



Event Management
MDST 3030
Matt Chandler
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Detailed Event Proposal

**Country Music Association
CMA Music Festival – “Stars in the Bars”
Summer Simon**



CMA FEST – “STARS IN THE BARS”

PURPOSE

The Country Music Association wants to expand the fan experience of CMA Music Festival and Fan Fair. CMA fest is held every summer in Nashville, TN and is unlike any other festival. The CMA wants to promote their new 2015 addition entitled “Stars in the Bars.” Nashville is known to house many up and coming country stars waiting to catch their big break by playing live music in restaurants and bars. Stars in the Bars will give country music fans an opportunity to see some of their favourite stars in a private setting while they dine. Various stars will be featured in a four-day stint in several restaurants/bars in downtown Nashville. There will be three sets each afternoon/evening, each one containing a various country music star. This event will further create excitement for CMA fest and the overall anticipation around the CMA awards. This will give fans a more personal experience with stars in a smaller and intimate setting.

OBJECTIVES

- Sell 10,000 tickets to fans/attendees
- Confirm and secure at least 40 different artists to perform six months prior to event
- Confirm and secure at least 15 different restaurants or bars in downtown Nashville including (majority) along Broadway Avenue to host shows
- Have at least 20 media personnel come to events over four days
- Generate 15 pieces of Nashville press (print and broadcasts) within one week, post event

PROPOSAL

CMA fest occurs prior to the CMA awards. Through the status of the awards we plan to use this event as part of CMA fest to create further excitement around the awards. By inviting fans, media and publics to attend the events we will showcase what CMA is offering to the fans in regards to country music access and that the Country Music Association puts fans first.

TIMINGS

This event is part of CMA fan fest and will take place in June prior to the CMA awards. This ensures the best weather for fans and performers including patios for the bars and restaurants. This also allows the live music to flow into the streets of Nashville and involve the public. The 2015 CMA Music Festival and Fan Fest, including Stars in the Bars is proposed to be from June 11-14, 2015. This serves as a kick-off to what is considered “country music concert” season that takes place throughout the summer and early fall months.



LOCATION

Our locations will include various restaurants and bars in the downtown Nashville area, including several along Broadway Avenue.

Proposed host venues:

- Rippy's Bar and Grill
- Big Bang Nashville
- Legends Corner
- Robert's Western World
- The Stage on Broadway
- Honky Tonk Central
- Whiskey Bent Saloon
- Brewhouse Downtown
- Tequila Cowboy
- 12th & Porter
- Etc.

These are prime locations at it is where CMA fest takes place each year. These venues are already known for live music and are conveniently all located in the heart of downtown Nashville.

EQUIPMENT NEEDED

- Stage, sound and audio equipment provided for each stage at each venue
- Event staff and volunteers to help run events apart from restaurant/bar staff
 - During event
 - Pre/post event – set up and take down
- All dining materials will be provided by venues
- Promotional and merchandise materials – t-shirts, hats etc.
- Prizes donations for contests being held during the events and performances
- Small "thank-you" gifts on tables
- Photographer
- Videographer
- Transportation services
 - Equipment and staff
 - Arranging transportation for artists and performers

TARGETS

Media Outlets	Publics
<ul style="list-style-type: none">• The Tennessean – Print• NashVegas Insider – Print	<ul style="list-style-type: none">• Country music fans• Concert go-ers

<ul style="list-style-type: none"> • Nashville Scene – Print • Nashville Music Guide – Print • TheBoot.com – Digital • CountryWeekly.com – Digital • Country Music Television (CMT) – Broadcast • CBS – Broadcast • 650 AM WSM – Broadcast • Real Country 1010 WHIN – Broadcast • Real Country FM 98.9 – Broadcast • The Big 98 WSIX – Broadcast 	<ul style="list-style-type: none"> • Live music lovers • Nashville residents • Tourists visiting Nashville • Media outlets in major cities (encourage tourists) • People of all ages
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MARKETING AND ADVERTISING PLANS

Broadcast – Radio

- Radio Ads:
 - Radio ads will promote the event through Nashville and Tennessee radio stations
 - Will inform publics what the event will entail, what artists will be featured, where and when it will take place and how to purchase tickets
 - Wide audience reach for targets and potential publics are likely to be listening to country music radio stations

Promotional Events

- Promotional Street Team:
 - A CMA Fest, Stars in the Bars street team will make various appearances at venues months prior to support event, concerts, community events etc. promoting and providing event info as well as contests for tickets to the events

Social Media – Facebook, Twitter and Instagram

- Facebook:
 - Create and manage event pages to promote event and receive feedback from fans
 - Allows for updates pre, during and post event regarding various stages and details during the event
 - Offering photos and videos during and after the event – allows fans to relive their experience and capture their memories
 - Post event updates allows for excitement to continue after the event is over, in order to create enthusiasm for the following year

