

SRTBIA EVENT SUPPORT REQUEST 2017

EVENT DETAILS

1. Event Name: **COUNTRY SUMMER**
2. Event Dates: June 16-18, 2017
3. Event Description: A three day Country music festival and “entertainment happening” at the Sonoma County Event Center at the 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. In 2016, we won the Press Democrat’s “Best Of” award for Best Music Festival Series in Sonoma County. Country Summer offers a fabulous fan experience that features marquee national recording artists & groups, the Santa Rosa Stage featuring local/regional acts, Food & Beverage concessions, Merchandise Vendors and other Western Lifestyle experiential and sponsor related activities. In 2017, we are adding an Expo component. Country Summer is the annual, flagship event for Froggy 92.9. – part of locally owned Amaturo Sonoma Media Group.
4. Country Summer is a returning Event.
5. Executive Producer: Alan Jacoby (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. Costs continue to be in \$2,000,000+ range including 2017.
8. Amount Requested: Fifty Thousand (\$50,000.00) Dollars
9. The funds will be used to help offset event related expenses such as 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 2016, 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 (30 States and 4 foreign countries) We 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 2017, our capacity for the three days will be 36,000 fans (12,000 per day).
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 2016. A good portion of our 200 staff room nights were at the Flamingo but we also spread the business around town. One of the event's financial partners brought his annual large group from Louisiana and they stayed at the Hilton.
4. We have not contracted any hotels for 2017.
5. As we've done in 2014 through 2016, we're happy to exclusively utilize Santa Rosa CVB services to secure room nights.
6. As evidenced by our growing numbers, expansion to three days 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 three 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 Event Center at the Fairgrounds provides Country Summer with important credibility within the community and helps our efforts to craft sponsorship and in-kind alliances. In 2016, our local (Santa Rosa) alliances included Kendall-Jackson. Friedman's Home Improvement, Mary's Pizza Shack, American AgCredit, Eagle Distributing, Montgomery Village, Les Schwab, Creams Towing and Cattlemens. We supported and raised funds for local causes including Mothers of Military.

9. Country Summer event costs will exceed reach 2 million dollars (\$2,000,000+) in 2017. 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 2016 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 – and winner of the Press Democrat's "Best Of" award for Best Music Festival Series. We put people in beds, we expand the Santa Rosa brand, we generate widespread exposure, we enhance economic development and we increase tax revenue. The Country Summer partnership is willing to continue to invest in this property but the 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

(602) 738-0685

Country Summer 2016 Recap



Santa Rosa, Ca

FR**GGY**
92.9
Today's Country

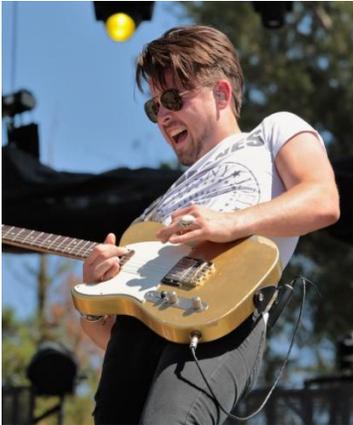
Northern California's Biggest Country Music Festival and Sonoma County's Biggest Party

In its third year, Country Summer featured three epic days June 3 to 5 of today's biggest names in country music. More than 27,000 fans packed the Sonoma County Event Center at the Fairgrounds in beautiful Santa Rosa under perfectly sunny skies and dazzling starlight nights.



Friday, June 3

For the second consecutive year, an Aussie won the Fender Contender Challenge to open the show. Casey Barnes from Gold Coast kicked off Country Summer on the Chevy Silverado Stage much to the delight of his fans. Chase Bryant and Chris Janson turned in awesome performances, and Craig Morgan wowed the crowd with his amazing vocals. Lady Antebellum, back from hiatus, headlined the night.



Saturday, June 4

Hometown favorite McKenna Faith was first to take the Chevy Silverado Stage, then Kristian Bush of Sugarland, making a name for himself as a solo artist, inspired concert-goers with his lyrics. Chase Rice took the party to an even higher level, and Kip Moore kicked it into high gear. In Country Summer's history, there has only been one repeat headliner. Once again, The Band Perry was phenomenal.



