

HYPERVIBE



COUNTRY USA 2020 Music & Camping Festival



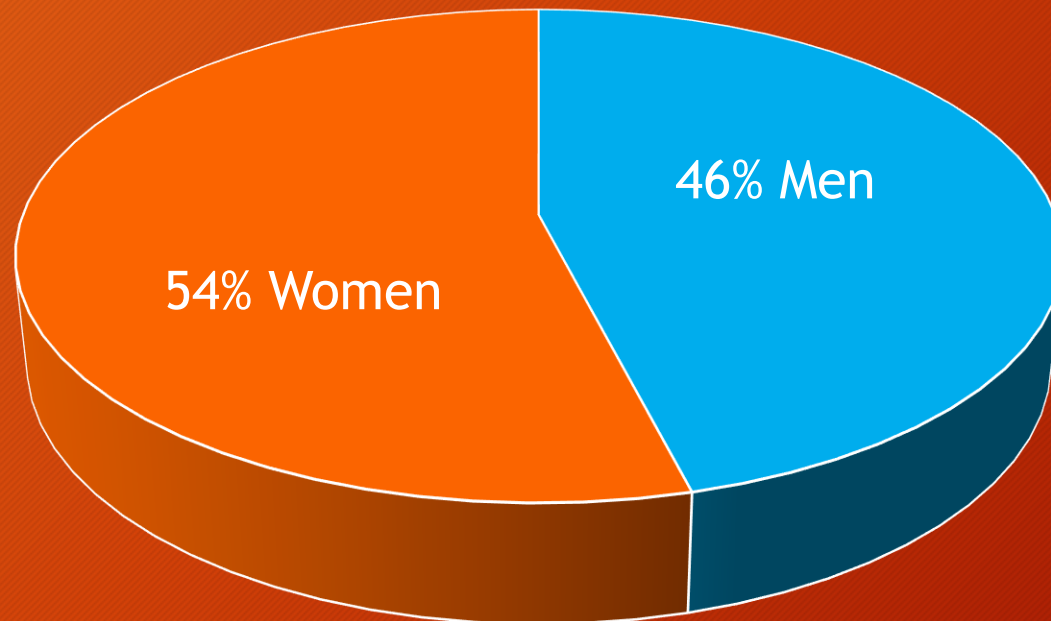
- Once again, COUNTRY USA has delivered gigantic record attendance and has become one of America's biggest and most unique country music festivals. Located at Ford Festival Park...
- Celebrating its 25th Anniversary In 2020 we will be hosting a well-rounded and star-studded country lineup featuring current stars and legends like: **THOMAS RHETT, TOBY KEITH, LITTLE BIG TOWN, COLE SWINDELL, BRETT YOUNG**, and so many more!
- COUNTRY USA has featured such artists as: *Kenny Chesney, Luke Bryan, Jason Aldean, Tim McGraw, Taylor Swift, Florida Georgia Line* and so many more in its 25 year history of hosting an all-star talent line up.

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2019 Attendance and Gender Breakdown



- COUNTRY USA 2019 hosted a total attendance of 80,250 fans with an average of 26,750 per day.

