

# Nantucket Music Festival

Prepared By: Cynthia Dareshori

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The Nantucket Music Festival is a two-day event to benefit the Celebrate Music Foundation, featuring a host of both world renowned and locally based performers. Charitable management provided by Community Foundation for Nantucket (CFN). 2014 beneficiary is the Nantucket Community Music Center (NCMC). NMF will take place at beautiful Tom Nevers Field, overlooking the Atlantic Ocean.

## TALENT

Edward Sharpe and the Magnetic Zeros | Dispatch | Bruce Hornsby (Sunday evening dinner)

Guster | Steel Pulse | Donavon Frankenreiter | Chadwick Stokes | Lukas Nelson & P.O.T.R.

Ben Taylor | Ayla Brown | Entrain | Crash | Freddy Clarke

and

ECliff and the Swingdogs, Earth Got the Blues, Harrison Roach, You Scream I Scream,  
SoNar, The Chuck Colley Band, Coq Au Vin and George Young  
(subject to change)

## INFORMATION

Dates: Saturday, August 2 and Sunday, August 3, 2014  
Hours: 10:00 a.m. - 4:00 p.m. (gates 10:00 a.m.)  
Tom Nevers Field overlooking the beautiful Atlantic Ocean

Two Stages, one under the "Big Tent"

Food and Artisan Vendors

Total tickets per day: 3,900 plus 500 per evening - almost 9,000 people total

Special fun for families - face painting, bubbles, hula hoop contests, and more

Fully permitted by the Town and Board of Selectmen of Nantucket Island

Promotional opportunities before event and at site

### **Tickets:**

GA Tickets: \$85 each day, \$160 for two days, subject to change

VIP Tickets: \$200 each day, \$375 for two days, subject to change

Children 12 and under admitted free of charge

### **VIP Level Tickets include:**

Access to the VIP Pavilion with catering by Nantucket Catering

VIP Section in front of the Main Stage

VIP Parking at site (limited to first to reserve)

VIP Hostesses

VIP Entry Point

VIP Charging Station

VIP Restroom Facilities

### **Your own Cabana:**

Private cabanas available on a limited basis for those discerning few who wish to have their own privacy, or for those who wish to entertain friends, family and clientele.

Cabanas include furnishings, wait service from Nantucket Catering, and site lines to the Main Stage with Ocean Views.

### **Evenings:**

VIP Evening Dinner/Performances (separate ticketed events, limited to 500. Catering provided by Simply with Style Catering)

-Saturday 6:00 - 9:00 p.m. - Headliner: Legendary Dispatch - \$275 and \$500 premium

-Sunday 6:00 - 9:00 p.m. - Headliner: Multi-Grammy Winning Bruce Hornsby - \$500 and \$750 premium

## MEET OUR TEAM

**Advisory Board of Directors:** Senator Bill Frist, M.D., Dr. Bob Arnot, Gene Mahon, Adam Dread, Esq., Barbara Elder, Tom Dickson and Mark Famiglio

Cynthia Dareshori 781 / 254-9955, [cynthia@nantucketmusicfestival.com](mailto:cynthia@nantucketmusicfestival.com)

Cheryl Emery 508 / 280-7745, [cheryl@nantucketmusicfestival.com](mailto:cheryl@nantucketmusicfestival.com)

Margaretta Andrews, Community Foundation for Nantucket

Callie Barber - Local Band Coordinator

Lisa Bell - PR/Marketing Account Manager, Regan Communications

Josh Bhatti - Talent Curator, The Bowery Presents

Shantaw Bloise, Program Book

Jessica Boenning - Box Office Manager, Bowery Presents

Travis Boyle - Office Manager, Front of House, [travis@nantucketmusicfestival.com](mailto:travis@nantucketmusicfestival.com)

Mark Kingsley Brown - Graphic and Logo Designer

Sarah Cowherd, Director of Events, [Sarah@nantucketmusicfestival.com](mailto:Sarah@nantucketmusicfestival.com)

Geoffrey Chalmers, Esq. - Legal Services

Zack Dareshori, Trustee, Celebrate Music Foundation, Crew and Volunteer Dining

Brian Doherty - Hospitality Director for Talent

Vanessa Emery - Administration, Volunteer and Trustee, Celebrate Music Foundation

Holly Finigan - Social Media Booth

Allison Finney - Box Office Support, The Bowery Presents

Jeremy Gottlieb - Writer and Press, Regan Communications

Emma Graham - Assistant Event Director, [Emma@nantucketmusicfestival.com](mailto:Emma@nantucketmusicfestival.com)

