

## SRTBIA EVENT SUPPORT REQUEST

### EVENT DETAILS

1. Event Name: **COUNTRY SUMMER**
2. Event Dates: June 3-5, 2016
3. Event Description: A three day Country music festival and “entertainment happening” at the Sonoma County Fairgrounds. Country Summer is the preeminent music event in Sonoma County and the largest Country music festival in Nor Cal. We are Santa Rosa’s signature music event. Country Summer offers a fabulous fan experience that features marquee national recording artists & groups, the Santa Rosa Stage featuring local acts, Food & Beverage concessions, Merchandise Vendors and other Western Lifestyle experiential and sponsor related activities. In 2016, we are adding an Expo component. Country Summer is the annual, flagship event for Froggy 92.9. – part of locally owned Amaturio Sonoma Media Group.
4. Country Summer is a returning Event.
5. Executive Producer: Alan Jacoby ([ajjacoby@aol.com](mailto:ajjacoby@aol.com)); 2505 Commerce Road; Athens, GA 30607
6. Impact Entertainment, Sports & Event Marketing LLC
7. Event Cost: In 2014, the Country Summer production budget was \$1,200,000 including \$700,000 for talent. In 2015, we expanded to three days and upgraded our talent roster for an Event Cost of \$2,200,000. In 2016, our talent budget alone may exceed \$2,000,000+.
8. Amount Requested: Fifty Thousand (\$50,000.00) Dollars
9. The funds will be used to help offset event related expenses such as Sonoma County Fairgrounds facility rental, Stage/Sound/Lights/Video/LED Screens (approx. \$200K), stagehands, labor, security and police. Additionally, the funds will be used to help offset marketing expenses (publicity, social media, traditional media, etc.) outside of Sonoma County.

### GENERAL EVENT INFORMATION

1. Country Summer is a proven, major destination event. In 2015, Country Summer room utilization **just for staff** (including pre-event) exceeded 200 room nights. Geographic tracking data of ticket buyers show we drew from all over Nor Cal and from around the United States and internationally as well. We set a record and sold more than 2000 three day packages which means fans are coming for the weekend. The CVB has been tracking room night usage during the event and is able to project Country Summer’s impact.

2. Our target audience is the Country Music fan. In 2016, our capacity for the three days will increase to 37,980 fans (12,660 per day – up from 11,000 per day in 2015).
3. As stated above, having specific data that we attracted fans regionally, nationally and internationally – Santa Rosa hospitality officials are better able to gauge the number of room nights we generated in 2015. Our 200 staff room nights were primarily at the Sandman. One of the event’s financial partners brought a large group from Louisiana and they stayed at the Hilton. The Hilton’s block sold out this year.
4. We have not approached or contracted any hotels for 2016. The Sandman worked well from convenience and budget perspectives as our staff hotel in 2015 so there is no reason not to continue with this relationship.
5. As we did in 2014 and 2015, we’d be very happy to exclusively utilize Santa Rosa CVB services to secure room nights.
6. As evidenced by our expansion to three days (plus capacity expansion) and the fact that we attract Country music fans from across the United States and globe, Country Summer’s ability to incubate is proven and strong. We are continuing to invest in a powerful talent lineup and other event enhancements. So long as we do this, the event will grow – and room night generation will also expand. The goal is to be fully subscribed every day. Country Summer is a destination event made even more attractive by all of the other activities in the area available to our guests.
7. By virtue of our performance over the past two years, Country Summer has proven we deliver a very powerful, comprehensive and fully integrated program that prominently showcases, supports and re-affirms the Santa Rosa brand. The Country Summer event recap and publicity outline (which have been included with our application submittal) show the value we bring to the table.
8. Partnering with Amatturo Sonoma Media Group and closely collaborating with the Sonoma County Fairgrounds provides Country Summer with important credibility within the community and helps our efforts to craft sponsorship and in-kind alliances. In 2015, our local (Santa Rosa) alliances included Lithia RAM of Santa Rosa, American AgCredit, Eagle Distributing, Montgomery Village, Les Schwab, Creams Towing and Cattlemens. We supported and raised funds for local causes including the local chapters of the Wounded Warriors and Mothers of Military.

9. Country Summer event costs could reach 2.5 million dollars (\$2,500,000) in 2016. Our two primary revenue streams will continue to be Ticket Sales and Sponsorship. Future funding is contingent upon providing fans with marquee talent to drive ticket sales. From a sponsorship perspective, we must provide our partners with tangible value, keep our existing sponsors (including SRTBIA funding) and add new ones. This will allow Country Summer to continue to take the risk and invest in a high caliber entertainment lineup, first class production and a powerful marketing campaign.
10. Our marketing budget in 2015 was \$100,000 (hard cash) and this figure does not include Sonoma Media Group's media investment of more than \$300,000. We unequivocally proved Country Summer activated a best in class marketing campaign featuring Radio, Television, Print, Internet & Social Media, Collateral Materials and Publicity – generating millions upon millions of impressions for Santa Rosa out of market. Santa Rosa was and will continue to be integrated into the Country Summer campaign if the SRTBIA continues to be our partner. As the CVB Executive Director will affirm, we interact regularly with our partners and provide marketing updates/activity reports and a comprehensive wrap-up report that recaps the campaign and the deliverables received by our partners.

#### **SUMMARY**

Country Summer is a proven destination and signature event for Santa Rosa. We put people in beds, we expand the Santa Rosa brand, we generate widespread exposure, we enhance economic development and we increase tax revenue. In 2015, we invested into our expansion and upper tier talent. As a business venture, the results were marginal and the risks far outweighed the rewards. The Country Summer partnership is willing to give it another go in 2016 but the continued support of the SRTBIA is crucial. We look forward to continuing a mutually beneficial partnership with Country Summer's host city – Santa Rosa.

Respectfully Submitted,

Alan Jacoby

Executive Producer

**Country Summer; Weekend of June 5th, 2015**

**Sonoma County Fairgrounds; Santa Rosa, CA**

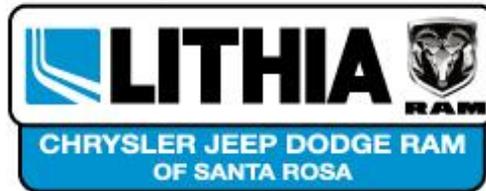
**[www.CountrySummer.com](http://www.CountrySummer.com)**

(602) 738-0685 (cell); (706) 552-1520 (office)

# Country Summer 2015 Recap



PRESENTED BY



# Country Summer – Bigger and Better in 2015

In its second year, Country Summer grew from two to three epic days on June 5-7, featuring 14 of today's biggest names in country music. More than 26,000 fans packed the Sonoma County Event Center in beautiful Santa Rosa under perfectly sunny skies, brilliant sunsets and starlight nights.



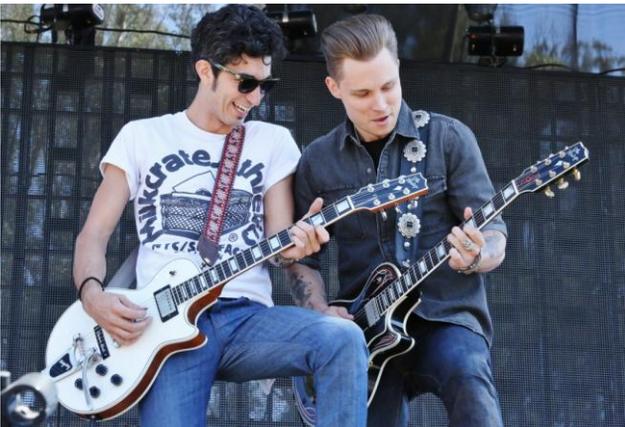
# Friday, June 5

Jared Porter, winner of the Fender Contender Challenge, kicked off Country Summer with his much anticipated opening act. Parmalee and Chris Young turned in solid performances, and Gary Allan excited the crowd with his big hits. Headliner Jake Owen bounded on the stage barefoot and brought down the house. One review said, "It was the best performance we've ever seen from him, and we've seen him a lot."



