

ROCKINHORSE MUSIC FEST & COUNTRY CAMPOUT

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ONE SHEET SUMMARY

FEB. 20, 2018

LOCATION: "The Ranch" on State Route 8, Warren & Van Buren County line

on the Cumberland Plateau, Central Tenn. centrally located in the vertex of Nashville, Knoxville and Chattanooga. Easily accessible from Interstates 24, 40 and 75. The closest city is 20 mins. NW at McMinnville, TN. Van Buren Co. Pop: 5,600 Warren Co. Pop: 40,000.



DATES: 2020-2021

It takes time to make a festival this great!

CONCEPT: RockinHorse Fest is a 3-DAY Country Music Festival and Campout plus 1 Early Entry Day. Located in a county next door to Bonnaroo, America's most iconic rock festival & campout drawing 80,000 for over a decade.

VENUE: Land lease v purchase of 385 core ac, + 2,200 aux. camping ac., 1 HUGE stage in a 27 ac natural amphitheater.

CAPACITY: 50,000 people 1ST Year, 80,000 2ND Year **BREAKEVEN POINT:** 10,197

SECURITY: A major Nashville based, bonded, certified and insured security agency will manage the interior security and integrate and plan with local and state law enforcement. Van Buren County endorses the event and pledges support.

SCHEDULE: Thur., May 17 Gates Open 10am. Early Entry - Free Advance Camping featuring Walk-around Bands. -
Live music: Fri. 12 noon – 12 midnight, Sat. 12pm-12am LATE NITE DANCE TENT 12-4am - ALL 3 NIGHTS

BUDGET: \$3,314,195. **MARKETING:** \$298,000. **TALENT:** \$1,750,000. **TICKETS:** \$89 (1-day)- \$350 VIP + camping

TALENT LINEUP: 24 HOURS OF LIVE MUSIC. The most powerful lineup of any east coast campout Country Music Festival: With bands like: Luke Bryan, Montgomery Gentry, Eric Church, Dierks Bentley, Brantley Gilbert, Chris Young, Josh Turner, Joe Nichols, Justin Moore, The Band Perry, Jake Owen, Thomas Rhett, LoCash, Tyler Farr, Kellie Pickler and Phil Vassar. *Subject to change.* An all-star lineup with a collective average independent attendance of 74,000 fans.



INVESTMENT OFFER:

PLAN A: A total of \$3.3 million is required to refine the site, provide sufficient infrastructure and present the entire first festival in May, 2018 with professional confidence. \$6 million is full capitalization offering significant est. long-term ROI.

Investors may either collectively invest \$3.3 million (min. \$250,000 share), in the fest as a one-time investment, receiving the principal back plus an ROI of 35% of the total net profit from all revenue streams after the first year's fest (based on total investment).

PLAN B: Invest in a perpetual interest, fully capitalizing the company in return for 35% of all fests over the company's life (for \$6 investment). Here the investment stays in until the shares are sold.

EST. REVENUE FORECAST AND ATTENDANCE CHART

Avg. income per person all revenue streams: \$325.

	<u>BREAKEVEN POINT</u>	A T T E N D A N C E								
		1 ST Y E A R	2 ND Y E A R	3 RD Y E A R						
TICKETS >	10,197	20,000	30,000	40,000	50,000	60,000	70,000	80,000	90,000	
GROSS	\$3,314,195	6,500,000	9,750,000	13,000,000	16,250,000	19,500,000	22,750,000	26,000,000	29,250,000	
COST	3,314,195	3,549,195	3,784,195	4,019,195	4,254,195	4,489,195	4,724,195	4,959,195	5,194,195	
NET	0	849,717	5,965,805	8,980,805	11,995,805	15,010,805	18,025,805	21,040,805	24,055,805	
INVESTOR 35%	-	\$297,401	2,088,031	3,143,281	4,198,531	5,253,781	6,309,031	7,364,281	8,419,531	

- All revenues: Tickets, VIP, Camping, Parking, Food & Bev, Ice, Fest/ Band/ Vendor Merch, Sponsors.

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OTHER TENNESSEE FESTIVAL NOTES:

Live Nation's Bonnaroo Acquisition Further Consolidates Festival Business

Alex Pham - Apr 28, 2015

Live Nation Entertainment's acquisition of a controlling interest in Bonnaroo is the latest deal in a buying spree by the Beverly Hills, Calif., events giant designed to capitalize on a shift in recent years toward music festivals and away from stadium concerts.

With Bonnaroo, Live Nation now boasts ownership stakes in 60 music festivals worldwide, including Austin City Limits Music Festival, Lollapalooza, Electric Daisy Carnival and Watershed Music Festival, among others. Terms of Live Nation's deal to acquire a controlling stake in Bonnaroo from Superfly and AC Entertainment were not disclosed. Last year, Live Nation reportedly paid \$125 million for a majority stake in C3 Presents, which operates Lollapalooza and Austin City Limits Music Festival.

"The importance of music festivals to the concert business has grown in recent years," said Gary Bongiovanni, Editor and Publisher of Pollstar, a concert tracking publication. "It wasn't that long ago when festivals fit their schedules in between major live concerts. Now it's the other way around. Artists are scheduling their concerts around festivals. Festivals have become part of the fabric of live music landscape."

Bonnaroo's first year in 2002 sold out of its 70,000 tickets, according to, Ashley Capps, founder of AC Entertainment. The annual festival held in Manchester, Tenn., grew to approximately 90,000 attendees last year. Other festivals have reported even more startling growth. The Austin City Limits Music Festival grew from 42,000 total attendees its first year in 2002 to 75,000 per day for the six-day festival last year. Coachella, owned by Live Nation's chief rival AEG Live, sold 579,000 tickets last year, up from 37,000 tickets in 1993, the festival's inaugural year.

AEG Live, considered the largest festival promoter in North America thanks in large part to Coachella, has also expanded its festival business. In January, AEG announced a joint venture to produce the annual Hangout Music Festival in Gulf Shores, Ala. That same month, AEG entered into an agreement to produce the Bumbershoot festival in Seattle, Wash.

Demand for festival tickets has taken off in the past decade as music fans regarded them as inexpensive vacations. With artist lineups numbering in the dozens for each major festival, they were also seen as providing a bigger bang for the buck when compared to traditional stadium concerts for one or two bands.

CMA Fest grows into Nashville music, financial superstar

Cindy Watts June 6, 2016

CMA Music Festival — Nashville's four-day homage to country music that starts this week and is expected to lure more than 85,000 fans daily to the Lower Broadway area and Nissan Stadium.

With seven free and four paid music stages of varying sizes, sounds of electric guitars, twanging vocals and cheering crowds will mingle in the muggy summer air as festivalgoers in fanny packs shuffle between performances from more than 400 country music singers.

This year, the CMA Music Festival, set for Thursday-June 12, will offer performances ranging from unknown newcomers to popular breakthrough artists, consistent contemporary hit makers, heritage acts and country's top stars.

"We sell this festival out earlier and earlier every year without a single artist name announced because fans know the quality of the show," said John Esposito, chairman of the CMA Board and chairman and CEO of Warner Music Nashville. "You can't deny the power of the draw of the genre."

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CMA Music Festival is a financial windfall for the city of Nashville, last year attracting more than \$60 million in visitor spending, said festival and area tourism officials.