

2006 Greenville RiverRock Festival

RIVERROCK GUIDE

The Official Event Survival Guide

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www.riverrockfest.com

Table of Contents

ABOUT RIVERROCK	1
Mission Statement	
Venue	
Date	
The Line-Up	
Policy	
FOR SPONSORS	4
Sponsorship Tiers	
Policy	
FOR MUSICIANS	5
Performing Acts	
Non-Performing Acts	
Policy	
FOR VOLUNTEERS	6
Planning and Development	
Festival	
Policy	

WHAT IS RIVERROCK

The Greenville RiverRock Festival is a free, day-long, live festival to support local music in the Greenville/Eastern North Carolina region. This festival will host a rare opportunity for all walks of life to set aside differences in age, gender and income and enjoy grassroots arts at its best. Scheduled for Saturday, September 9th, 2006 from 11AM to 9PM, The Greenville RiverRock Festival will be host to eight local musical acts and booths for local businesses to promote themselves.

RIVERROCK MISSION

The Greenville/Eastern North Carolina region prides itself on diversity and talent in many areas. One of these talents is found in the wealth of musically inclined and emotionally invested artists in the area. Music is the universal language for communicating thoughts, ideas and feelings, succeeding where words and conversation fail. With the enormous amount of interest, talent and spirit found in the region, The Greenville RiverRock Festival aims to bring these talents together and allow ideas, thoughts and music to be formed within the City of Greenville. Because of this mission and common interests in the Local Art and Music Community, as well as Greenville/Eastern North Carolina, the Magnolia Arts Center, Greenville's only comprehensive Arts Organization, has teamed up with The Greenville RiverRock Festival to make this event a successful and memorable experience. All proceeds, including donations, merchandise sales, after-party admission etc., will benefit Magnolia Arts Center and their passion for exposing the community to creativity, art and expression. Magnolia Arts Center is in the process of obtaining nonprofit status as a 501(c)(3) corporation. Donations are tax deductible and will be applied to the calendar year in which they are received.



RIVERROCK DATE

The Greenville RiverRock Festival is scheduled for Saturday, September 9th, 2006 from 11am through 9pm, **rain or shine**. This weekend was chosen to optimize attendance and promotion for the City of Greenville. East Carolina University, an integral part of the community, will be in session for fall semester. The Greenville RiverRock Festival aims to expand the Greenville community of residents, returning students, and guests' entertainment options, leaving everyone with a valuable and long-lasting positive impression.

RIVERROCK VENUE

By being held in the Greenville Toyota Amphitheatre, on the Tar River in the Greenville Town Commons, the festival is sure to be a success. The Amphitheatre is located in a central location of Greenville and Pitt County, where any citizen within the area can easily attend this free, day long musical festival.

THE LINE-UP

During the ten (10) hour performance, there will be eight (8) slots available for musical acts to fill. Each slot will consist of a forty-five (45) minute set and thirty (30) minute transition period. The RiverRock Festival is seeking musical performances from talents in the following genres.

GENRES

Rock Variation, Beach Music, Bluegrass, HipHop, Blues, Jazz, Folk Rock, and Contemporary

RIVERROCK ADMISSION

The mere mention of the word "free" raises interest in all who hear it and is a word everyone can relate to. Bearing this in mind, The Greenville RiverRock Festival will be free of charge and open for all who are interested in attending. By encompassing the diverse nature of the target audience, The Greenville RiverRock Festival aims for premium attendance and enjoyment. The festival is designed for the entire population and everyone wishing to attend will be able to, regardless of their income.

RIVERROCK PRODUCTION

Because the admission is free does not mean the festival will be produced for free. Because of various fees, insurance, security, marketing/promotion, and miscellaneous charges, The Greenville RiverRock Festival hopes that its peers, local businesses and organizations will lend a hand in producing this free, live festival to support local music and the surrounding community.

To help keep costs down and promote a clean wholesome musical experience that appeals to not only individuals, but families as well, The Greenville RiverRock Festival will NOT be serving alcohol. The event is designed to be a free, day-long music festival to support local music in a clean, inviting environment open everyone.

Marketing and Promotion

- A name, logo and slogan have been designed to be placed on t-shirts, flyers, banners, radio and TV advertisements.
- T-shirts of the festival, which will contain the festival information as well as sponsors and musical acts, will be created with the intention of being sold to the attending audience.
- Approximately 30,000 flyers will be printed and posted all over the Greenville area.
- Radio and TV advertising scripts will be written to be aired and promote to the Greenville area about the festival.
- A local art gallery, will be invited to design the festival's theme.

After Party

- For those interested in a more adult event and setting, an after party is planned to be held in a nightlife establishment in the downtown area after the actual festival concludes.
- A local downtown bar will be chosen to host the after party for The Greenville RiverRock Festival. This bar will have a stage and sound system that could support live music from any interested acts that do not reserve a slot in the festival.
 - A local brewery will be asked to donate a few kegs of beer in support of the festival in return for a high degree of exposure/ sponsorship.
 - Attendance to the After Party will be by invitation only. Audience members may receive a free invite at the festival. Otherwise a five (5) dollar cover charge will apply. Ages eighteen (18) and up.