## Saturday, June 6

The Swon Brothers amped it up, and Frankie Ballard took it to a higher level, making his way through the crowd to climb the video board scaffolding much to the delight of his fans. Jerrod Niemann, with his banjo-playing donkey, and Lee Brice, appealing to the “Drinking Class,” brought even more life to the party. Sibling trio sensation, The Band Perry, delivered an amazing performance with a stunning production worthy of a Country Summer headliner.



## Sunday, June 7

The final day of awe-inspiring country talent began with Cassadee Pope, the only female solo artist in the line-up. Easton Corbin took the audience on a musical tour of songs he grew up on, and Trace Adkins commanded the stage with swagger and his phenomenal baritone voice. Brantley Gilbert, the bad boy of country music, headlined with a rowdy performance that brought Country Summer to a bang-up, grand finale close.



# TailGreat Seats RAM Contest

The Country Summer branded RAM truck was at the hub of the TailGreat contest, engaging fans on social media and driving traffic to Lithia RAM of Santa Rosa. To win tickets to see each day's concerts from the bed of a front row pickup, fans snapped selfies with the vehicle and posted them to Instagram, Facebook or Twitter. Winners were randomly selected.



# Fundraising for The Wounded Warriors Project

The eBay fundraiser auction to benefit The Wounded Warriors Project was an extension of the TailGreat promotion. Winning bidders experienced each day's concerts from the back of another RAM truck placed at the front of the stage. Funds were raised to support injured service members.



# Big Bucks to Support Our Troops

Fans had a blast on a metal beast, all for a good cause. Proceeds from the mechanical bull riding attraction benefitted MOMS, Mothers of Military Servicemembers, a volunteer non-profit organization serving men and women in the U.S. Armed Forces.



# Seats On The Stage To Benefit St. Jude

St. Jude Children's Research Hospital, pioneering research and treatments for kids with cancer and other life-threatening diseases, was the beneficiary of a seats-on-the-stage fundraising initiative. Top contributors enjoyed concerts from Adirondack chairs right on the stage.



# Fender Contender Challenge

More than 400,000 votes were cast in the Fender Contender Challenge a worldwide talent competition to open the Country Summer show, win \$5,000 and make it big on the Montgomery Village Stage. Fans voted for their favorite videos, narrowing the field from 10 to four. Aussie artist Jared Porter, a California native, was the ultimate winner.



Are You A Country Music Act  
Ready For The Big Stage?  
**THIS COULD BE YOUR BIG BREAK!**

*Fender*  
**CONTENDER  
CHALLENGE**

Open The Show At Country Summer  
And Win A \$5,000 Appearance Fee!

Entry Deadline: 3/31/15

**CLICK HERE FOR DETAILS**



## The Santa Rosa Stage

The Santa Rosa Stage was a new addition in 2015. Between main acts, the secondary stage featured local area Top 10 semi-finalists from the Fender Contender Challenge. There were an array of other attractions from Jack Daniel's Girls, games and libations, to the U.S. Marines boot camp simulations.



**The Santa Rosa Stage**

See hometown favorites between main acts  
on the Montgomery Village Stage.

Friday, June 5  
Lindsay Bruce and McKenna Faith

Saturday, June 6  
JD Bauman & The Boot Band

Sunday, June 7  
Queen Anne's Lace

# Lithia RAM Ride & Drive

Lithia RAM's landmark tent adjacent to The Santa Rosa Stage was another new addition in 2015. Concert-goers had an opportunity to test drive the all new RAM Rebel on an obstacle course. Drivers received a Country Summer bandana, were entered to win \$45,000 toward the purchase of a truck and randomly selected to receive upgraded seats.



## Meet & Greets With All The Artists

Fan Club members, VIPs and contest winners were treated to backstage Meet & Greets held prior to each entertainer's performance.



# Country Summer Scene

Nor Cal's biggest country music festival and Sonoma County's biggest party was a destination celebration and colossal entertainment experience.





# Website

Representative pages from website. Note that all partner logos scroll at the bottom of each page. Banner ads rotate.

[www.countrysummer.com](http://www.countrysummer.com)

The homepage features a vibrant banner with the event title "COUNTRY Summer" in large, stylized letters, set against a background of a sun and a cowboy. Below the banner is a navigation menu with links for HOME, LINEUP, TICKETS, SPONSORS, INFORMATION, and STORE. The main content area is titled "NOR CAL'S LARGEST COUNTRY MUSIC FESTIVAL" and "THREE EPIC DAYS OF COUNTRY MUSIC IN BEAUTIFUL SANTA ROSA, CA". A central graphic highlights "3 Epic Days of Non-Stop Music and Festival Fun" with images of performers Jake Owen, The Band Perry, and Brantley Gilbert. Below this is a sign-up form for event updates, followed by a "Check & Review" section with social media feeds and a "SPONSORS" section displaying logos for Lithia, Bud Light, Friedman's, and Village.

A horizontal row of sponsor logos including Froggy 92.9 Today's Country, Friedman's, Bud Light, and Village.

The Sponsors page features a grid of logos for various partners. The "PRESENTING SPONSOR" is Lithia. The "MAIN STAGE SPONSOR" is Village. Other partners include Bud Light, Friedman's, Les Schwab, Lee's - Fitch, Jack Daniel's, A Better Deal, American AgCredit, Creams, Harris, Santa Rosa, and Pape. A sign-up form for event updates is located on the right side. At the bottom, there is a section for additional information and a video player for a "Watch Country Summer TV Commercial" featuring Brantley Gilbert.

# Social Media

Social media was an integral component of the 2015 campaign – posting promotions and event updates; engaging with entertainers and sharing their news; and showcasing sponsors. Facebook likes tripled to more than 9,000, and the television commercial was viewed 55,873 times prior to the event.



[Country Summer Twitter](#)

[Country Summer Instagram](#)

[Country Summer You Tube](#)



# NorCal Campaign

2015 Country Summer Media Flowchart		* Media Calendar Starts On Mondays-->																										
MEDIA	UNIT	TOTAL UNITS	JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE										
			29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
Sonoma County Radio																												
<b>Sonoma Media Group</b>																												
KFGY-FM 92.9, KMHK-FM 104.9, KHTH-FM 101.7, KVRV-FM 97.7, KSRO-AM 1350																												
Continuous promotion																												
San Jose Radio																												
<b>KRTY-FM 95.3</b>																												
AM Drive 6a-10 Spots	:60	223					3	3				3	3					3	3				3	3	3	3		
PM Drive 3p-7p Spots							2	2				2	2					2	2				2	2	2	3		
Sa-Su 6a-7p spots							4					4						4	4				4	4	4			
Mo-Su 6a-12m Rotator Spots							15	15				15	15					15	15				15	15	15	9		
M-Su 6a-12m Bonus Spots/Promos		119																										
Winning Weekend Promotion							1					1											1					
AM Drive Ticket Giveaway														1														
Email Blast															1								1					
Sacramento Radio																												
<b>KNCI-FM 105.1</b>																												
M-F 6a-7p :30 Prime ROS	:30	236					15	15				15	15					15	15				22	22				
M-F 5a-12m :60 ROS	:60																								20	20		
M-TH 6a-12m :60 ROS	:60																									20		
M-TH 6a-7p :30 Prime ROS	:30																									22		
M-F 5a-8p :60 Prime ROS	:60																											
M-Th 5a-8p :60 Prime ROS	:60																									20		
E-Direct Blast																												
Winning Weekend							1					1											1					
Stockton Radio																												
<b>KATM-FM 103</b>																												
M-F 5a-6a AM Drive	:60	80					3					3													3			
M-F 10a-3p Midday	:60						3					3													3			
M-F 3p-7p PM Drive	:60						3					3													3			
Sa 6a-7p Weekend	:60						2					2													2			
Su 9a-5p Weekend	:60						2					2													2			
M-F 6a-10a AM Drive	:60						3					3													3			
M-F 8p-12m Evening	:60						4					4													4			
North Coast Radio																												
<b>KRED-FM</b>																												
M-Su 7a-9p Prime Ros	:60	55																					15	5	25	10		
M-Su 7a ASP Ticket Giveaways	:60																								13 pair			
<b>KQPM-FM</b>																												
M-Fu 7a-9p Prime Ros	:60	125																					25	25	25	25	25	
M-Su 7a & 5P Ticket Giveaways	:60																									13 pair		
<b>KUKI-FM</b>																												
M-Su 7a-9p Prime Ros	:60	160								25	27			20	20								20	24		20	20	
M-Su 7a & 5P Ticket Giveaways	:60																									14 pair		
Cable																												
<b>Comcast</b>																												
Package 2 zones, SF DMA CMT net	:30	902																										
U-verse CSBA, Xfinity banners, pro-roll																												
<b>Xfinity</b>																												
Sponsorship																												
East Bay Spots	:30	200																										
Lower Sacramento Spots	:30	100																										
TV-Bay Area																												
<b>KNTV-11</b>																												
Heart Media Awards	:30	3																										
<b>KPIX-5</b>																												
ACM Awards/Pro Bull Riders programming and bonus spots	:30/15	29																										
Outdoor																												
<b>CBS/Outfront</b>																												
4 Rotating digital boards																												
<b>LES SCWAB HWY 101</b>																												
April-June																												
Print																												
<b>Bohemian Magazine</b>																												
		6x																										
<b>Go Local Magazine</b>																												
		2x																										
<b>SMG Mailer</b>																												
		60k																										
Digital																												
<b>Facebook Advertising</b>																												
<b>E-Mail Blasts</b>																												

