches. The ticket price which is inclusive of the cost of the boat ride to the island will make the festival easy to get to from the mainland. As the location being a major part in our concept, we will translate this to our target audience by expressing the beauty of Elafonisos through our online and offline media advertising strategy's with the location being in the background of all the posters and adverts. The beauty of the location will also be stressed through radio adverts with the use of sounds (waves) to set the scene in the background of the voice over.

PROGRAMME

The side programme of the festival is also another way in which we will position our festival. With a huge amount of excursions running from the

festival and the island to choose from the customers will not only be there to experience the music but have once in a lifetime experiences with various activities taking place. These activities include snorkelling, scuba diving, island hopping, jet skiing, paragliding, parasailing, canoeing and kayaking amongst many other exciting events. We will continuously repeat these offers up for grabs in more detail with additional prices etc through our website, on the radio, on television and social media. We will post repeatedly about the many different things up for grabs and linking social media pages to the companies websites so the audience can receive more information. There will be a build-up of all the excursions up for grabs with not all of the activities revealed at once to build suspense and excitement among the followers. The line-up also contains some great rock and roll names as well as well-known DJ's which will attract people who enjoy that music scene.

PRICE

The cheapness of the event will be another great selling point for Apollo Fest. For a 5 day festival with a brilliant line up, beautiful location and camping and a boat trip to and from the island for only 120 euro is

definitely worth it and affordable for our young target audience. In comparison to competing festivals we offer a better experience for up to half the price and we will continuously stress this through our social media accounts. Early bird for only 90 euro is an exceptional deal and it means that people will be more inclined to pay for travel to Greece due to the affordability of the festival itself. This will enable festival lovers from far and wide to be able to attend the festival and can experience the festival without breaking the bank. We will translate this to the customer by releasing our early bird prices and not revealing the pricing for the later tickets to encourage people to buy it early without people knowing the price of the later ticket costs. We will also through our website and social media post offers on flights from various countries and other methods of transport from Greece mainland to show the customers just how low cost the full experience can be overall. We will assist as many customers as possible with travel information and recommendations in order to make the festival experience go as smoothly as possible.

UNIQUE SELLING POINTS

One of the best line up's this year

Paradise Location

Guaranteed amazing weather

Once in a life time side activities

Extremely cheap!!!



5 DAY
FESTIVAL

Apollo Fest

THE KOOKS, MILES KANE, THE
COURTEENERS, CATFISH AND THE
BOTTLEMEN, FOSTER THE PEOPLE,
THE CAT EMPIRE **TBA**

25-29TH AUGUST
ELAFONISOS GREEK ISLAND

WWW.APOLLOFEST.GR/TICKETS

SPONSORING

Sponsorship of Apollo Fest is important to gain money to create the festival as well as being associated with already well known and reputable brands. This will help to reach a larger audience through marketing and give the festival a more official and professional image which in turn will help to sell tickets.

Apollo Fest will work closely with local Greek brands in order to keep the theme of Greek Paradise.

FIX - BEER

Having a beer as a main sponsor when the target audience is students and young people is more often than not a good idea. As the main sponsor, Fix will supply us with a generous sum of money in return for space at our event to create promotional activities for interaction with the visitors as well as marketing to people from all over Europe. This will help promote the beer Europe-wide and hopefully help the beer break into the international market. For Apollo Fest, having Fix as the main sponsor will benefit us by giving us a young and fun image and helping to attract the target audience to buy a ticket. The brand will be mentioned in adverts and will be the only beer option available for sale at the festival over the full 5 days.



AMITA - FRUIT DRINKS

Amita is the most desired juice on the Greek market and has been since 1983. It has a huge popularity among the Greek locals. The natural fruit juice brand will enable Apollo Fest to connect with the Greek locals using a brand that is so close to their hearts. This will be advantageous to us as we aim to attract a Greek audience in order for them to interact with the internationals. Amita will benefit from sponsoring Apollo Fest as it will also be able to connect to a large international market. Only branded Amita fruit juices will be provided for purchase at the festival.