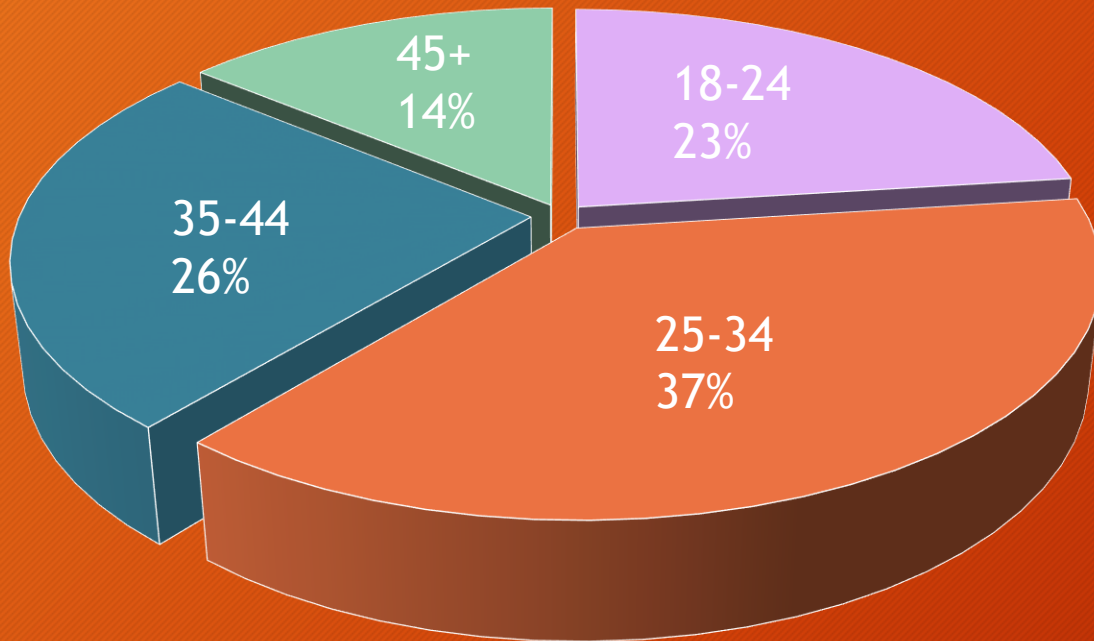


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Age and Income Distribution

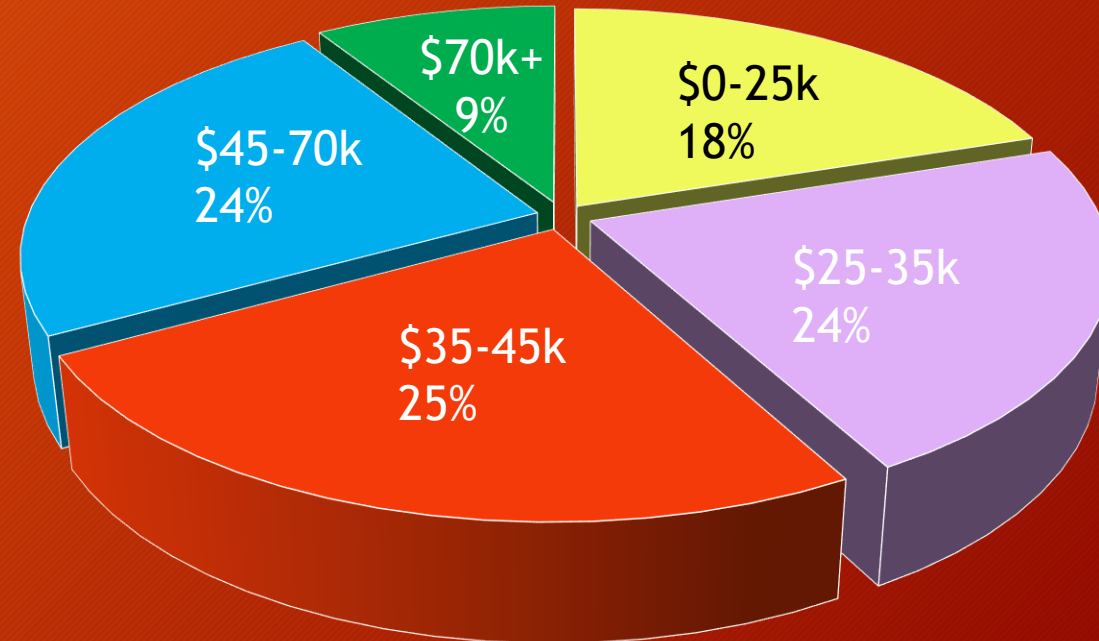


Age Distribution



■ 18-24 ■ 25-34 ■ 35-44 ■ 45+

Income Distribution

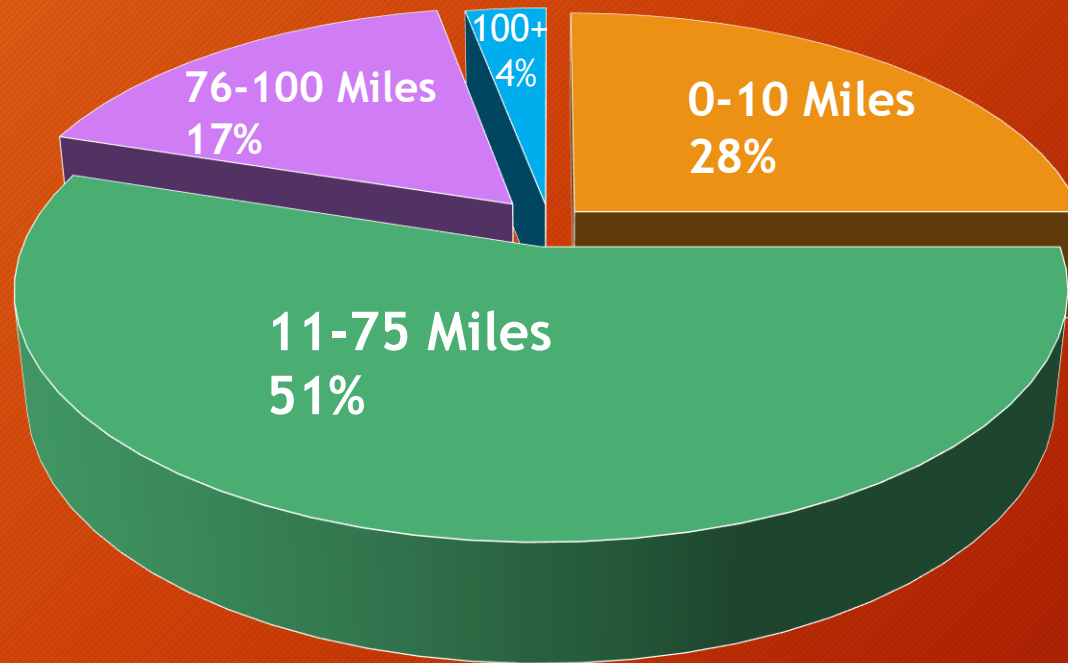


■ \$0-25,000 ■ \$25,001-35,000 ■ \$35,001-\$45,000 ■ \$45,001-70,000 ■ \$70,000

Geographic Distribution of Attendees



Miles Traveled



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Advertising and Entertainment Budget



- Advertising Budget: **\$400,000 annually**
 - Our marketing plan and budget features a robust combination of outlets, combining radio, social media, web, outdoor, and e-mail campaigns. We rely heavily on radio spots and social media marketing for most of our exposure to our target fan. **In 2019 our social media campaigns gained over 10 million impressions.**
- Each year, our mission is to deliver a unique and **contagious experience** every time we open the gates. We create festivals that put fans in front of their favorite musicians and surround them with **interactive sponsor activations, gourmet food & beverage experiences**, and an overall **elevated festival environment.**

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COUNTRY USA MUSIC FESTIVAL



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