# Amaturo Sonoma Media Campaign

-Locally Owned and Operated-



Froggy 92.9, the most listened to Country Radio Station in the North Bay, is locally owned by Amaturo Sonoma Media. Froggy and its five sister radio stations deliver a multi-layered marketing campaign annually for Country Summer valued at more than \$300,000. From December 2014 through June 7, 2015, this integrated marketing campaign drove ticket sales while promoting its Country Summer Sponsor Partners. Elements included:

**1,000+** 30-second and 60-second and live promos on Froggy 92.9

**2,000+** 30-second and 60-second ads across ASM's five sister radio stations

**3,000+** Streaming Ads across all 6 radio stations

**Display Ads** on all station websites

**Multiple Emails** to Froggy Email Databases

**Multiple Text Message Blasts** to Froggy Text Club Members

**Social Networking** via Facebook, Instagram, and Twitter

**A Broadcast and Streaming** Reach of over 150,000 listeners weekly

**Dashboard Display** messages

**On Location Appearances** with Country Summer ticket giveaways

**On Air Contesting**

# Representative Advertising

Country Summer 30-Second Television Commercial

<https://www.youtube.com/watch?v=zIXiBXTQx20>



## Billboards



## Locations:

I-80 & University: Going north and south, heavy traffic area in and out of San Francisco and East Bay.

I-880 and Oakland Coliseum: The major traffic corridor running north/south in East Bay (I-880 connects San Jose to Interstate 80.)

I-80 in Fairfield: Major thoroughfare through North Bay leading to/from Sacramento, Napa/Sonoma and East Bay.

101 South at Exit 484: Rohnert Park toward San Francisco.

Poster

**3 Epic Days of Non-Stop Music and Festival Fun!**

Santa Rosa, Ca

SONOMA COUNTY EVENT CENTER ALL THE FAIRGROUNDS

PRESENTED BY LITHIA CHRYSLER JEEP DODGE RAM OF SANTA ROSA

APPEARING ON THE MONTGOMERY VILLAGE STAGE:

**FRIDAY** STARRING: **JAKE OWEN**

WITH: GARY ALLAN, CHRIS YOUNG, PARMALLEE, FENDER, CONTER, CHAMPION

**SATURDAY** STARRING: **THE BAND PERRY**

WITH: LEE BRICE, JERROD NEIMANN, FRANKIE BALLARD, THE SWON BROTHERS

**SUNDAY** STARRING: **BRANTLEY GILBERT**

WITH: TRACE ADKINS, EASTON CORBIN, CASSADEE POPE

SPONSORS: LITHIA, 92.9, Friedman's, LUD LIGHT, VILLAGE, LES SCHWARZ, LEASE-FITCH, A BETTER DEAL, Fender, JAX DANIELS, AMERICAN MOTOR, Bullmen, xfinity, CREAMS, PAPER, MATERIAL HANDLING, HARPS, MARINERS, RIVER ROCK CASINO, MANNING

INFO & TICKETS @ **CountrySummer.com** **FUNPACK** SAVE UP TO 50% OFF TICKETS! BUY ONE, GET ONE FREE!

Representative Print Ad

SONOMA COUNTY EVENT CENTER ALL THE FAIRGROUNDS

PRESENTED BY LITHIA CHRYSLER JEEP DODGE RAM OF SANTA ROSA

Santa Rosa, Ca

**JUNE 5-7**

**3 Epic Days of Non-Stop Music and Festival Fun**

APPEARING ON THE MONTGOMERY VILLAGE STAGE

**FRIDAY** STARRING: **JAKE OWEN**

WITH: GARY ALLAN, CHRIS YOUNG, PARMALLEE, FENDER, CONTER, CHAMPION

**SATURDAY** STARRING: **THE BAND PERRY**

WITH: LEE BRICE, JERROD NEIMANN, FRANKIE BALLARD, THE SWON BROTHERS

**SUNDAY** STARRING: **BRANTLEY GILBERT**

WITH: TRACE ADKINS, EASTON CORBIN, CASSADEE POPE

SPONSORS: LITHIA, 92.9, Friedman's, LUD LIGHT, VILLAGE, LES SCHWARZ, LEASE-FITCH, A BETTER DEAL, Fender, JAX DANIELS, AMERICAN MOTOR, Bullmen, xfinity, CREAMS, PAPER, MATERIAL HANDLING, HARPS, MARINERS, RIVER ROCK CASINO, MANNING

BOHEMIAN

FRIEDMAN'S HOME IMPROVEMENT FUNPACK SUPER SAVINGS ON 4 OR MORE TICKETS SEE WEBSITE FOR DETAILS VALID SUNDAY JUNE 7TH ONLY

Tickets & Info: **CountrySummer.com**

Email Blast



HOME LINEUP TICKETS SPONSORS INFORMATION STORE

**Country Summer 2015!**

JUNE 5-7 AT THE SONOMA COUNTY EVENT CENTER

Wounded Warrior Charity Auction for Bill & Great Seats

**WOUNDED WARRIOR AUCTION**

SIT HERE @ **TAIL GREET SEATS**

NEAR FRONT STAGE!

ONE WINNING BIDDER EACH DAY!

How would you like to experience concerts near the front of the stage from the bed of Country Summer's official Lithia RAM truck? The wining auction to benefit The Wounded Warrior Project, a charity and veterans service organization near and dear to hearts, is now underway. There will be one winning bidder for each day of the concert. Support vets. Get great seats. Additional information [here](#).

Join The Country Summer Text Club

**COUNTRY SUMMER TEXT CLUB**



Get all the breaking news leading up to and all Country Summer. Join the Country Summer Text Club. Text the letters CS to 77000. When you join, you'll automatically be entered to win a meal and great with ANY artist you choose at Country Summer!

Copyright © 2014 Country Summer. All rights reserved.



AND OUR OTHER FINE SPONSORS:



KNCI eBlast

SONOMA COUNTY EVENT CENTER ALL THE FAIRGROUNDS

PRESENTED BY LITHIA CHRYSLER JEEP DODGE RAM OF SANTA ROSA

Santa Rosa, Ca

**JUNE 5-7**

**Country Summer 2015**

Home Tickets About Line Up



**Get Your Tickets Today!**

Single day tickets start at \$69. Get a discounted 3-day pass for \$189. Limited reserved seating is available.