FESTIVAL POLICY

- The possession, sale and/or use of alcoholic beverages, illegal drugs and/or illicit use of controlled substances is strictly prohibited at The Greenville RiverRock Festival.
- Any person arriving at the festival already under the influence of alcohol or any controlled substance shall not be admitted.
- Small bags or purses will be permitted, but no large bags or coolers are allowed. Bags are subject to search.
- Possession of any weapon is strictly prohibited from The Greenville RiverRock Festival and by the City of Greenville.
- The Greenville RiverRock Festival is a family oriented event, therefore violent behavior will not be tolerated. Please refrain from forming any "moshpits" or violent "dancing".
- Violation of this policy will result in direct removal from the premises.

SPONSORSHIP

Local businesses, organizations and individuals are encouraged to show their support for local music and The Greenville RiverRock Festival by contributing a small amount of money toward its success. The Greenville RiverRock Festival is also seeking support in the form of goods and services. Sponsorship can be received by contributing such goods and services equal to any monetary amount listed in the sponsorship tiers. Below is a list of Sponsorship Tiers which detail any information involved in supporting this great cause:

BRONZE (\$100 - \$249)

Any business that donates an amount between one hundred and two hundred and forty-nine dollars will have their business name listed on promotional materials and receive a certificate of honor.

SILVER (\$250 - \$499)

Any business that donates an amount between two hundred fifty dollars and four hundred ninety-nine dollars will have their business name listed on promotional materials, receive a certificate of honor, and be permitted to set up an advertising booth to distribute promotional materials, but no sales of goods or services.

GOLD (\$500 - \$999)

Any business that donates an amount between five hundred dollars and nine hundred ninety-nine dollars will have their business name listed on promotional materials, receive a certificate of honor, and be permitted to set up a merchant booth to distribute promotional materials and/or make sales of goods or services.

PLATINUM (\$1000 - \$2,499)

Any business that donates an amount between one thousand dollars and two thousand, four hundred ninety-nine dollars will have their business name listed on promotional materials, receive a certificate of honor, be permitted to set up a merchant booth to distribute promotional materials and make sales of goods or services, and receive logo space on banners and t-shirts.

DIAMOND (\$2500 - \$4,999)

Any business that donates an amount between two thousand, five hundred dollars and four thousand, nine hundred and ninety-nine dollars will have their business name listed on promotional materials, receive a certificate of honor, be permitted to set up a merchant booth to distribute promotional materials and make sales of goods or services, receive logo space on banners and t-shirts, and be given co-sponsorship rights.

URANIUM (\$5000 and Up)

Any business that donates an amount of five thousand dollars or higher will have their business name listed on promotional materials, receive a certificate of honor, be permitted to set up a merchant booth to distribute promotional materials and make sales of goods or service), receive logo space on banners and t-shirts, and be given full festival sponsorship rights.

PRESENTER (Budget Entirety)

Any business that foots the entire budget for The Greenville River Rock Festival, will be given all of the above listed opportunities, as well as presenter status, and the festival will be renamed accordingly.

SPONSORSHIP POLICY

July 30th, 2006 is the "point of no return". On this day, our management team will evaluate our financial and planning status and make a decision whether to move forward on the festival. All sponsorship money and musical act commitments should be collected/promised on or before July 19, 2006 at 11pm. In the event of festival cancellation prior to July 30th, 2006, all financial aid will be refunded to the respective organizations. After July 30th, 2006, no money will be refunded to any sponsors unless prior arrangements have been made with the festival management team.

To begin festival sponsorship process, please submit an online interest form at <http://www.riverrockfest.com/sponsors/>

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MUSICAL ACTS

The Greenville RiverRock Festival is designed to optimize support, exposure and promotion of the local music and business community of Greenville, NC and Eastern North Carolina. Every musical act is encouraged to participate in the festival and show support for the cause.

Performing Acts Policy

- There will be no fee for reserving a timeslot and playing during the festival.
- Performing Acts will be reviewed and chosen by our Talent Selection Committee after submitting a request form online.
- Because of the promotional and advertising nature of the festival, each act will sign a commitment contract recognizing a possible fine for cancelling their slot in the festival after June 30th, 2006 at 11PM.

Non-Performing Acts Policy

- Other music groups are encouraged to attend the festival in a group capacity and are free to set up an advertising booth to promote their music, mingle with musically inclined guests, and show their support for the cause.
- Non-Performing Acts must submit an online request form to reserve advertising booth space.
 - Non-Performing Acts must provide their own table and chairs.

To begin reservation process, please submit an online request form at <http://www.riverrockfest.com/bands/>

RIVERROCK VOLUNTEERING

The Greenville RiverRock Festival's success is dependant on support from the Greenville, NC and Eastern North Carolina Community. If you are interested in volunteering for the festival in any capacity, please do so in one of the following ways:

For Festival

- Schedule and responsibilities are flexible
- If you volunteer for at least 4 hours, you will receive an "Event Staff" festival t-shirt, a certificate of honor and respect from the community and festival staff.
- Due to the nature of the festival, each and every aspect is important and the rest of the festival staff will be counting on you. Please be sure that you can make a solid commitment.

For Planning/Development

If you are interested in the planning/development of The Greenville RiverRock Festival, please contact our management team and inform them of your interests, skills and experience. Further details about reimbursement/rewards will be offered on a case by case basis.

To begin volunteering process, please submit an online interest form at <http://www.riverrockfest.com/volunteers/>

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THANKS FOR YOUR SUPPORT

From the RiverRock Festival Management Team, Staff, Sponsors and Performers, thanks for your time and energy. With the help of the community, the arts, and the City of Greenville, we hope to make The Greenville RiverRock Festival a success and continue supporting local business, government, art and music. We hope you enjoy the show. Thanks!

