

ROCK FIESTA®

ATLANTA MOTOR SPEEDWAY (AMS) Dia de los Muertos weekend, 2019

Festival Producer: Hal Davidson 18127 Bowie Mill Rd. Rockville, MD 20855

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CONFIDENTIAL EXECUTIVE SUMMARY

July 10, 2018

The inaugural Rock Fiesta® music festival was an epic hit, bringing together the most prolific talent lineup with their loyal fans. They loved it and the media praised it, positioning the brand as the first Latino Campout Music Festival anywhere, now set for a bigger *ROCK FIESTA Dos* edition in an improved location.

First staged in Western Arizona in March, 2016, Rock Fiesta is now ready for Atlanta, which is experiencing the fastest growing Latino market in the U.S., primed for their own major music festival. With 923,000 Latinos in the state, and a total of over 2.5 million within driving distance, targeting 18-35 yr. olds with a weekend cross-over Latino music genre festival featuring camping, in a huge proven festival venue, we are primed for the Atlanta Motor Speedway (AMS), rain or shine Nov. 1, 2, 3 to celebrate Dia de los Muertos.

The first Rock Fiesta sold tickets to fans living in 21 states and 4 countries! 21,600 Facebook fans demand its return. The brand has international traction... This is what the music world said about the first Rock Fiesta!

Rock Fiesta Brings Latin-Rock Authenticity

To The Arizona Desert by MTV News Staff

The first-ever festival featured great performance after performance. And while the press took to calling Rock Fiesta the Latino answer to Coachella, in reality its totemic lineup and reigning spirit of chaos suggest a more apt Woodstock comparison.

Rock Fiesta organizer **Hal Davidson** entered the world of rock en Español three years ago, when Monterrey, Mexico, rockers Kinky, with whom he's worked as a promoter, showed him a pic of them performing in front of 80,000 people at Mexico City's Vive Latino festival. "I saw that there was a major hole in the market and a really great opportunity," Davidson tells MTV. "There's never been a camp-out Latino rock festival in America before, or anywhere else in the world. We're the first one."

"2016's Rock Fiesta was a diamond in the rough." *The Bumper Sticker*

First time ever Arizona had this type of festival.

Channel 12 NBC Arizona

Rock Fiesta was basically a Latin Rock Coachella and the energy was amazing. I call it the mini-Coachella with much potential for it to occur next year. **People - and not only Latinos - attended the festival from different parts of the world such as Chicago, Mexico, Guatemala, New York, Los Angeles, San Francisco, San Diego and Texas, to name a few.**



2018 In Atlanta, we have the rare chance of stepping into a window of opportunity historically and taking advantage of a unique time as both economic prosperity and Latin populations increase. We are the first to recognize this leverage and act on it. The Nov. 1, 2, 3 2019 weekend dates are available at AMS. We have the know-how, experience and brain-trust to produce thee world class Latino campout music festival. The diverse Latino population will join together to share their common culture of fun, party, \$5 frio cerveza and dance clamoring to buy reasonably priced tickets. Many on the FB page are already excited to visit Atlanta!

Now the party (fiesta in Spanish) will grow annually in Atlanta, then add-on a San Diego Rock Fiesta as annuities for their young Latino communities.

FOR 2019, A NEW EAST COAST ADDRESS IN A CITY OF 360,000 MEXICAN-AMERICANS, 923,000 LATINOS IN GA
1500 Tara Place, Hampton, GA 30228 Henry County



AMS is a major race track located 30 mins. (20 mi.) South of Atlanta, GA. It has annually hosted NASCAR Cup Series stock car races since its inauguration in 1960. AMS has hosted many music festivals. The most notable is IMAGINE, which is now in its 5th year, an Electronic Dance Music crowd, the 3-day camping fest welcomed over 40,000 patrons in September.