Buy Tickets

# Press Coverage

Advance coverage, such as *San Francisco Chronicle* recognition of Country Summer as “Top Five Bay Area Entertainment Picks,” promoted the event in the press. On-site coverage resulted in outstanding reviews and dynamic photo galleries. Throughout the campaign, seven news releases were distributed on wire services, including EIN Music Festival, Music Industry News and PR Newswire, resulting in 817 nationwide clips.

## The Press Democrat



SUN, SONGS AND COWBOY HATS



Dane Doran of Santa Rosa and Colin Mason of Eureka dance Friday during Country Summer at the Sonoma County Fairgrounds.

### For love of country

First day of music fest draws 8,000 revelers to Sonoma County Fairgrounds

By DAN TAYLOR  
THE PRESS DEMOCRAT

The second annual Country Summer music festival gave Sonoma County a good look at the best of contemporary music Friday, both the men and the fans, and those were fresh, young and happy.

The first afternoon and evening of the three-day festival drew an estimated 8,000 fans to the Sonoma County Fairgrounds in Santa Rosa to hear top country hit-makers, including Jake Owen, Gary Allan and Clay Aiken.

The sampler of the day was tank tops and cut-offs for women. T-shirts and jeans for men and — most important — one big hat and boots for both. Fans came from all over the county and beyond.

“There’s not a lot of good country music down in the Bay Area,” said Shasta Paul, 27, who came up from San Mateo with several girlfriends, planning to stay the whole weekend. “There are really popular bands at a good price.”

The main-labeled rock-style beer and draftboards and serving electric guitar wine with country folk and steel guitar. The trio were hip and trendy, but with traditional country themes — cossins, mar-



Jake Owen kicks off the second annual Country Summer music festival on Friday in Santa Rosa.

#### COUNTRY SUMMER FESTIVAL

**Today:** Headlines include The Band Perry, Lee Brice, Jarrod Niemann

**Sunday:** Headlines include Brantley Gilbert, Sam Adams

**Where:** Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa

**Tickets:** One-day passes are \$45 each. Information: countrysummer.com

riage, love of country, homemade mason jars and good times.

Duncan Deibel, 36, of Petaluma said he appreciates music that honored local traditions of ranching and farming in a wholesome setting.

— DAN TAYLOR FOR THE PRESS DEMOCRAT

## San Francisco Chronicle

### Country Summer Music Festival is Friday through Sunday, June 5-7, in Santa Rosa, California

*Northern California's biggest country music festival and Sonoma County's biggest party is this weekend in Santa Rosa.*

SANTA ROSA, CALIFORNIA, UNITED STATES, June 1, 2015 /EINPresswire.com/ -- In its second year, **Country Summer** presented by Lithia RAM of Santa Rosa features 14 country music superstars over three epic days.

Northern California's biggest country music festival and Sonoma County's biggest party is this weekend, June 5-7, at Sonoma County Event Center at the Fairgrounds, 1350 Bennet Valley Road.

Jake Owen, an acclaimed country rocker with a new single exploding on the charts, headlines on June 5. The Friday lineup also includes Gary Allan, Chris Young, Parmalee and Jared Porter, winner of the Fender Contender Challenge who will open the show.

The Band Perry, a sibling trio recognized as one of country music's hottest acts in recent history, headlines on June 6. The Saturday lineup also includes Lee Brice, Jerrod Niemann, Frankie Ballard and The Swon Brothers.

Brantley Gilbert, tearing up country music with his new album, headlines on June 7. The Sunday lineup also includes Trace Adkins, Easton Corbin and Cassadee Pope.



### Country Summer 2015 (Santa Rosa, CA)

By Sarah Mohr On June 12, 2015 Posted in Concert Reviews No comments

Country music rolled into California wine country for a star-packed weekend, known around these parts as Country Summer 2015. In its second year, the festival grew from two days to three, drawing thousands of music fans to the Sonoma County Fairgrounds. The weather was perfect, drawing comments from newly hired artist, and the grounds provided ample space for both reserved and general admission seating. A row of vendors were on hand with artist and festival merchandise and plenty of accessories. Beer 'n' hats anyone? There were plenty of food options, and of course, every festival's staple...beer! In addition, a VIP area provided shade and tasty BBQ meals, as well as access to an elevated viewing platform.

The main draw for any country festival is, of course, the music. From the lawn to the front row, fans were loving it. Whether they were dancing, posing for pictures, or even watching the show from the bed of a pickup, the crowd was filled with smiles and singing. Fans way in the back could be seen standing and dancing throughout the performances, content just to be in the vicinity of their favorite artists.



**The Press Democrat**  
THE PRESS DEMOCRAT • PRESSDEMOCRAT.COM

In just its second year, the Country Summer festival in Santa Rosa lands star **Jake Owen** as its headliner

## Big Draw

By DAN TAYLOR

As the second annual Country Summer music festival...

**COUNTRY SUMMER FESTIVAL**  
Where: Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa  
When: Friday, June 5, Saturday, June 6, Sunday, June 7  
Tickets: One-day passes are \$45 each. Information: countrysummer.com

One of Many On-Site Banners



Stage Scrim



Credential



[Country Summer 2015 Recap Video](#)





## BRAND POSITION

- Northern California's Biggest Country Music Festival and Sonoma County's Biggest Party

## PUBLIC RELATIONS GOALS

- Marketing communications to support ticket sales.
- Showcase sponsors and event partners.
- Continue building the brand with a bigger, even better event in 2015.

## PRIMARY PUBLIC RELATIONS COMPONENTS

- Traditional and Online Media Relations -- proactive earned media campaign to generate news, features and calendars coverage in target geographic markets.
- Blogger Relations -- proactive outreach campaign to interest and attract country music and entertainment sources.
- Social Media -- proactive engagement campaign connecting audiences with the event, entertainer and sponsor news and happenings.
- Email Blasts -- direct communication with our audience.

## MEDIA RELATIONS HIGHLIGHTS

- Bigger, better local coverage in *The Press Democrat* with no paid advertising. Dan Taylor, entertainment reporter, wrote, "In only its second year, the Country Summer Music Festival has quickly put Santa Rosa on the map."
- Increased regional coverage throughout Northern California. *The San Francisco Chronicle* recognized Country Summer in its "Top Five Bay Area Entertainment Picks."
- Throughout the campaign, seven news releases were also distributed on wire services, resulting in 817 nationwide clips.
- Press materials available at [Country Summer Media Resources](#). Press coverage (not all of it) and news releases posted on the website at [countrysummer.com/information/news-press/](http://countrysummer.com/information/news-press/). A list of tracked coverage is included at the end of this report.

## **BLOGGER AND THIRD-PARTY ONLINE CONTENT HIGHLIGHTS**

- Expanded 2015 program to target high-profile country music and entertainment-oriented bloggers and websites, such as Music Festival Junkies, a high-ranking site for news, reviews and photos.
- Utilized the blogosphere to announce and encourage country music acts to submit videos for the Fender Contender Challenge talent competition to open the Country Summer show. (Our Aussie grand prize winner learned about the competition from the Guitar Site blog, reaching audiences in the United States and Australia.)
- From Country Music Tattle Tale to Daily Country, Country Music Pride to Music News Nashville, made a multitude of blogger connections and introduced them to the Country Summer phenomena.
- The Country Sip was on-site with Country Summer bloggers from Los Angeles and Nashville, filed daily articles and covered the event on social media in real time. An excerpt of their final review said ...

“The main draw for any country festival is, of course, the music. From the lawn to the front row, fans loved it. Whether they were dancing, posing for pictures, or even watching the show from the bed of a pickup, the crowd was filled with smiles and singing.”