Sunday, June 5

Fans came out in droves for Sunday's impressive lineup. Old Dominion delivered on a high-powered, dynamic performance. It was all "Sunshine and Whiskey" for Frankie Ballard, who overjoyed the audience. Josh Turner, with his signature baritone voice, was superb. Headliner Billy Currington celebrated "Summer Forever," his latest album, revving up fans with an exciting grand finale.



As Seen On the Country Summer Scene





Big Bucks to Support Our Troops

For the third consecutive year, proceeds from mechanical bull riding benefitted MOMS, Mothers of Military Servicemembers, a volunteer non-profit organization serving men and women in the U.S. Armed Forces.



Meet & Greets With the Artists

Fan Club members, VIPs and contest winners were treated to backstage Meet & Greets with entertainers prior to each performance.



Website

Representations from the Country Summer website. All partner logos scroll at the bottom of each page. Banner ads rotate. countrysummer.com



NOR CAL'S LARGEST COUNTRY MUSIC FESTIVAL



Thanks to YOU for making Country Summer 2016 a big success!

1-day passes starting at

\$79

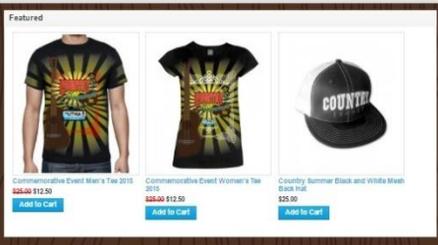
BUY TICKETS

Get event and ticket updates before the general public.

SIGN UP



SPONSORS



SPONSORS

We wish to thank the following companies, brands and organizations for supporting Country Summer.

STAGE TITLE SPONSOR



CHEVROLET
BAY AREA CHEVY DEALERS
BuyAreaChevyDealers.com

PARTNERS



1-day passes starting at

\$79

BUY TICKETS



For additional information on Country Summer sponsorship opportunities, please contact partners@countrysummer.com.

Get event and ticket updates before the general public.

SIGN UP



Social Media

Social media, including boosted Facebook posts and promoted page advertising, was amped up in 2016. In addition to posting event updates, showcasing sponsors and sharing entertainer news, 10 performers recorded exclusive pre-event Country Summer videos for social media. Facebook page likes increased to 16,000.



[Country Summer Facebook](#)
[Country Summer Twitter](#)
[Country Summer Instagram](#)
[Country Summer YouTube](#)

 **KipMooreDiehardFans™**
@KipDiehardFans [Follow](#)

Less than 1 month til @CountrySummerCA
#SantaRosaCA @KipMooreMusic performing
June 4! Tix .. countrysummer.com/tickets/



Kristian Bush shared Country Summer Music Festival's video.
March 29 · Facebook Mentions ·



9,280 Views

Country Summer Music Festival
Published by Debora Mitchell · · March 29 ·

Hey #CountrySummer fans, Kristian Bush has a special message just for you! See him in beautiful Santa Rosa at 3 p.m. on Saturday, June 4. Info and tix at www.countrysummer.com.