Lulu Harrington - Crew and Volunteer Dining

Julie Kahn - PR and Communications, Regan Communications

Arielle Gelb - 2014 Intern

Elle Jarvis- Director of Ticket, [elle@nantucketmusicfestival.com](mailto:elle@nantucketmusicfestival.com)

Kristen Kellog - Social Media Director

Bill Kenney Productions - Production Director

Bobby Lamb - Site Director

Lee Lassow - Parking and Shuttle Manager

Graham Masawii - VIP Services

Elizabeth Rafterowitz - Graphic and Ad Designer, Social Media, Regan Communications

Sam Rizvi - Webmaster

Ivy Scricco - Volunteer Director, [ivy@nantucketmusicfestival.com](mailto:ivy@nantucketmusicfestival.com)

Jamie Saperia - Program Book, [jamie@nantucketmusicfestival.com](mailto:jamie@nantucketmusicfestival.com)

Linda Williams - Special Needs Coordinator

Jake Young - Technology Director, [jake@nantucketmusicfestival.com](mailto:jake@nantucketmusicfestival.com)

**Nantucket Music Festival Website** - [www.nantucketmusicfestival.com](http://www.nantucketmusicfestival.com)

**Celebrate Music Foundation Website** - [www.celebratemusicnantucket.org](http://www.celebratemusicnantucket.org)

**Community Foundation for Nantucket Website** (tax deductible payment processing)

[www.cfnan.org/give-now/named-funds/celebrate-music-foundation-fund](http://www.cfnan.org/give-now/named-funds/celebrate-music-foundation-fund)

**Ticketfly Website** (ticketing agent) - <http://tinyurl.com/ACKMusicFest>

P.O. Box 1394 | Nantucket, MA 02554 | 508/228-0400

## MEET OUR OFFICIAL PARTNERS

Nantucket Magazine  
92.5 the River Boston (Four stations throughout New England)  
Boston Common Magazine  
White Elephant (Nantucket Island Resorts)  
Mahon About Town  
Community Foundation for Nantucket

## MEET OUR FOUNDERS, SPONSORS and SUPPORTERS

### PATRONS

Eric and Wendy Schmidt  
Dorothy Cate Frist Foundation  
Debbie Bryan and Norman Silberdick  
Ted Giletti  
John and Susan Johnson  
Ben Shein  
Michael Saylor

### SPONSORS

Cisco Brewers  
Nantucket Vineyard  
Cult 925  
Dassault Falcon  
Essentia Water  
Even Flow Ducted Air  
HomeGrown for Good  
Nantucket Bank  
Nantucket Tents  
Sheperd Real Estate  
Triple Eight Distillery  
WIMCO

### IN KIND DONORS

Aericon  
Aromoflage  
Danforth Advisors  
Kerry Hallam  
Cary Hazlegrove  
Runa  
Surfing Hydrangea Nursery  
Jack Wills

### SUPPORTERS

Bose  
Cape Cod 5  
Christopher Peacock Home  
Enjoy Nantucket  
Private Jet Services  
TownPool

# NANTUCKET MUSIC FESTIVAL

## 2014 Partnership Amount: \$75,000

### Lead Sponsor will receive:

- **Main Stage and Lead Sponsor naming rights**
- **Category Exclusivity**
  - o 20 VIP Tickets to daytime events, both days
  - o 20 VIP Tickets to evening dinner and performances, both evenings
  - o 20 GA Tickets to daytime events, both days
  - o Private furnished Cabana to host your guests - benefits include all listed above

### Media benefits on site:

- LED Video Screen Display at Main Stage - your promo aired ten times per day
- Lead sponsor thank you from both stages both days and both evenings
- Multiple mentions on Facebook and Twitter as our Official Lead Sponsor: Facebook 2,100 Likes and growing
- Your name and logo on our website
- Four exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- First Full Page ad in the Program Book - distribution 10,000 copies
- Your own "booth" - 10x10 tent to present your new products and collect information total number of people for both days: Over 9,000
- Exclusive artist meet and greet/photo/interview opportunities
- Parking at site for six cars

### Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island/Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River** , **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts

# NANTUCKET MUSIC FESTIVAL

## Partnership Amount: \$50,000

### Sponsor will receive:

- 20 VIP Tickets to daytime events, both days
- 10 VIP Tickets to evening dinner and performances, both evenings
- 10 GA Tickets to daytime events, both days
- Private furnished Cabana to host your guests - benefits include all listed above

### Media benefits on site:

- LED Video Screen Display at Main Stage - your promo aired five times per day
- Sponsor thank you from both stages both days and both evenings
- Multiple mentions on Facebook and Twitter as our Sponsor: Facebook 1,500 Likes and growing
- Your name and logo on our website
- Two exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- Full Page ad in the Program Book - distribution 10,000 copies
- Your own "booth" - 10x10 tent to present your new products and collect information total number of people for both days: Over 9,000
- Exclusive artist meet and greet/photo/interview opportunities
- Parking at site for five cars

### Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island/Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River** , **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts

# NANTUCKET MUSIC FESTIVAL

## Partnership Amount: \$25,000

### Sponsor will receive:

- 16 VIP Tickets to daytime events, both days
- 6 VIP Tickets to evening dinner and performances, both evenings
- 10 GA Tickets to daytime events, both days

### Media benefits on site:

- LED Video Screen Display at Main Stage - your promo aired three times per day
- Sponsor thank you from both stages both days and both evenings
- Multiple mentions on Facebook and Twitter as our Sponsor: Facebook 1,500 Likes and growing
- Your name and logo on our website
- Two exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- Full Page ad in the Program Book - distribution 10,000 copies
- Your own "booth" - 10x10 tent to present your new products and collect information total number of people for both days: Over 9,000
- Exclusive artist meet and greet/photo/interview opportunities
- Parking at site for three cars

### Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island/Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River** , **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts

# NANTUCKET MUSIC FESTIVAL

## Partnership Amount: \$10,000

### Sponsor will receive:

- 10 VIPickets to daytime events, both days
- 4 VIP Tickets to evening dinner and performances, both evenings
- 6 GA Tickets to daytime events, both days

### Media benefits on site:

- LED Video Screen Display at Main Stage - your promo aired two times per day
- Sponsor thank you from both stages both days and both evenings
- Multiple mentions on Facebook and Twitter as our Sponsor: Facebook 1,500 Likes and growing
- Your name and logo on our website
- Two exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- Full Page ad in the Program Book - distribution 10,000 copies
- Your own "booth" - 10x10 tent to present your new products and collect information total number of people for both days: Over 9,000
- Exclusive artist meet and greet/photo/interview opportunities
- Parking at site for three cars

### Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island/Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River** , **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts



# NANTUCKET MUSIC FESTIVAL

## Partnership Amount: \$5,000

### Sponsor will receive:

- 8 VIP tickets to daytime events, both days
- 2 VIP Tickets to evening dinner and performances, both evenings
- 4 GA Tickets to daytime events, both days

### Media benefits on site:

- LED Video Screen Display at Main Stage - your name and logo included in a promo aired three times per day
- Sponsor thank you from both stages both days
- Multiple mentions on Facebook and Twitter as our Sponsor: Facebook 1,500 Likes and growing
- Your name and logo on our website
- Two exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- Half Page ad in the Program Book - distribution 10,000 copies
- Parking at site for three cars

### Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island / Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River** , **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts

# Proposal for 2015

NANTUCKET MUSIC FESTIVAL | PRESENTING SPONSOR

Partnership Amount: \$150,000

please inquire about other levels available

## 2015 Presenting Sponsor will receive:

- **Main Stage and Lead Sponsor naming rights**
- **Category Exclusivity**
  - 40 VIP Tickets to daytime events, both days
  - 40 VIP Tickets to evening dinner and performances, both evenings
  - 40 GA Tickets to daytime events, both days
  - Private Cabana to host your guests - benefits include all listed above in VIP Pavilion
  - Naming rights of Main Stage
  - Seat on the Honorary Board of Advisors
  - Opportunity to speak at VIP dinner both nights for three minutes
  - Your name and logo printed on every ticket
  - Your name and logo printed on every lanyard/VIP pass

## Media benefits on site:

- LED Video Screen Display at Main Stage - your one minute promo aired ten times per day
- Lead sponsor thank you from both stages both days and both evenings
- Multiple mentions on Facebook and Twitter as our Official Presenting Sponsor
- Your name and logo on our website
- Six exclusive banners at festival site
- Logo and name on official Festival t-shirt - amount estimated to sell: 6-8,000
- Back Page ad in the Program Book - distribution 10,000 copies
- Your own "booth" - 10x20 tent to present your new products and collect information total number of people for both days: Over 9,000
- Exclusive artist meet and greet/photo/interview opportunities
- Parking at site for fifteen cars

## Promotional:

- **News release announcing sponsorship by Regan Communications**
- **Print and web ads:** Estimated reach 150,000+ plus per month including Nantucket Magazine, Boston Common Magazine, Mahon About Town, Inquirer and Mirror, [nantucket.net](http://nantucket.net), Yesterday's Island/Today's Nantucket, Towne Pool, and others
- **Radio ads** - Mention on radio spots on **92.5 the River**, **97.7 ACK-FM**, **MVY Radio** and others
- **Social media:** Facebook, Twitter and Instagram - frequent mentions on our accounts, and on our partner's accounts