## **SOCIAL MEDIA HIGHLIGHTS**

- Built upon a foundation of strategic thinking and relevant content -- news, visuals and video -- appealing to the country music community.
- Tripled Facebook likes to more than 9,000 in 2015. The television commercial achieved 9.5 thousand reach over the course of the campaign.
- The Tail Great seats contest to promote presenting sponsor Lithia RAM was an outstanding success, driving traffic to the dealership prior to the event. To enter the contest, fans snapped selfies in front of the official Country Summer RAM truck and submitted entries on Facebook, Twitter or Instagram.
- Agency relentlessly tracked sponsor and entertainer’s social media, sharing content for mutual benefit on Country Summer’s assets. In addition, media and blogger coverage was posted/tweeted on the outlet’s social media and merchandised via Country Summer.
- Entertainer’s participation was the single biggest factor in driving fan engagement, shares and retweets. Ultimately, all 14 entertainers participated in promoting their upcoming Country Summer appearances on their social media.

# The Press Democrat



**A LITTLE BIT OF COUNTRY**  
SR fest draws 8,000 on first day **Empire**

**WARRIORS GAIN AS POINT GUARDS FALL**  
**Lowell Cohn:** Loss of Irving just latest injury to play into Golden State's hands **Sports**

## SUN, SONGS AND COWBOY HATS



Diane Duran of Santa Rosa and Colin Moxon of Eureka dance Friday during Country Summer at the Sonoma County Fairgrounds. Photo by KEVIN FOSTER - The Press Democrat

# For love of country

## First day of music fest draws 8,000 revelers to Sonoma County Fairgrounds

By DAN TAYLOR  
THE PRESS DEMOCRAT

**T**he second annual Country Summer music festival gave Sonoma County a good look at the faces of contemporary music Friday, both its stars and its fans, and those faces were fresh, young and happy.

The first afternoon and evening of the three-day festival draw an estimated 8,000 fans to the Sonoma County Fairgrounds in Santa Rosa to hear top country hit-makers, including Jake Owen, Gacy Allan and Chris Young.

The uniform of the day was tank tops and cutoffs for women, T-shirts and jeans for men and — most importantly — cowboy hats and boots for both. Fans came from all over the county and beyond.

"There's not a lot of good country music down in the Bay Area," said Shaina Friel, 27, who came up from San Mateo with several girlfriends, planning to stay the whole weekend. "These are really popular bands at a good price."

The music blended rock-style bass and drumbeats and searing electric guitar solos with country fiddle and steel guitar. The lyrics were hip and literate, but with traditional country themes — romance, mar-



Jared Porter kicks off the second annual Country Summer music festival on Friday in Santa Rosa.

riage, love of country, hometown memories and good times.

Doreen Dolcini, 26, of Petaluma said she appreciated music that honored local traditions of ranching and farming in a wholesome setting.

TURN TO COUNTRY, PAGE B2

### COUNTRY SUMMER FESTIVAL

**Today:** Headliners include The Band Perry, Lee Brice, Jonny Lee Miller

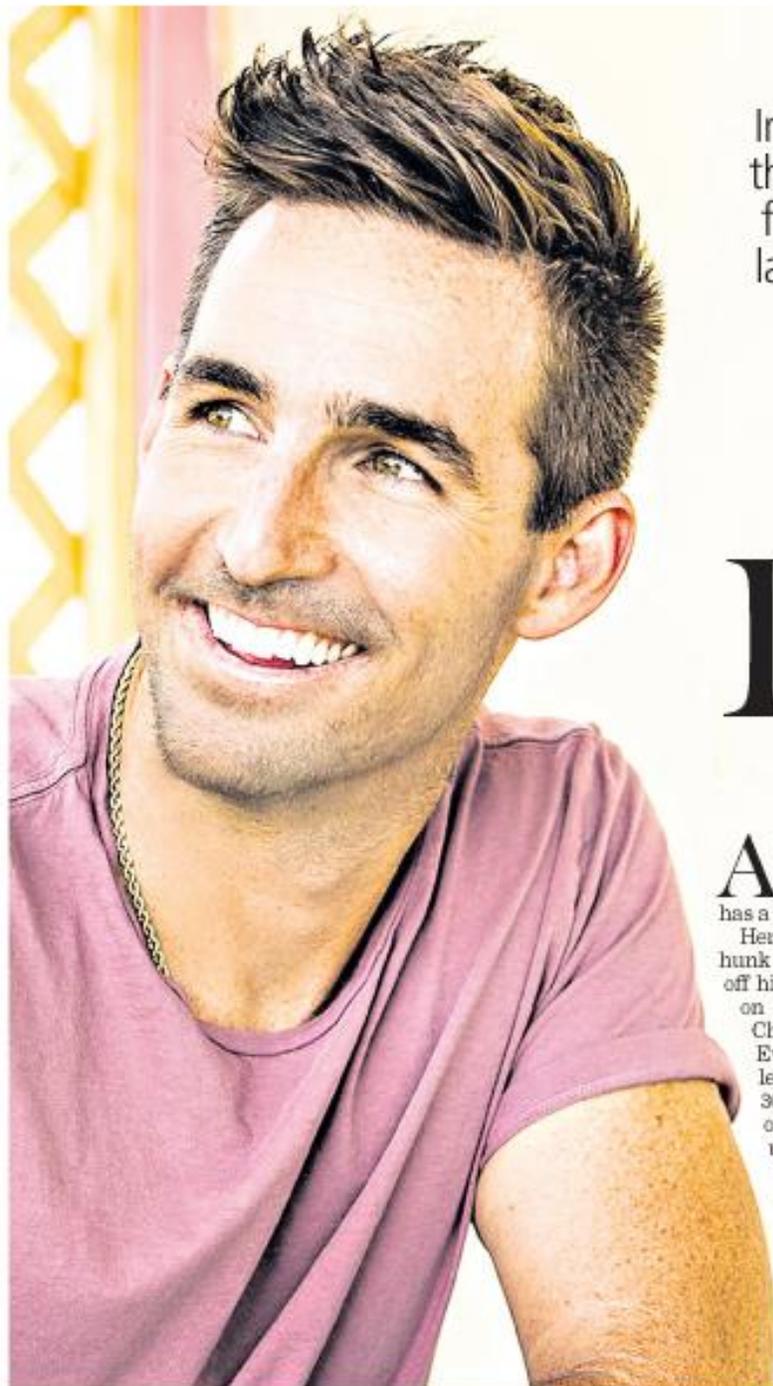
**Sunday:** Headliners include Brantley Gilbert, Trace Adkins

**Where:** Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa

**Tickets:** One-day passes are \$69 each

**Information:** [countrysummer.com](http://countrysummer.com)

# TIMEOUT



In just its second year, the Country Summer festival in Santa Rosa lands star **Jake Owen** as its headliner

## Big Draw

By **JOHN BECK**  
FOR THE PRESS DEMOCRAT

Apparently the promoters of the Country Summer festival have a lot of money to burn — either that or one of them really has a hankering for Jake Owen.

Here's the evidence. Owen, the Florida-born hunk of a country singer who recently cut off his long locks, to much media buzz, is out on tour this summer with singer Kenny Chesney. Last night he played a show in Evansville, Indiana. After the concert, he leased a cargo plane big enough to hold his 30-person crew and all his gear and flew overnight to the Bay Area, where he wakes up today to take the stage in Santa Rosa.

"It's honestly the first time I've ever done anything like this," said Owen, talking on the phone from his tour bus

TURN TO **DRAW**, PAGE D3

Jake Owen sports his new haircut in a publicity photo for his new single, "Real Life."

### COUNTRY SUMMER FESTIVAL

**When:** Friday-Sunday

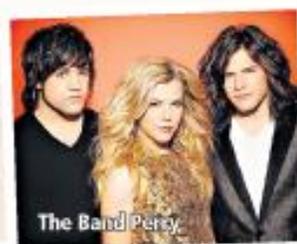
**Where:** Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa

**Headliners:** Jake Owen 8:15 tonight, The Band

Perry 8:15 p.m. Saturday and Brantley Gilbert 6:15 p.m. Sunday.

**Tickets:** \$69 one-day/\$189 three-day

**Information:** [www.countrysummer.com](http://www.countrysummer.com)



The Band Perry

# San Francisco Chronicle

Country Summer Music Festival is Friday through Sunday, June 5-7, in Santa Rosa, California

Northern California's biggest country music festival and Sonoma County's biggest party is this weekend in Santa Rosa.