Media Flow Chart

MEDIA	UNIT	TOTAL UNITS	JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE							
			28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30
Sonoma County Radio																									
Sonoma Media Group																									
KFGY-FM 92.9, KMHK-FM 104.9, KHTH-FM 101.7, KVRV-FM 97.7, KSRO-AM 1350	:15, :30, :60	3000+																							
Continuous promotion																									
North Coast Radio																									
KRTY-FM 95.3																									
AM Drive 6a-10 Spots	:60	233																							
PM Drive 3p-7p Spots																									
Sa-Su 6a-7p spots																									
Mo-Su 6a-12m Rotator Spots																									
M-Su 6a-12m Bonus Spots/Promos																									
Winning Weekend Promotion																									
AM Drive Ticket Giveaway																									
Email Blast																									
Sacramento Radio																									
KNTY-FM 101.9																									
Campaign included ticket giveaways w/ 60x :30 promos, 60x :15 promos	:30, :15	180																							
1 month of web exposure on home pg., 1 month of social media- Facebook, Twitter, Instagram, listing on concert pg. with 60x :30 promos																									
North Coast Radio																									
KRED-FM																									
M-Su 5a-10p Prime Ros	:60	52																							
Social media posts, ticket giveaways																									
Leaderboard on website																									
KQPM-FM																									
M-Fr 5a-10p Prime Ros	:60	108																							
Social media posts	:60																								
Leaderboard on website																									
KUKI-FM																									
M-Fr 5a-10p Prime Ros	:60	54																							
Sa 5a-10p Weekend	:60																								
Social media posts, ticket giveaways	:60																								
Leaderboard on website																									
North Bay Radio																									
KTOM-FM																									
M-Fr 6a-7p on air and streaming	:60	106																							
Redding Radio																									
KNCQ-FM																									
M-Fr 6a-7p prime ros, On Air Contesting Promos	:60	138																							
Cable																									
Comcast																									
Package 2 zones, SF DMA CMT net U-verse CSBA, Xfinity banners, pre-roll	:30	1,471																							
Xfinity																									
Sponsorship Package	:30	1500+																							
SF Market Wide 200 spots promised																									
North Bay Spots 200 spots promised																									
Comcast Sacramento																									
CMT Prime/Weekends, iHeart Music Awards	:30	97																							
TV-Bay Area																									
KNTV-11																									
Saturday Night Live	:30	2																							
KPIX-5																									
ACM Awards/Pro Bull Riders/Stephen Colbert, AM News, Game Day etc	:30/:15	19																							
KBCW-44																									
Good Morning -includes 15 minute segments Friday of event	:30/:15	72																							
Also spots in Family Guy, Rizzoli & Isles																									
KTUU-2																									
Am Country Countdown, 10p News, Mornings, Weekend news	:30	24																							
Includes Freebie Friday Ticket Giveaway																									
TV-Sacramento																									
KOVR-13																									
Academy of Country Music Awards	:30	1																							
KMAX-31																									
Good Day Sacramento	:30	12																							
Weekend Good Day -Event segment 6/3																									
KTXL-40																									
Am Country Countdown Awards	:30	1																							
Outdoor																									
CBS Outfront																									
4 Rotating digital- Bay Area 880.80, 560		4																							
1 Digital Board- Stockton		1																							
LES SCWAB HWY 101																									
April-June																									
Digital																									
Facebook Advertising																									
E-Mail Blasts																									

Amaturo Sonoma Media Campaign

-Locally Owned and Operated-



Froggy 92.9, the most listened 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 2016 through June 4, 2017, 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 Air Contesting

Representative Advertising

View the :30 Country Summer television commercial here:

<https://www.youtube.com/watch?v=c3LDex8anKo>



Billboards



Poster



Email Blasts

Country Summer 2016!
Three Epic Days, 14 Big Acts

Are you ready for Northern California's biggest country music festival and Sonoma County's biggest party? Share it or not, you can still get locked!

To make your Country Summer experience most enjoyable, please review [checklist](#) before your arrival. Your opportunity, here!

PURCHASE TICKETS

Store Your Belongings, Charge Your Phone

LOCKER RENTALS NOW AVAILABLE

Personal lockers are still available so you can free up your hands and avoid using any personal items during the festival. Reserve a personal locker with all-day access and get charging at the Innkeeper's All-Season Center Locker and Charging Station. Lockers are now available for rental starting from \$10. [Click here to learn more!](#)

RENT YOUR LOCKER

2016 Sponsors

Home | 2016 Lineup | Tickets | Sponsors | Contact Us

On-Site Graphics

Banner Design



Fairgrounds Signage



Credentials



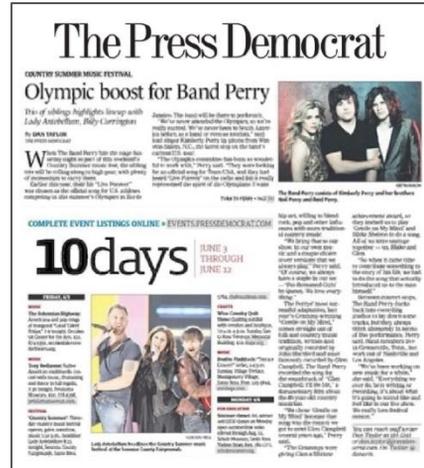
Representative Stage, Scrim and Video Board Branding



Press Coverage

Nationally, it was a break out year for third-party media endorsements – *Nash Country Weekly*, *Taste of Country*, *Wide Open Country* and *Country Living Magazine* to name a few. It was the first time Bay Area News Group wrote an advance feature and the first time to secure live television coverage from the site. News releases were distributed on wire services resulting in 742 clips.