With a capacity 40,000 person concert area, 200 of the total 800 acre site will be used for camping with high level security, waste disposal, field lighting, portajohns, paid showers and WiFi. Camping and parking is outside the speedway bowl. **TALENT MENU TO CHOOSE FROM:**

TIER 1 HEADLINERS: MANA, PITBULL, ENRIQUE IGLESIAS, DADDY YANKEE, LUIS FONSI, ALEJANDRO FERNANDEZ, PLAN B

TIER 2 SUPPORT HEADLINERS:

LOS TIGRES DEL NORTE, J BALVIN, MOLOTOV, CALIBRE 50, LOS HURACANES DEL NORTE, OZUNA

TIER 3 SUPPORT ARTISTS: PRINCE ROYCE, PANTEON ROCOCO, ENANITOS VERDES, CARTEL DE SANTA, YANDEL, RIO ROMA, FABULOSOS CADILLACS, LUIS CORONEL, CAMILA, ROBERTO TAPIA

TIER 4 SUPPORT ARTISTS: BANDA CARNIVAL, LARRY HERNANDEZ, EL GRAN SILENCIO, GENTE DE ZONA, OCHO SEGUNDOS, CHIQUIS RIVERA, S7N

This proposed lineup is the right mix to appeal to all Latinos! With any mixture of great bands from this list, we feel this first Atlanta Rock Fiesta will sellout. There is no other major Latino music festival in Atlanta or in the SE U.S.. Latinos love to camp. Our target date falls on the weekend of Dia de los Muertos. With the relatively low ticket price and camping, surveys show they all want to come and party. One big stage will feature a state-of-the-art production with sizzling sound and lights. In Year 1, there is no ticket-selling reason to have more than one stage. Live music ends at 1am. Acoustic bands will stroll the micro-communities in the campgrounds late at night.

Soccer fields in the campgrounds. The concert area will feature dining and shade tents, vendor area and cabanas (including hookahs-allowed) for rent. Sunday night culminates with fireworks!

FIESTA FACTS: (Using the weekend before Dia de los Muertos as an example)

DATES: Thu, Oct 31, 2018 **EARLY ENTRY DAY** to relieve Friday’s ingress. Gates open 9am. Strolling minstrels only.
Fri, Nov 1 Main stage starts at 1 pm -1am Campground strolling acoustic bands: 1am-4am
Sat, Nov 2 Main stage noon-1am Campground strolling acoustic bands. 1am-4am
Sun, Nov 2 Main stage noon-9pm Patrons may sleep it off or depart for home.

WEATHER HISTORY: Day Avg. Hi 68° Early AM Low: 52° No rain last 3 yrs.

EST. ATTENDANCE: 40,000 (CAP. in YEAR 1) (75,000 in YEAR 2)

BUDGET: Expands w/ attendance. Starts at \$4 million



THIS LATINO MUSIC FESTIVAL MARKET IS WAY UNDERSERVED AND IS HUGE! ATLANTA IS THE NEW SE EPICENTER OF GROWTH AND THEY ARE RESPONDING ENTHUSIASTICALLY TO THE MANY ARENA CONCERTS.

MARKETING PLAN ABBREVIATED

All marketing drives traffic to the website www.rockfiesta.com and .net (en Espanol)

THE TARGET AUDIENCE: 18-35 Latinos, specifically targeting Mexicans within 300 miles.

PRIMARY MARKET: Atlanta, Charlotte, Orlando with an emphasis on Georgia’s 923,000 Latinos.

MEDIA MIX: A full spectrum mix: conventional, online and digital media with professional Public Relations.

TICKET PRICES, TIME TIERED: A festival ticket is separate than a camping ticket.

3-day Weekend Fest: Early Bird: \$165, and then \$185, \$205, Gate: \$225

3-Day VIP Backstage, 3-Day Car camping per person, 3-Day VIP Car camping, 3-Day RV Space with Hookups,

3-Day RV without hookup, 1-day Fest Ticket, 1-Day Parking.

OTHER REVENUE STREAMS

Cabana, Showers, Ice, ATMs, Camping Store, Fest merch, Merch vendors at concert, Band Merch, Sponsors, Pace Car ride, Race Car ride, Food and Beverage, Express Bus Transportation, Hotel/ Festival/ Shuttle packages.

USAGE OF FUNDS: To activate this project for 2019, \$3 million in advance investment is required.