SANTA ROSA, CALIFORNIA, UNITED STATES, June 1, 2015 /EINPresswire.com/ -- In its second year, [Country Summer](#) presented by Lithia RAM of Santa Rosa features 14 country music superstars over three epic days.

Northern California's biggest country music festival and Sonoma County's biggest party is this weekend, June 5-7, at Sonoma County Event Center at the Fairgrounds, 1350 Bennet Valley Road.

Jake Owen, an acclaimed country rocker with a new single exploding on the charts, headlines on June 5. The Friday lineup also includes Gary Allan, Chris Young, Parmalee and Jared Porter, winner of the Fender Contender Challenge who will open the show.

The Band Perry, a sibling trio recognized as one of country music's hottest acts in recent history, headlines on June 6. The Saturday lineup also includes Lee Brice, Jerrod Niemann, Frankie Ballard and The Swon Brothers.

Brantley Gilbert, tearing up country music with his new album, headlines on June 7. The Sunday lineup also includes Trace Adkins, Easton Corbin and Cassadee Pope.



Search

Country Summer Day One

June 06, 2015 Brennan Chin, Photo Editor



see

California

**Country Summer Music Festival**

Published on: April 08, 2015



Southern California's country music grand slam is the **Stage Coach Festival** April 24-26, 2015 in Indio. Headliners this year include classics ZZ Top, Merle Haggard, The Outlaws, Eric Burdon and The Animals, George Thorogood and the Destroyers and Gregg Allman. Northern Californians can travel south, but they also have the option to stay at home and gear up for the largest country music festival in NorCal, **Country Summer**. The festival includes food and libations, new video walls and a fantastic crowd of over 30,000 fans. Here are some great bands featured at the event June 5-7, 2015: The Perry Band | The Swon Brothers | Brantley Gilbert | Jake Owen | Gary Allan | Chris Young | Parmalee | Lee Brice | Jerrod Niemann | Cassadee Pope | Trace Adkins |

## REPRESENTATIVE BLOGGER COVERAGE



Serving up a refreshing twist on country, one sip at a time!

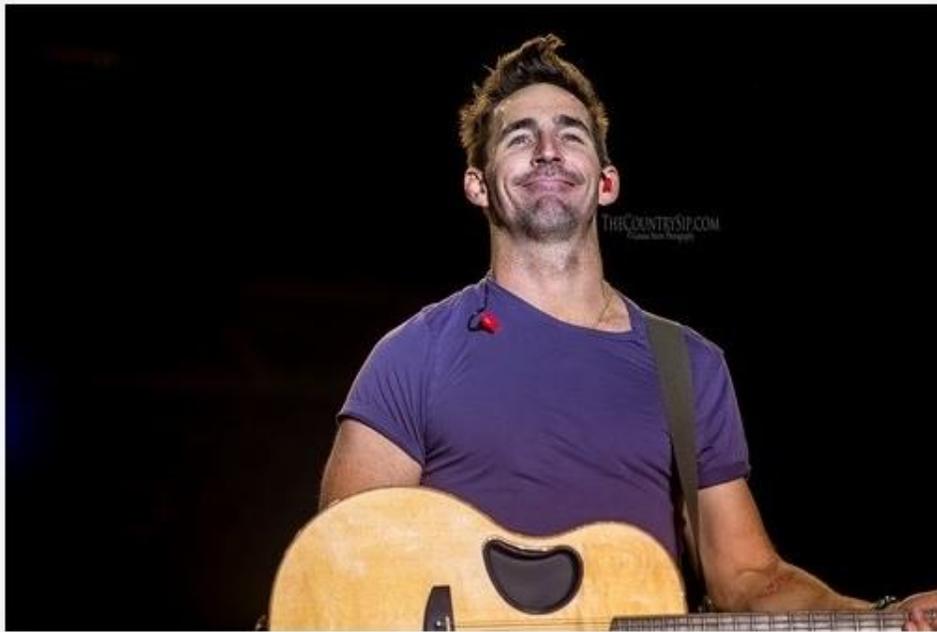
### Country Summer 2015 (Santa Rosa, CA)

By Sarah Mohr On June 12, 2015 Posted in Concert Reviews No comments

Country music rolled into California wine country for a star-packed weekend, known around these parts as Country Summer 2015. In its second year, the festival grew from two days to three, drawing thousands of music fans to the Sonoma County Fairgrounds. The weather was perfect, drawing comments from nearly every artist, and the grounds provided ample space for both reserved and general admission seating. A row of vendors were on hand with artist and festival merchandise and plenty of accessories. Beer box hats anyone? There were plenty of food options, and of course, every festival's staple...beer! In addition, a VIP area provided shade and tasty BBQ meals, as well as access to an elevated viewing platform.

The main draw for any country festival is, of course, the music. From the lawn to the front row, fans were loving it. Whether they were dancing, posing for pictures, or even watching the show from the bed of a pickup, the crowd was filled with smiles and singing. Fans way in the back could be seen standing and dancing throughout the performances, content just to be in the vicinity of their favorite artists.





"We are all here to sing together with strangers and friends and family," Owen told the crowd, and that's just what happened. During a mid-set acoustic break, he led a sing-along of 90's country favorites like "Boot Scootin' Boogie" and "Chattahoochie." Turning back to his own work, Owen shared that after taking a couple of years off, he's back into songwriting. Alone on stage with his guitar, he gave the first-ever performance of a song titled "LAX", about a love lost when a girl decides to move to Los Angeles to pursue an acting career. "You see what I did there?" he asked with a grin.

Gilbert has a reputation as country's bad boy and songs like "Kick It In The Sticks" and "Hell on Wheels" back it up, but keep listening and you'll find that this is a rebel with a soft side. It's there in the grin on his face as he introduces "You Don't Know Her Like I Do", explaining that it's a bit awkward now that he's back together with the girl. His sincerity is apparent paying tribute to those serving in the military with "One Hell of an Amen." Taking time to interact with fans, signing autographs and slapping hands, he made sure Country Summer didn't go out quietly.



Just like that, Country Summer 2015 was in the books. It doesn't get much better than three days of great music from some of your favorite country artists in the beautiful California sunshine. Plans are already underway for 2016, we can't wait to hear who will be in the lineup!

MUSIC / ARTISTS / ARTIST NEWS

Artist News Featured Artists Hall of Fame Flashbacks Plugged In Concerts

# JARED PORTER WINS COUNTRY SUMMER FENDER CONTENDER CHALLENGE

Written by Mike Duffy on May 1, 2015

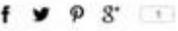


Jared Porter, a California born artist who moved to Australia at age 15, recently won the Fender Contender Challenge.

Coming in first after fans cast more than 460,000 votes, Porter will be perform at Country Summer, Northern California's biggest country music festival, on June 9-7 at Sonoma County Event Center.

Porter, who also won a \$5,000 grand prize, was notified of the news via Froggy 92.9's Rob and Jess Morning Show on Friday morning.

"Wow man," he said. "This is great news. This is so cool."



ARTIST NEWS RELATED ARTICLES

ARTIST NEWS June 17, 2015  
**PREVIEW CLARE DUNN'S UPCOMING SINGLE, 'MOVE ON'**

Colorado-born, Nashville-based singer/songwriter Clare Dunn recently turned heads at the CMA Music Festival with a blockbuster performance that featured her...

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ARTIST NEWS June 11, 2015  
**JARED PORTER DISCUSSES COUNTRY SUMMER OPENING GIG**

Upon finding out that he won the Fender Contender Challenge in April, Jared Porter knew that the Country Summer festival in Santa...

[Read More >](#)

FENDER TONE June 10, 2015  
**5 GREAT AMERICAN STANDARD GUITARS AND BASSES AT COUNTRY SUMMER**

The second annual Country Summer festival brought a huge party to the Sonoma County Fairgrounds in Santa Rosa, Calif., during the...