Click [here](#) to view Good Day TV segments:



COUNTRY LIVING

MAGAZINE

10 Can't-Miss Country Music Festivals

You need to attend at least one of these this summer.

Country Summer

BY EMILY R. CHAMBERLAIN APRIL 9, 2014

1.5K

With longer days and warmer weather comes the start of festival season. You know what we're talking about: weekends spent outdoors, in the company of friends, while enjoying good food, cold drinks, and live entertainment. Lucky for us there's no shortage of options when it comes to country music. Here are 10 of the best:



**Country Summer 2016
PRESS COVERAGE AND EVENT LISTINGS
June 20, 2016**

148,546,000 Gross Impressions

Press Democrat

June 9, 2016

Country Summer/Bottle Rock Mentions

<http://www.pressdemocrat.com/entertainment/5702855-181/gundlach-bundschu-winerys-huichica-music?gallery=5731822&artslide=0>

Whiskey and Lace

June 7, 2016

<http://whiskeyandlaceblog.com/country-summer-festival-with-teva/>

First Look Celebrity News

June 5, 2016

Old Dominion (and gallery of all entertainers)

<http://getfirstlook.com/photo/kUtDex>

Press Democrat/Sonoma Index-Tribune

June 4, 2016

Country Summer 2016 (Photo Gallery)

<http://www.pressdemocrat.com/entertainment/5698409-181/country-summer-2016?ref=menu&artslide=0>

Good Day Sacramento

June 3, 2016

Live Morning Show Broadcast

<http://gooddaysacramento.cbslocal.com/2016/06/03/casey-barnes-at-country-summer-fest-iv/>

Press Democrat

June 3, 2016

Digital and Print

The Band Perry Headlines Santa Rosa's Country Summer Music Festival

<http://www.pressdemocrat.com/entertainment/5640094-181/the-band-perry-headlines-santa?ref=menu&gallery=5698409&artslide=0>

KSRO

June 1, 2016

Nor Cal's Largest Music Festival

<http://www.ksro.com/nor-cals-largest-country-music-festival/>

Press Democrat

June 1, 2016

Things to Do This Week

<http://www.pressdemocrat.com/entertainment/5680499-181/things-to-do-this-week>

PR Log

May 30, 2016

<https://www.prlog.org/12561666-countdown-is-on-to-country-summer-music-festival.html>

BWW Music World

May 27, 2016

Lady Antebellum & More Set for This Year's Country Music Festival

<http://www.broadwayworld.com/bwwmusic/article/Lady-Antebellum-More-Set-for-This-Years-Country-Summer-Music-Festival-20160527>

PR Web

May 27, 2016

Countdown Is On to Country Summer Music Festival

<http://www.prweb.com/releases/2016/05/prweb13445755.htm>

Rohnert Park Patch and Sonoma Valley Patch

May 26, 2016

Countdown Is On to Country Summer Music Festival

<http://patch.com/california/rohnertpark-cotati/countdown-country-summer-music-festival-0>

<http://patch.com/california/sonomavalley/countdown-country-summer-music-festival-0>

Press Democrat

May 25, 2016

Things to Do in Sonoma County

<http://www.pressdemocrat.com/entertainment/5654914-181/things-to-do-this-week?ref=TSM>

Fifteen Minute Media

May 25, 2016

Country Summer Comes to Northern California June 3-5

<http://www.fifteenminutemedia.com/news/country-summer-201>

San Jose Mercury News

East Bay Times

May 23, 2016

Country Summer Returns with Lady Antebellum, Band Perry and More

http://www.mercurynews.com/music/ci_29928899/country-summer-returns-lady-antebellum-band-perry-more

http://www.eastbaytimes.com/breaking-news/ci_29928900/country-summer-returns-lady-antebellum-band-perry-more

San Francisco Chronicle

May 20, 2016

The Ultimate Guide to Summer Concerts in Nor Cal

<http://www.sfchronicle.com/music/article/The-ultimate-guide-to-summer-concerts-in-Northern-7765372.php#photo-10035602>

