

# MIGHTY MISSISSIPPI MUSIC festival

#1  
NEW FESTIVAL  
IN AMERICA  
by American  
Blues Scene

A PART OF  
**BRIDGING  
THE BLUES**  
ARKANSAS • MEMPHIS • MISSISSIPPI  
[bridgingtheblues.com](http://bridgingtheblues.com)



## RECAP & MARKETING REPORT • OCTOBER 2015



# Welcome to Mighty: Year 3



*Once more, the Mighty Mississippi Music Festival has left its mark on Greenville. And, as usual, the mark is a positive one.*

*We don't have a full count yet on ticket sales, but first-hand knowledge is enough to see a good crowd out for the headlining acts Saturday despite the high winds and chilly weather.*

*The folks of Greenville and beyond huddled against the cold and swayed to the music from Chris Stapleton and Old Crow Medicine Show and then hung around for a third day to listen to the blues and local acts who put on a great show.*

*We'd like to thank all the volunteers and sponsors who help Steve Azar and Jason Fratesi bring these acts to the Delta to entertain us.*

*We only hope the festival will continue to grow in stature and mature in operation.*

*There is growing for every festival, and we can already see the maturation coming for MMMF into a finetuned, wellrun operation.*

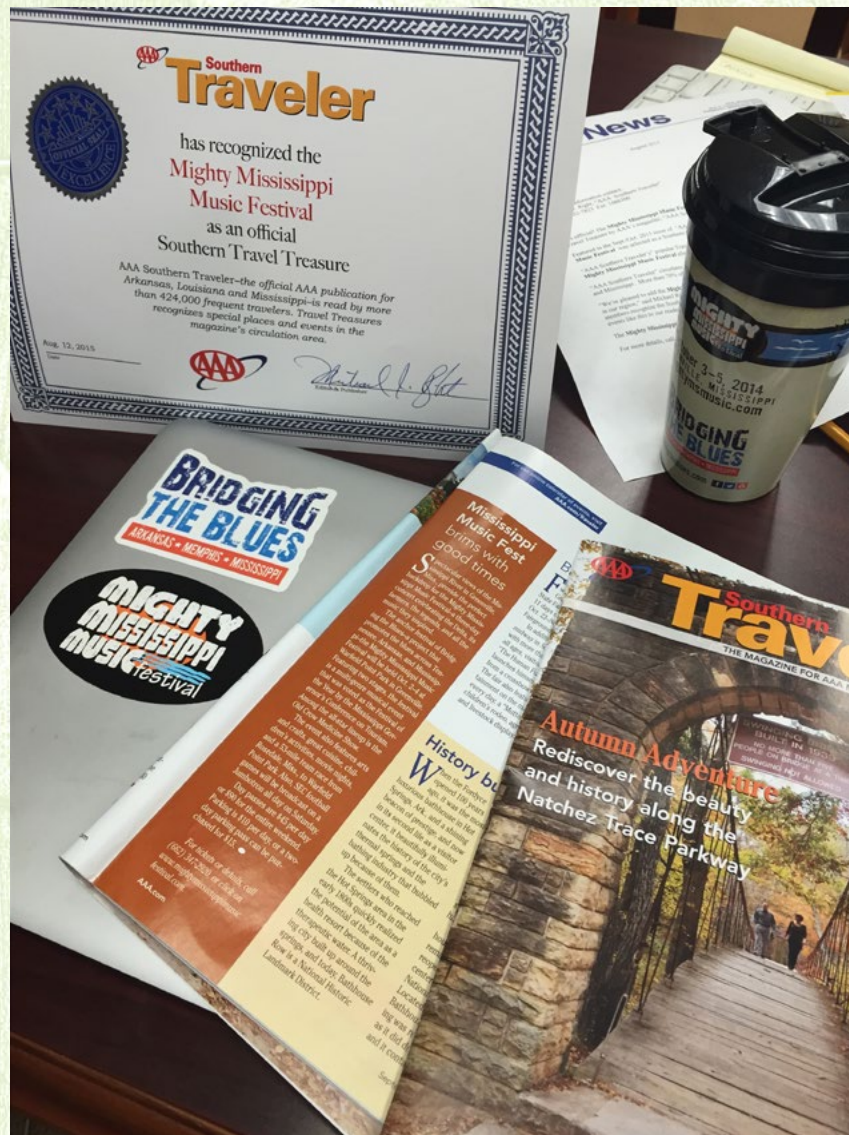
*It was good to see local vendors on the premises at the festival and nice to see the influences from outside the region as well.*

*The festival is an opportunity for the community to see an act it may not get the chance otherwise to enjoy. We like the headliners that find their way to Greenville, but it also good to see the younger acts get their chance to perform in front of a large crowd.*