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## POSTS TAGGED COUNTRY SUMMER



ARTIST NEWS June 11, 2015  
**JARED PORTER DISCUSSES COUNTRY SUMMER OPENING GIG**

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FENDER TONE June 10, 2015  
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The second annual Country Summer festival brought a huge party to the Sonoma County Fairgrounds in Santa Rosa, Calif., during the...

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FENDER TONE, PRODUCT UPDATES June 8, 2015  
**5 FANTASTIC TELES AT COUNTRY SUMMER**

The Fender Telecaster is synonymous with country music, and that was certainly true with the Country Summer festival in Santa...

[Read More >](#)



ARTIST NEWS, CONCERTS June 8, 2015  
**BRANTLEY GILBERT IGNITES COUNTRY SUMMER WITH FIERY SET**

Midway through Brantley Gilbert's set at the Country Summer festival in Santa Rosa, Calif., the Georgia native told the crowd...

[Read More >](#)



ARTIST NEWS, CONCERTS June 7, 2015  
**CASADEE POPE BRINGS A SHIMMERING SET TO COUNTRY SUMMER**

After fronting the pop-punk band the Monday for years before fully immersing herself in the world of country music with...

[Read More >](#)



ARTIST NEWS, CONCERTS June 7, 2015  
**THE SWON BROTHERS SHOWCASE MUSICAL CHOPS AT COUNTRY SUMMER**

After spending part of their childhood performing with their parents' family variety show and later appearing in front of huge...

[Read More >](#)



ARTIST NEWS, CONCERTS June 7, 2015  
**THE BAND PERRY CLOSE OUT SATURDAY AT COUNTRY SUMMER WITH A BANG**

With the crowd at the Country Summer festival packing the Sonoma County Fairgrounds in Santa Rosa, Calif., on Saturday, the...

[Read More >](#)



ARTIST NEWS, CONCERTS June 7, 2015  
**LEE BRICE LIGHTS UP COUNTRY SUMMER'S MAIN STAGE**

Lee Brice definitely knows how to set the tone for his set. With four singles having landed at No. 1...

[Read More >](#)

# REPRESENTATIVE ENTERTAINER ENGAGEMENT ON SOCIAL MEDIA

**Country Summer**  
Just now · 🌐

To all #CountrySummer fans -- The Band Perry sends a message just for you! We'll see them on Saturday, June 6! <http://countrysummer.com/tickets/>

**The Band Perry**  
Just now · 🌐

NORTHERN CAL! We can't wait to come play for you at the Country Summer Festival in Santa Rosa on June 6... BE THERE! Get your fix here now: <http://bit.ly/15xjW42>



**Country Summer Festival | June 5th-7th 2015**  
Country Summer, Nor Cal's largest country music festival, returns the weekend of June 5th, 2015.  
COUNTRYSUMMER.COM

Boost Post

**Trace Adkins**  
Just now · 🌐

California! Trace is coming to Santa Rosa on June 7th during Country Summer 2015. Tickets are on sale now – get yours at <http://countrysummer.com/>



**Cassadee Pope** Following  
@CassadeePope

Tix are available now for @CountrySummerCA in Santa Rosa, CA! Get yours here: [countrysummer.com/tickets/](http://countrysummer.com/tickets/)



RETWEETS: 7 FAVORITES: 45

11:54 AM - 9 Apr 2015

**Country Summer**  
Posted by Patty Shannon 17 · 12 hours ago · Edited 🌐

We'll be having a "Small Town Throwdown" with Brantley Gilbert on June 7 at the Sonoma County Fairgrounds. You heard it from Rob and Joss in the Morning on Froggy 92.9. Tickets on sale Dec. 6.



306,304 people reached

Boost Post

## TRACKED COVERAGE LIST AND LINKS

### June 2015

The Country Sip - Country Summer 2015 - June 12

<http://thecountrysip.com/country-summer-2015/>

QRO.com - Various Artists-Country Summer 2015-Santa Rosa, CA - June 9

[http://www.qromag.com/concert\\_gallery/?g2\\_itemId=695974](http://www.qromag.com/concert_gallery/?g2_itemId=695974)

Fender Guitar Music Blog - Brantley Gilbert Closes Out Country Summer with Fiery Set - June 8

<http://www2.fender.com/experience/artists/brantley-gilbert/>

Fender Guitar Music Blog - 5 Fantastic Teles at Country Summer - June 8

<http://www2.fender.com/experience/fender-tone/5-teles-country-summer/>

Fender Guitar Music Blog - Lee Brice Lights Up Country Summer's Main Stage - June 7

<http://www2.fender.com/experience/artists/lee-brice/>

Fender Guitar Music Blog - The Swon Brothers Showcase Musical Chops at Country Summer - June 7

<http://www2.fender.com/experience/artists/swon-brothers/>

Fender Guitar Music Blog - The Band Perry Close Out Saturday at Country Summer with a Bang - June 7

<http://www2.fender.com/experience/artists/band-perry-country-summer/>

Fender Guitar Music Blog - Cassadee Pope Brings a Shimmering Set to Country Summer - June 7

<http://www2.fender.com/experience/artists/cassadee-pope-country-summer/>

Sonoma State Star - Country Summer Photos Day 3 - June 7

<http://www.sonomastatestar.com/photogalleries/2015/6/8/country-summer-day-three>

Fender Guitar Music Blog - Jared Porter Opens Country Summer with a Raucous Set - June 6

<http://www2.fender.com/experience/artists/jared-porter-country-summer/>

Fender Guitar Music Blog - Country Summer Festival Moments Captured - June 6

<http://www2.fender.com/experience/artists/country-summer-moments-captured/>

Sonoma State Star - Country Summer Photos Day 2 - June 6

<http://www.sonomastatestar.com/photogalleries/2015/6/7/country-summer-day-two>

Fender Guitar Music Blog - Jake Owen Parties with the Masses at Country Summer - June 5

<http://www2.fender.com/experience/artists/jake-owen-countrysummer/>

Sonoma State Star - Country Summer Photos Day 1 - June 5

<http://www.sonomastatestar.com/photogalleries/2015/6/6/country-summer-day-1>

Press Democrat - Country Summer in Santa Rosa Pulls in 8,000 on First Day - June 5

<http://www.pressdemocrat.com/home/4029864-181/country-summer-in-santa-rosa>

SFGate.com - Today's Bay Area Arts and Entertainment Picks, June 5 - June 4

<http://www.sfgate.com/entertainment/article/Today-s-Bay-Area-arts-and-entertainment-picks-6307113.php>

San Jose Mercury News - Weekend Top 10: KCSM Serves Up Jazz on the Hill - June 4  
[http://www.mercurynews.com/entertainment/ci\\_28252377/weekend-top-10-kcsm-serves-up-jazz-hill](http://www.mercurynews.com/entertainment/ci_28252377/weekend-top-10-kcsm-serves-up-jazz-hill)

Press Democrat - Jake Owen to Headline Santa Rosa's Country Summer Festival - June 3  
<http://www.pressdemocrat.com/entertainment/3988771-181/jake-owen-to-headline-santa>

Press Democrat - 10 Days of Fun - June  
<http://www.pressdemocrat.com/entertainment/4014247-181/ten-days-of-fun>

Sonoma State Star - Big Names Set to Perform at Country Summer - June 3  
<http://www.sonomastatestar.com/artsandentertainment/2015/6/3/big-names-will-be-performing-at-country-summer>

EIN Presswire - Country Summer Music Festival is Friday through Sunday, June 5-7, in Santa Rosa, California - See Separate PDF Report with 114 Links to Nationwide Media, Blogs, Search Engines and Social Media Sites

Distributed June 1  
<http://www.einpresswire.com/article/268487801/country-summer-music-festival-is-friday-through-sunday-june-5-7-in-santa-rosa-california>

## **May 2015**

Minnesota Girl in the World Blog - 50 Ways to Enjoy Sonoma County This Summer - May 30  
<http://mngirlinla.com/2015/05/30/50-ways-to-enjoy-sonoma-county-this-summer/>