Press Democrat

May 20, 2016

Complete Guide to Summer/Lead Photo

<http://www.pressdemocrat.com/specialsections/summer/5601125-181/complete-guide-to-sonoma-countys?artslide=0>

The Bohemian

May 19, 2019

Summer Lovin'

<http://www.bohemian.com/northbay/summer-lovin/Content?oid=2960066>

The Bay Area Reporter

May 12, 2016

Music to Your Mouth

<http://ebar.com/bartab/article.php?sec=bartab&article=190>

The Country Sip

May 9, 2016

Country Summer Returns to Northern CA June 3-5

<http://thecountrysip.com/country-summer-returns-northern-california-june-3-5/>

Sonoma State Star

May 9, 2016

Places to Be This Summer: Sonoma County

<http://www.sonomastatestar.com/features/2016/5/9/places-to-be-this-summer-sonoma-county>

Gold Coast Bulletin

May 2, 2016

Barnes Will Hit Main Stage at US Country Summer Festival

<http://www.goldcoastbulletin.com.au/entertainment/casey-barnes-will-hit-main-stage-at-us-country-summer-festival-next-month/news-story/0019dc7ede33da92500f244cee90467c>

PR Urgent

May 1, 2016

Barnes Wins Country Summer Music Festival Fender Contender Challenge

<http://www.prurgent.com/2016-05-01/pressrelease407720.htm>

OnlinePRnews.com

May 1, 2016

Aussie Wins Country Summer Music Festival Fender Contender Challenge

<http://www.onlineprnews.com/news/685691-1462066735-aussie-wins-country-summer-music-festival-fender-contender-challenge.html>

PR Log

April 30, 2016

Casey Barnes Wins Country Summer Music Festival Challenge

<https://www.prlog.org/12554387-casey-barnes-wins-country-summer-music-festival-fender-contender-challenge.html>

Blank Gold Coast

April 30, 2016

Barnes Is Off to California

<http://blankgc.com.au/nice-work-gold-coast-casey-barnes-is-off-to-california-for-country-summer-festival/>

The Pacifican

April 21, 2016

Summer Festivals Are Here

<http://thepacificanonline.com/wp/2016/04/tigers-pay-up-summer-music-festivals-are-here/>

Blank Gold Coast

April 27, 2016

Help Casey Barnes Play Country Summer

<http://blankgc.com.au/help-casey-barnes-play-californias-country-summer-music-festival/>

The Northern Star

April 19, 2016

Help Casey Barnes Get Into Country Summer

<http://www.northernstar.com.au/news/help-casey-barnes-get-into-country-summer/3001050/>

KIX Country

April 19, 2016

Casey Barnes Needs Your Vote

<http://www.kixcountry.com.au/country-confidential/45903-casey-barnes-needs-your-vote>

US 99.5

April 18, 2016

Lady Antebellum Summer Tour Dates

<http://us995.cbslocal.com/2016/04/18/lady-antebellum-announce-2016-summer-tour-dates/>

Wide Open Country

April 18, 2016

Lady Antebellum Announces Tour Dates

<http://www.wideopencountry.com/lady-antebellum-announces-2016-summer-tour-dates/>

The Boot

April 18, 2016

2016 Tour Is Full of Festivals

<http://theboot.com/lady-antebellums-2016-summer-tour/>

Taste of Country

April 16, 2016

Lady A Back on the Road

<http://tasteofcountry.com/lady-antebellum-2016-tour-dates-summer/>

Country Living

April 6, 2016

10 Can't Miss Country Music Festivals

<http://www.countryliving.com/life/entertainment/g3191/best-country-music-festivals/>

Wide Open Country

April 2, 2016

Check Out Country Summer 2016

http://www.wideopencountry.com/northern-californias-country-summer-announces-lineup-ticket-info/?utm_campaign=wideopencountry&utm_medium=social

EIN Music Festivals News Today

March 23, 2016

Country Summer Music Festival Announces 2016 Lineup

News Release: http://musicfestivals.einnews.com/pr_news/317880456/country-summer-music-festival-announces-2016-lineup

Media Pick-Up Report: <http://www.einpresswire.com/press-releases/report/ehtuUYBaqotfk0r>

Pinned News

<http://pinned.news/au/2016-03-24/120077164731120077/country-summer-music-festival-announces-2016-lineup.html>

