

*Fruit of Life Productions*

In association with

Industrial   
The Power to Develop Creatively

presents

# REDEMPTION FEST

A MOVEMENT INSPIRED BY THE LEGACY OF ROBERT NESTA MARLEY

"Won't you help to sing, these songs of Freedom"  
~Bob Marley

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*Redemption – Improving of something: The act of saving from a declined, dilapidated or corrupted state and restoring that thing to a better condition.*

## Overview

Redemption Fest is a music festival celebrating the positive legacy of humanitarianism, non-violence and, of course, redemption that was championed by Bob Marley.

Redemption Fest will happen in Atlanta, Georgia at Centennial Park. Centennial Park is home to some of Atlanta's biggest music festivals.

- Main Stage featuring headline talent
- Community interactive area – activity zone geared to educate and the audience on positive topics that uplift humanity on a local, regional, national and global level.

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The Marley legacy is live and kicking! From Ziggy to Stephen, from Damian “Jr. Gong” and Ky-Mani; the artists who are the direct holders of the torch are gracing stages globally. Redemption Fest is a platform for all those influenced by the legacy of Robert Nests Marley to share and shine that light.

Redemption Fest will showcase the Marley family as well as a list of today’s positive influencers and culture inspiring multi-genre artists.

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“You just can’t live in that negative way... make way for the positive day.”



## Why Redemption Fest?

Redemption Fest is not just built as a concert event, but rather focuses on aspects of community, celebration, and the positive platforms initiated by Bob Marley. It draws from all those touched and influenced by the man behind the ideal. From the Millennials to the Baby Boomer generation, executives to students, few entertainment events access such a large cross section of the population and engage it on such positive themes.

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Notations of distinction include:

Community engagement with positive message and platform

- PR and media opportunities
- Opportunity to build additional programming initiatives tied messaging and philosophy

Draws from a wide audience (due to the diverse fandom surrounding

- Students from all universities
- Major show performances continue to be reinvented
- Major theatricals have been successful to the point of running force long as a decade and have been seen by millions worldwide

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## Notations of distinction include:

- The Bob Marley Tribute in California drew in 2 Million attendees over 3 days
- In Miami, a similar event drew 500,000
- The Kaya Fest brings 10s of 1000s each year
- The Marley music brands are stronger than ever, with international recognition and impact
- Atlanta market has the biggest millennial population in the US
- Bob Marley 60<sup>th</sup> Birthday Tribute Show in Ethiopia in 2005 featuring members of the Marley family drew over 300,000 the world over

## Concert attendees are receptive to marketing messages:

- Over 80% of surveyed concert attendees are amenable to corporate sponsorship at concert events
  - Nearly 61% said they would be more likely to use a sponsor's product
- (source: Corporate Sponsorship – Consumer Insight Survey – 9/19/2017)

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- In just the first weekend of Coachella 2015, fans posted more than 3.5 million tweets. More than 1 million tweets were sent during SXSW 2015.

- A 2014 Live Nation study found that 75% of the social conversations about music festivals are created by fans in the 17-34 age group. The study also found that 23% of these posts were made by fans who weren't at the events but were watching remotely via live streams on YouTube, TV etc.

- According to IEG, LLC, North American-based companies spent more than \$1.5 billion sponsoring music venues, festivals and tours in 2014, a 4.4% increase from 2013. The biggest sponsor, Anheuser-Busch, is partnered with 31% of U.S. music festivals followed by Pepsico, Coca-Cola, Heineken, Red Bull, Verizon, Ford and Toyota.

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- According to a study conducted by Momentum Worldwide, a customer attending a branded live experience drives 65% of people to recommend the brand and 59% to buy it at retail afterward.
- New Eventbrite research shows that 29% of Millennials have attended a music festival in the last 12 months, compared to only 17% in 2014.
- Positive impact was a key influence on this age group's decision to attend a show, with 80% more likely to go to an event featuring artists using music for social changes.
- The five biggest festivals combined grossed more than \$183 million in ticket sales in 2014 not including sponsorships or merchandise, food and alcohol sales.

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## Marketing

Marketing initiatives will be employed to maximize efforts across a multidimensional, integrated platform providing a wide variety of branding and exposure opportunities:

- Public relations: national, regional and local efforts including: radio shows, television and periodical
- Radio: college radio, Pier 1 specialty shows, major networks
- Print: local, traditional and alternative press outlets, University papers
- Direct: street teams - flyer and poster distribution
- Retail: in-store appearances by artists
- Web based: linking strategy to all artists' sites, social networking, email campaign, Awakenings online community

Community/Grassroots: partnerships with local and national organizations/foundations



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## Social Media VR/AR app experience

Cloud based platforms are now the backbone of the social media experience. The opportunity to use, pre-existing, in-house software that has been developed for the highest clients in their industry and repackage it for the purpose of creating a unique long lasting user experience is here!



YourView is an cloud based app that allows any user to share their particular experience through 360 live stream, video/photo upload, membership levels, VIP access and social media connectivity. YourView uses geo-targeting which allows individuals at an event to receive special access to event specials, promotional and take-away items. YourView allows for focused consumer engagement and fully interactive user experiences at the same time.

Redemption Fest will be the launch site of YourView as a global platform for sharing in live events and experiences.

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## Market research:

### Scope of market:

- on-site audience: 40K+
- International audience: 500K+

**Audience who are homeowners:** 42 to 52%

### Household structure of audience:

- Single, no children: 42%
- Single male or female, with children 6%
- Couple, no children: 34%
- Couple, with children: 28%

### Household Income:

- Under \$25,000: 4%
- \$25,000 – 50,000: 14%
- \$50,001 – 75,000: 40%
- \$75,001 – 100,000: 29%
- \$100,001 – 150,000: 8%
- \$150,001+: 1%

### Age of Audience:

- Young Children (0-12): 3%
- Teenagers (13-17): 12%
- College Age (18-22): 7%
- Young Adults (23-35): 24%
- Mature Adults (36-55): 38%
- Retired & Seniors (55+): 16%

### Gender:

- Male: 40%
- Female: 60%

### Audience Education:

- Some High School or less: 5%
- High School Graduate: 10%
- Some College: 15%
- Undergraduate Degree: 41%
- Postgraduate Degree: 29%

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In the annals of music history, those transcendent artists that witnessed the greatest fan-fare, devotion, appreciation and respect are unofficially set aside with the designation of being recognized by a singular name: Jimmy, Mick, Paul & John, Marvin, Aretha, Madonna, Prince, etc. The same designation stands true for the prophets of our world: Gandhi, Mohammed, Jesus, Martin, etc. There stands a man that both list can claim due to his incredible contributions and influence both in the music world and as a leader for people all over the world. BOB set forth a legacy both unique and wonderful that had been maintained, reborn and redefined as time has continued forward since the physical passing from this Earth. That Legacy pushes forward by the way of the music he left with us, the Marley family and the artists who have been influenced by him.