Patch.com/Dixon - Country Summer, June 5-7 in Santa Rosa, Features Biggest Names In Country Music, Local Musicians and Fundraisers To Benefit Non-Profit Organizations - May 30  
<http://patch.com/california/rohnertpark-cotati/country-summer-june-5-7-santa-rosa-features-biggest-names-country-music-local-musicians-and>

Gossipler.com - Cassadee Pope - May 30  
[http://cassadee-pope.gossipler.com/?article=20150530\\_Country\\_Summer\\_To\\_Feature\\_Biggest\\_Names\\_In\\_Country\\_Music\\_Local\\_Musicians](http://cassadee-pope.gossipler.com/?article=20150530_Country_Summer_To_Feature_Biggest_Names_In_Country_Music_Local_Musicians)

Patch.com/Sonoma Valley - Country Summer, June 5-7 in Santa Rosa, Features Biggest Names In Country Music, Local Musicians and Fundraisers To Benefit Non-Profit Organizations - May 29  
<http://patch.com/california/sonomavalley/country-summer-june-5-7-santa-rosa-features-biggest-names-country-music-local-musicians-and>

Patch.com/Rohnert Park-Cotati - Country Summer, June 5-7 in Santa Rosa, Features Biggest Names In Country Music, Local Musicians and Fundraisers To Benefit Non-Profit Organizations - May 29  
<https://patch.com/california/dixon/country-summer-feature-biggest-names-country-music-local-musicians-and-fundraisers-benefit-non>

Press Democrat - Top 10 Summer Festivals on the North Coast - May 27  
<http://www.pressdemocrat.com/lifestyle/3961896-181/top-10-summer-festivals-on>

CheapHotels.org - Country Summer Festival, Sonoma County - May 26  
<http://www.cheaphotels.org/festivals/country-summer-festival-sonoma-county/>

AXS.com - 5 Best Country Summer Music Festivals - May 25  
<http://www.axs.com/5-best-country-summer-music-festivals-55043>

Pure Luxury Transportation - Groove to Summer Music in Wine Country - May 19  
<http://www.pureluxury.com/blog/2015/05/groove-summer-music-wine-country/>

Country Music Fan Zone - Jared Porter Wins Country Summer Fender Contender Challenge - May 4  
<http://www.countrymusicfanzone.com.au/Jared-Porter-Wins-Country-Summer-Fender-Contender-Challenge/>

The Daily Country - Jared Porter Wins Country Summer Fender Contender Challenge - May 2  
<http://thedailycountry.com/3/post/2015/05/jared-porter-wins-country-summer-fender-contender-challenge.html>

Fender Guitar Music Blog - Jared Porter Wins Country Summer Fender Contender Challenge - May 2  
<http://www2.fender.com/experience/artists/jared-porter-wins-country-summer-fender-contender-challenge/>

Music Industry News Network - Jared Porter Wins Country Summer Fender Contender Challenge - See Separate PDF Report with 58 Links to Nationwide Media and Blogs, Social Media Groups, Community Sites and Music Dish Sites  
[http://mi2n.com/press.php3?press\\_nb=183291](http://mi2n.com/press.php3?press_nb=183291)

Distributed on May 2

## **April 2015**

The Country Sip - Country Summer Fender Contender Finalists Announced - Vote Now! - April 4  
<http://thecountrysip.com/country-summer-fender-contender-finalists-announced-vote-now/>

The Daily Country - Top 10 Fender Contender Country Music Challengers Announced - April 3  
<http://thedailycountry.com/3/post/2015/04/top-10-fender-contender-country-music-challengers-announced.html>

Music Industry News Network - Top 10 Fender Contender Challengers Announced - See Separate PDF Report with 58 Links to Nationwide Media and Blogs, Social Media Groups, Community Sites and Music Dish Sites  
Distributed on April 2  
[http://www.mi2n.com/press.php3?press\\_nb=182605](http://www.mi2n.com/press.php3?press_nb=182605)

EIN Presswire - Top 10 Fender Contender Challengers Announced - See Separate PDF Report with 114 Links to Nationwide Media, Blogs, Search Engines and Social Media Sites  
Distributed on April 2  
[http://music.einnews.com/pr\\_news/258136663/top-10-fender-contender-country-music-challengers-announced](http://music.einnews.com/pr_news/258136663/top-10-fender-contender-country-music-challengers-announced)

## **March 2015**

Country Music Pride - Country Summer Is Looking For The Opening Act, Could It Be You?! - March 30  
<http://countrymusicpride.com/country-summer-is-looking-for-the-opening-act-could-it-be-you/>

The Daily Country - Country Summer Announces the Fender Contender Challenge - March 29  
<http://thedailycountry.com/3/post/2015/03/country-summer-announces-the-fender-contender-challenge.html>

Music News Austin - Country Summer Announces the Fender Contender Challenge - March 23  
<http://www.musicnewsaustin.com/country-summer-announces-the-fender-contender-challenge-with-march-31-deadline/>

CMRNashville.com - Country Summer Announces the Fender Contender Challenge - March 23  
<http://www.cmrnashville.com/news-details.php?id=21198>

Bluegrass Today – Fender Contender Challenge in California - March 20  
<http://bluegrasstoday.com/fender-contender-challenge-in-california/>

Guitar Site – Fender Contender Challenge - March 16  
<http://www.guitarsite.com/news/features/fender-contender-challenge/>

Music Industry News Network – Fender Contender Challenge - See Separate PDF Report with 109 Links to Nationwide Media and Blogs, Social Media Groups, Community Sites and Music Dish Sites  
Distributed on March 12  
[http://www.mi2n.com/mdnet/news2.php3?press\\_nb=182080&utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+MusicdishNetwork+%28MusicDish+Network+-+Music+News%29](http://www.mi2n.com/mdnet/news2.php3?press_nb=182080&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+MusicdishNetwork+%28MusicDish+Network+-+Music+News%29)

EIN Presswire - Fender Contender Challenge - See Separate PDF Report with 115 Links to Nationwide Media, Blogs, Search Engines and Social Media Sites  
Distributed on March 12  
<http://www.einpresswire.com/article/254329875/country-summer-announces-the-fender-contender-challenge?n=2>

The Country Sip - Are YOU Going To Be The Opening Act at Country Summer? - March 11  
<http://thecountrysip.com/are-you-going-to-be-the-opening-act-at-country-summer/>

## **February 2015**

The Country Sip - Are You Ready for a Country Summer? - Feb. 23  
<http://thecountrysip.com/country-summer-2015-california/>

Taste of Country - Trace Adkins Announces Dates for Spring and Summer Tour - Feb. 20  
<http://tasteofcountry.com/trace-adkins-2015-spring-summer-tour-dates/>

CountryMusicTattletale.com - Jake Owen, The Band Perry and Brantley Gilbert to Headline Country Summer - Feb. 13  
<http://countrymusicattletale.com/2015/02/13/jake-owen-the-band-perry-and-brantley-gilbert-headline-country-summer/>

QROMag.com - 2015 Festival Guide - Feb. 2  
<http://www.qromag.com/features/2015-festival-guide/>

## **January 2015**

*San Jose Mercury News* - Eric Church, Luke Bryan and The New Kings of Country - Jan. 26  
[http://www.mercurynews.com/music/ci\\_27396494/eric-church-luke-bryan-and-new-kings-country](http://www.mercurynews.com/music/ci_27396494/eric-church-luke-bryan-and-new-kings-country)

## December 2014

Press Democrat - Country Summer 2015 Music Festival Lineup Announced - Dec. 15  
<http://arts.blogs.pressdemocrat.com/24467/country-summer-2015-music-festival-lineup-announced/>

PRNewswire.com - Jake Owen, The Band Perry and Brantley Gilbert Headline Country Summer posted to 249 Broadcast and Print Media, News & Information Service, Trade and Blog Sites Distributed on Dec. 2  
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