*We're glad the festival has become a part of our landscape of the Delta and hope it will continue for many years.*

- Delta Democrat Times  
October 6, 2015

**AAA Southern Traveler named the Mighty Mississippi Music Festival as “AAA Southern a Travel Treasure” in their Southern Traveler Magazine. It is circulated to 290,000 homes in Arkansas, Mississippi and Louisiana.**



***It's official! The Mighty Mississippi Music Festival in Greenville, Miss., was named a Southern Travel Treasure by AAA's magazine, "AAA Southern Traveler."***

***Featured in the September/October 2015 issue of "AAA Southern Traveler," the Mighty Mississippi Music Festival was selected as a Southern Treasure for its appeal to typical AAA members.***

***"AAA Southern Traveler's" popular Travel Treasure series is part of each bimonthly issue. The Mighty Mississippi Music Festival also received a certificate for the designation.***

***"AAA Southern Traveler" circulates to more than 290,000 AAA homes in Arkansas, Louisiana and Mississippi. More than 70% of readers choose the South for their vacation destination.***

***"We're pleased to add the Mighty Mississippi Music Festival to the growing list of 'treasures' in our region," said Michael Right, editor/publisher of "AAA Southern Traveler."***

***"Our members recognize the South has endless travel and recreational opportunities. We try to offer events like this to our readers to encourage more exploration of local sites and attractions."***

***- Michael J. Right, "AAA Southern Traveler"***

# The #1 New Festival in America



The Mighty Mississippi Music Festival was named the “#1 New Festival in America” by American Blues Scene Magazine in their May 2015 edition

## Other Accolades to Date

- Named among the Top 8 festivals in the South by Visitsouth.com in 2014
- Acoustic Guitar Magazine “50 States 50 Must Attend Events” in 2014
- “Festival of The Year” 2013 - Mississippi Governor’s Conference on Tourism

# Festival Dedication



## **'Mighty' fest dedicated to Caleb Emphrey Jr., Johnny Winter Sarah Kramer, Delta Democrat Times - October 2, 2015**

*GREENVILLE — This year's Mighty Mississippi Music Festival is dedicated to two bluesmen who have traveled the world, sharing the authentic and unique sound of the Delta blues.*

*Caleb Emphrey Jr., who was B.B. King's drummer for more than three decades, and Johnny Winter, a legendary blues guitarist and rocker, will be recognized at the third annual Mighty Mississippi Music Festival, which begins today and wraps up Sunday, said Billy Johnson, the curator of the Highway 61 Blues Museum who helps organize the fest.*

*"Both Caleb Emphrey and Johnny Winter dedicated their lives to playing and performing the blues," Johnson said. "They came from the Mississippi Delta, and they both carried it around the world many times."*

*Emphrey, a Greenville native, was influenced by the great blues musicians of the Mississippi Delta.*

*"Caleb is one of the many musicians who grew up listening to a vast number of blues musicians who played on Nelson Street," Johnson said.*

*He began his music career playing in the band at Coleman High School, under the direction of the late Roy Huddleston. He furthered his music career at Mississippi Valley State University.*

*Throughout his career, Emphrey drummed for Little Milton, Freddie King, Albert King and B.B. King, Johnson said.*

*"During his career, he has traveled and played for kings and queens, popes, presidents; he's played with Bruce Springsteen, Eric Clapton, Stevie Ray Vaughan, Bono and U2," he said. "He's one of the most accomplished drummers in the history of the blues."*

*Winter, who had strong ties to the Mississippi Delta and has a Blues Trail marker in Leland, made a name for himself in the late 1960s and '70s with his highenergy performances and his distinctive long, white hair.*

*"He was a true bluesman," Johnson said. "He was one of the greatest guitarists who ever lived."*

*Winter, who died in July 2014, worked with some of the greatest bluesmen, and his collaboration with his childhood idol, Muddy Waters, landed him three Grammy-Award winning albums. Over the years, he received several Grammy nominations, but never won one, Johnson said.*

*Past festivals have been dedicated to TModel Ford, Eugene Powell, Lawrence "Shine" Thornton, Leonard McIntosh and George Allen.*



# Bridging the Blues



The Mighty MS Music Festival is the anchor festival of the Bridging the Blues project. Bridging the Blues is a partnership between the MS Delta Tourism Association, Arkansas Delta Byways, The Arkansas Dept. of Parks & Tourism, the MS Development Authority Office of Tourism, and the Memphis CVB to employ musical heritage as a driver for the economic betterment of the region.



**Vision:** Use musical heritage as a driver for the economic betterment of the region.

**Mission:** Create the ultimate blues pilgrimage to celebrate the music, food, & migration of culture from the Arkansas & Mississippi Delta to Memphis and the world.