\$ 2,565,000	TALENT
284,500	STAGE PRODUCTION/ HOSPITALITY
272,000	VENUE/ SITE PRODUCTION
196,600	MISC. RENTALS
230,300	STAFF/ SECURITY
66,800	ADMINISTRATION/ TICKETING
270,000	MARKETING
114,800	ASCAP/ BMI/ SESAC/ OTHER/ BUFFER 3%
\$ 4,000,000	TOTAL EVENT COST (line item budget and full proposal available)



\$ 3,000,000 ADVANCE FUNDING REQUIRED (FULL INVESTMENT)

Avg. income per ticket holder (All revenue streams estimated): \$300 Breakeven Point: 11,877 tickets

*More than \$1,000,000 is not due until the last month, with Ticketmaster paying us ticket sales income weekly, only \$3 million is required.

YEAR 1 REVENUE FORECAST (est.)			AVG. INCOME PP \$300.				
	Breakeven		ESTIMATED 2018 TICKET SALES				
TIX SOLD	13,333	15,000	20,000	25,000	30,000	35,000	40,000
GROSS	\$4,000,000	\$4,500,000	\$6,000,000	\$7,500,000	\$9,000,000	\$10,500,000	\$12,000,000
COST	\$4,000,000	\$4,018,537	\$4,074,387	\$4,130,237	\$4,186,087	\$4,241,937	\$4,297,787
EST. NET		\$481,463	\$1,925,613	\$3,369,763	\$4,813,913	\$6,258,063	\$7,702,213

After 13,333 tickets, costs expand up to a max. of \$298,000... at 40,000 tickets. (\$55,850. per 5,000 tickets).
Expanding costs: ASCAP/ BMI/ SESAC on ticket sales only, Venue site production, Security, Box Office staff
Increasing attendance means scalable cost whereby fest cost per person decreases.
SECURITY includes: security staff, police, traffic control and Buffer Cost items, add. traffic control and security features.
Cost figures are based on research of local contractors and on festival pricing standards.

FESTIVAL MANAGEMENT

Hal Davidson, Festival Producer

Managing Member Festival Factory, a resident of Maryland, Hal has a legendary history in music festivals spanning more than 40 years. Establishing Cactus Productions in Las Vegas in 1975, he promoted many concerts in his home town Baltimore, and a year later at age 21, he conceived and promoted STOMPIN 76 in Galax, VA attracting over 100,000 to the greatest bluegrass music festival in American history. The website stompin76.com and a Facebook page have memorialized this unforgettable event. In 2017, STOMPIN 76 was inducted into the IBMA Hall of Fame!

Fast forward to 2016 – After 2 years of research and venue searches in western states, Hal recognized the emerging Latino market and saw there was no Bonnaroo or Coachella type campout music festival, an event that could bring together young Latinos allowing them to celebrate their own unique musical culture. For Spring Break, Hal produced **ROCK FIESTA®** in the Western Arizona desert, the greatest Latino Rock Festival in American history.

In the 1970's he served first as advance man while in college and later as Regional Marketing Director for Ringling Bros. & Barnum and Bailey Circus and Ice Follies and Holiday on Ice. Hal promoted the Greatest Shows on Earth and Ice in many American cities learning loads about promoting on the road.

Then as he served as Director of Promotions of 4 casinos in Las Vegas Sassy Sally's, Golden Goose, Coin Castle, Glitter Gulch, and as a stagehand in Las Vegas Union IASTE Local 420 at shows and concerts all over town.

In 2000, Hal gathered work accumulated over the previous 25 years and authored the most comprehensive books on promoting concerts and music festivals found at www.concert-promotions.com. More than 7,000 sold. Promoters in 26 countries have used his books, also sold to colleges in America. Serving as his CV, he was invited to consult on 2 festivals in Australia and another in Canada. He has also remotely consulted on events in Africa and England. Hal is recognized as an authority on the music festival business and mentors young promoters.

Also in 2016, Hal saw the need for a major Latino festival in Atlanta and its exploding regional Latino population. IMAGINE EDM Festival sold out the Speedway. After extensive due diligence, he developed a new ROCK FIESTA proposal to create the greatest campout Latino Music Festival in America, slated for the Nov. 1, 2, 3 weekend, 2019, the start of an annual event destined to become the Latino festival brand attracting fans worldwide.

In 2018, Hal established FESTIVAL FACTORY, LLC in pursuit of his commitment to victory in Atlanta.



A complete proposal and line item Budget/ Income Forecast is available.