GOODY'S - FAST FOOD

At a party festival aimed at young people the most consumed food is fast food. For this reason we have offered Goody's the chance to sponsor our event and be the main fast food chain available on site. Goody's is Greece's biggest fast food company (even bigger than McDonalds in the country) and again this ties in with our theme of sticking to Greek companies for sponsorship. There is also the chance for this company to reach an international market and broaden its brand awareness. We will give Goody's advertisement and space to set up stalls free of charge and room for promotional activities of their choice.



COSMOTE - TELEPHONE COMPANY

Cosmote is the largest mobile operator network in Greece with the headquarters based in Athens. The company has managed to expand to only two other countries which include Albania and Russia. Cosmote tends to sponsor many events related to Greek society which is why we feel it is a potential sponsor of Apollo Fest. Due to our cheap pricing, fun event and advantageous to local businesses, Apollo Fest will be a good image representative of Cosmote. Cosmote also has a scholarship programme for high school students going to university which is a huge target market for Apollo Fest. Our target of European young people will help Cosmote reach a larger international audience and there is hope that the company will be able to expand into another country after brand awareness is gained through the festival.



FOLLI FOLLIE - CLOTHING

Folli Follie is a Greek based fashion forward clothing brand. The brand is already successful worldwide and therefore would be a huge advantage to Apollo Fest for reaching out to the international market as well as sticking to the Greek roots. Folli Follie would benefit from sponsoring the festival as it would help zoom in on a young target audience of festival lovers and create a catalogue of festival ideas to our visitors and potential customers.





FOOD & BEVERAGE

FOOD

BEV



We aim to have food stalls of companies that wish to sell their food at our festival. We have a flat fee of 1,000 euro for every food van that wants a spot at the festival. Goody's is the only exception to this fee due to the sponsorship. Goody's will be the only fast food stall at the event however we welcome all kinds of other food stalls such as woks, fries, salads, tapas, steak vans, smoothie stalls and many more to have a variety of options for the festival go-ers! The prices of the food can be determined by the company.

FIX (BEER) (3 EURO PER GLASS)
AMITA (FRUIT JUICE) (2 EURO PER GLASS)
COCA COLA (2 EURO PER GLASS)
FANTA (2 EURO PER GLASS)
EPSA (1.50 EURO PER GLASS)
HOUSE WINE (3 EURO 250ML)
CIDER (3.5 EURO PER GLASS)
SPIRITS (4 EURO PER GLASS)
WATER (2 EURO PER BOTTLE)

Ticketing:

We will sell tickets online and every ticket has the boat trip to the island included. The tickets will be checked and scanned at the door on entrance to festival. Fabric wristbands will be given to camping ticket holders which differ to the age wristbands. These wristbands will be checked on entrance and exit to the camping site to avoid day ticket holders entering this area.

Accreditations:

Additional VIP wristbands can be given out to people of importance e.g. entourage of artists, music industry professionals, mayors and



people of importance to Greece and sponsor VIP's. These tickets must be applied for via our VIP section on our website at www.apollofest.ge. Age wristbands will be given to attendees 18+ at the purchase of their first drinks where people who look under the age of 25 will need proof of age. (Consumption of own drink will be allowed on the campsite without a wristband. Apollo Fest does not encourage underage drinking).

Event producers and managers will be given access all area passes to allow them to travel to every area of the festival. Artist crew,



CONCLUSION

For the production of Apollo Fest we had to look at 7 topics: concept; program; finance; marketing; sponsoring; food and beverage; and production.

For the duration of this course, we learned that all of these factors are equally important and that these are all vital parts of the organization of a festival. As festival-goers we often pay attention to the line-ups above everything else, but most of these things affect how much we enjoy a festival and our loyalty to the festival.

When we go to a festival it is unlikely that we will notice or think about the placement of bars and toilets and the main stage, but the production of the festival is one of the things that has more impact on the way we enjoy our day at the events. Things like having a bar close to the main stage or the toilets close by the food and beverage area, having side activities and sponsor areas where we can get freebies. All those things influence not only the success of the festival that year, but the success it will have in the following years.

It is now clear to us why events that last only a day need months of preparation. There is a lot of work that needs to be done to make a festival happen, whether it's a one-day festival for 1,000 people or a 5-days festival for 50,000 people.





TEAM APOLLO FEST