- Twitter:
 - Promotes community and fan interactions between event and fans
 - Hash tag campaign #StarsInTheBars
 - Allows for “retweet to win” contests with fans
 - Great for live updates during the events regarding what stars are at what venues on given days/times
 - Allows for overall interaction and instant updates with fans directly
- Instagram:
 - Offering photo contests engages our publics and their anticipation towards our event
 - Allow attendees to post photos, videos and retain memories that they are able to share with friends, our organizers, featured artists etc.
 - Hash tag campaign #StarsInTheBars

RUNNING ORDER

→ Standard One Day-One Venue Schedule

Note: Same schedule repeated at each venue, for four consecutive days

- 12:00pm – 2:00pm: Allow each artist’s set allotted rehearsal and sound check time before the evening events commence.
- 2:00pm – 3:00pm: Ensure first sets of artists have arrived and are ready for performance at their designated venue locations. Double check all equipment is in working order. Gathering for invited media, entrance into venue.
- 3:00pm – 4:00pm: Artist performance 1 – Seat ticket holders at designated tables and begin food and beverage service.
- Select one random group from the public to receive a VIP table, in front and centre of the stage.
- 4:00pm – 5:30pm: Commence first artist’s performance while attendees dine. Ensure next artist has arrived by 5pm. Photos and video will be recorded that attendees can later access through Stars in the Bars Facebook page.
- 5:30pm – 6:00pm: First artist performance ends. Event staff will filter attendees out. Restaurant staff will clear tables and reset their areas (chairs in proper places, wipe tables) etc.

6:00 pm – 7:00pm:	Artist performance 2 – Seat ticket holders at designated tables and begin food and beverage service. Select one random group from the public to receive a VIP table, front and centre of the stage.
7:00pm – 8:30pm:	Commence second artist’s performance while attendees dine. Ensure next artist has arrived by 8pm. Photos and video will be recorded that attendees can later access through Stars in the Bars Facebook page.
8:30pm – 9:00pm:	Second artist performance ends. Event staff will filter attendees out. Restaurant staff will clear tables and reset their areas (chairs in proper places, wipe tables) etc.
9:00 pm – 10:00pm:	Artist performance 3 – Seat ticket holders at designated tables and begin food and beverage service. Select one random group from the public to receive a VIP table, in front and centre of the stage.
10:00pm – 11:30pm:	Commence third artist’s performance while attendees dine. Photos and video will be recorded that attendees can later access through Stars in the Bars Facebook page.
11:30pm – 12:00am:	Third artist performance ends. Event staff will filter attendees out. Restaurant staff will clear tables and reset their areas (chairs in proper places, wipe tables) etc.
12:00am:	Night concludes. Re-open venue to the public for the remainder of the night. Venues return to 21+ after events.

NEXT STEPS

- Confirming venues for events
- Confirming artists for events
- Book equipment set ups (audio and stage equipment) for each venue
- Organize ticket allotments and capacities for each venue and arrange ticket sales
- Hire event staff and volunteers to work with CMA Stars in the Bars
- Launch social media platforms and promotions strategies
- Hire street team volunteers and arrange community event appearances

- Compile media contact list and details
- Send out media outlet event invitations
- Send out media event reminder 2 weeks prior to event
- Make a list of attending media and their venue locations/times
- Hire a photographer to capture event
- Hire a videographer to capture event
- Hire supplier to make promotional merchandise – t-shirts, hats, etc.
- Ensure each venue has experienced and proper staffing to ensure event will run smoothly
- Prepare a media kit of information on USB for the media to take away including:
 - Key facts about the CMA Awards, CMA Music Festival and Fan Fest including Stars in the Bars
 - High res images of artists and venues
 - CMA news release about the addition of Stars in the Bars and the culture surrounding the CMA Awards and Fan Fest
 - Backgrounder on the artists and venues (what they offer) selected to take part in Stars in the Bars
- *Post-event:*
 - Follow up with each of the attending media
 - Monitor media outlets to ensure we received efficient coverage of the event
 - Monitor social media in terms of tags, shares, likes, retweets, hashtags, etc. to grasp overall success rating of the event
 - Post photos and after movie of the events on website and social media for fans
 - Thank-you gifts to participating artists

SUGGESTED JOURNALIST QUESTIONS

Q: How many artists will be taking part?

Q: What restaurants and bars will be participating?

Q: When will tickets be on sale to the public?

Q: How will this add to the CMA awards and the CMA music festival?

Q: What are the CMA's biggest challenges and factors to overcome regarding this new event?