Press Democrat

February 29, 2016

20 Things Worth Waiting for In Sonoma County

<http://www.pressdemocrat.com/gallery/5307473-181/20-things-worth-waiting-for?artslide=15>

Press Democrat

December 15, 2016

Tickets on Sale

<http://www.pressdemocrat.com/entertainment/4929496-181/tickets-on-sale-for-adele>

Taste of Country

December 13, 2015

Chase Bryant Announces 2016 Tour Dates

<http://tasteofcountry.com/chase-bryant-2016-tour-dates/>

LISTINGS LINKS

Festival and Country Music Websites

Country Weekly (Nash Country Daily)

<http://www.countryweekly.com/music/essential-2016-country-music-festival-guide?lh>

Taste of Country

<http://tasteofcountry.com/country-music-festivals-guide/>

CountyMusicFestivals2016.com and CountyMusicFestivals.net

<http://countrymusicfestivals2016.com> and <http://countrymusicfestivals.net/>

MusicFestivalWizards.com (Music Festival Junkies is now Music Festival Wizard)

<https://www.musicfestivalwizard.com/festivals/country-summer-2016/>

MusicFestivalGuide.com

<http://musicfestivalguide.net/country-summer.html>

Find Festivals

<http://www.findfestival.com/santarosa/country-summer-music-festival-info/>

Country Star Photos

<http://www.countrystarphotos.com/alabama---missouri.html#California>

Local and Regional:

Press Democrat

<http://www.pressdemocrat.com/events#/event/5161223-country-summer-2016?location=95403-santa-rosa§ions=all&date=today>

Bohemian.com

<http://www.bohemian.com/northbay/country-summer/Event?oid=2956617>

Sonoma West

http://www.sonomawest.com/calendar/music/country-summer-music-festival/event_f64743e4-1673-11e6-9adc-1358fca73921.html

Sonoma County Gazette

<http://www.sonomacountygazette.com/cms/pages/sonoma-county-news-article-123.html>

Santa Rosa Convention & Visitors Bureau

<http://www.visitsantarosa.com/events/2016/06/03/community-events/country-summer-2016/>

Sonoma County Convention and Visitors Bureau

<http://www.sonomacounty.com/sonoma-events/country-summer>

Sonoma County Fairgrounds

<http://www.sonomacountyfair.com/events.php>

San Francisco Chronicle/SF Gate

<http://www.sfgate.com/events/event/5161223-country-summer-2016?location=94103-san-francisco§ions=all&date=today>

UpOut San Francisco

<http://www.upout.com/sf/do/country-summer-2016>

SanFrancisco.com

<http://www.sanfrancisco.com/country-summer-2016-e2304811>

SF Station.com

<http://www.sfstation.com/country-summer-music-festival-e2295679>

SF Weekly

<http://www.sfweekly.com/sanfrancisco/still-havent-found-your-festival-check-out-these-other-options/Content?oid=4516102>

KPIX

<http://events.sanfrancisco.cbslocal.com/santarosa/events/country-summer-2016-/E0-001-089831165-2@2016060313>

SanJose.com (Metroactive.com)

<http://www.sanjose.com/country-summer-2016-e2304811>

The Sacramento Bee/Modesto Bee S

http://events.sacbee.com/performer.aspx?perf_id=2183724

The Mercury News – Bay Area Festivals

http://www.mercurynews.com/bay-area-living/ci_29874879/updated-bay-area-festivals-2016-celebrate-wine-beer

KRTY

<http://www.krty.com/event/2016-country-summer/>

KBCW/KOVR

<http://events.cwsanfrancisco.cbslocal.com/santarosa/events/country-summer-2016-/E0-001-089831165-2@2016060313>

KUKI

<http://kuki-fm.tritondigitalmedia.com/common/page.php?id=291>

KXTV

http://events.abc10.com/Country_Summer_2016/318140343.html

Event Sites:

Yelp.com

<http://www.yelp.com/events/santa-rosa-country-summer-2016>

Eventful.com

<http://eventful.com/santarosa/events/country-summer-2016-/E0-001-089831165-2@2016060313>

Spingo.com (replaced Zvents)

<https://www.spingo.com/event/change/5161233>

Whereevent.com

<http://www.whereevent.com/detail/Country-Summer-Country-Summer-2016>