# C Spire Mighty Main Stage





# Highway 61 Blues Stage

Presented by

## Double Quick & Gresham Petroleum



# Highway 61 Blues Stage



# **One Night at Jam Camp After Hours Stage**



**Rob Mortimer of Good Paper appearing  
on the popular "Jam Camp" late-night stage**

# RFID Access Wristbands

Presented by McDonalds



# Case IH I Give A Crop Tent



# Case IH I Give A Crop Tent



**Dr. Terry Barr**  
Senior Director of  
Industry Research at CoBank  
addressing the Future Delta Event Attendees



# Fifth Annual Future Delta Event

## Presented by the Delta Council



PO Box 257  
Stoneville, MS  
38776-0257

Phone: 662-686-3350  
Fax: 662-686-3378

September 21, 2015

«First» «Last»  
«Address»  
«City», «St» «Zip»

Dear «First»,

Delta Council would like to invite you and your spouse to a special event for *Future Delta*, intended to recognize and gather the Delta's future (45 and under) who are involved in farming and allied agricultural businesses in our 18-county area.

The Fifth Annual *Future Delta* event will be held Friday, October 2, 2015, from 4:00 to 5:30 p.m. at Warfield Point Park outside Greenville, MS. The meeting will be held under the "I Give a Crop" tent at the Mighty Mississippi Music Festival and we are pleased to announce that the meeting will feature renowned agricultural economist Dr. Terry Barr and a special presentation by Governor Phil Bryant.

Dr. Barr is Senior Director of Industry Research at CoBank and formerly served as chief economist of the National Council of Farmer Cooperatives. Barr also served as chairman of the World Agricultural Outlook Board for the United States Department of Agriculture.

Thanks to the generosity of the Mighty Mississippi Music Festival organizers, (Steve Azar, Jason Fratesi, Jamie Murrell, and their sponsors) participants (and their spouses if they attend) in the Future Delta session on Friday afternoon will be given free access passes to the weekend's festival under the "I Give a Crop" tent. For more information about the festival and the benefits of "I Give a Crop", please visit <http://www.mightymississippimusicfestival.com>.

We are excited that Governor Bryant and Dr. Barr will be joining our Future Delta participants and hope you and your spouse can attend. Please email [ssmith@deltacouncil.org](mailto:ssmith@deltacouncil.org) and let us know of your availability so we can reserve pass(es) for you. If you indicate that you will attend, you will be able to pick up your credentials at the front gate of the festival prior to the 4 p.m. start of Dr. Barr and Governor Bryant's presentation. (Your reserved credentials will be voided after 4 p.m. on Friday if you cannot attend.)

Thank you for your participation and leadership in agriculture and our region, and we hope that you and your spouse can join us for this special event in honor of you and your spouse.

Sincerely,

Walton Gresham, Chairman  
Delta Council

Steve Azar, Co-Chairman  
Might Mississippi Music Festival

# SuperTalk Mississippi

## Live Remote Broadcasts

10:30 A.M.  
**Marty Gamblin**  
Executive Director Mississippi Arts and Entertainment Center

11:30 A.M.  
**Steve Azar**  
Co-Founder of Mighty MS Music festival

SUPERTALK.FM/LISTEN

**ON AIR**  
WEEKDAYS  
10:00 A.M. - 1:00 P.M.

**THE J.T. SHOW**  
@theJTShow

### SuperTalk Programs Broadcasted Live

**The J.T. Show**  
**Head to Head**  
**The Premier Show**  
**The Paul Gallow Show**

SuperTalk Mississippi broadcasted live from Warfield Point Park in the 3 days leading up to the 2015 Festival. Guests included Governor Phil Bryant, Steve Azar, Scott Christensen - Executive Director of Delta Regional Medical Center, Cary Karlson - Executive Director for development - Washington County Economic Alliance, Marty Gamblin - Executive Director - Mississippi Arts and Entertainment Center and Wesley Smith - Head of the Washington County CVB and Bridging The Blues Project. The entire state was consumed by so many good things going on in our Delta, and the broadcasts helped celebrate our growth of the economy in the region. The Mighty continues to be a platform for celebrating all of these things.



# Live SEC Football



**This year's Festival featured an updated 720P High Definition Magnolia Displays Outdoor Jumbotron, sponsored by Southern Ag Consulting & Scott Petroleum. The screen featured both Mississippi State vs. Texas A&M & Ole Miss vs. Florida.**



**“Being from the Delta I am so proud to have the South’s finest music festival on the banks of the Mighty Mississippi. It’s finger pickin’ good!”**

**Governor Phil Bryant  
R-Mississippi**



# Web Remarketing

A tracking pixel installed on all pages of MightyMSMusic.com and ticket sales pages on vendini.com added users to a web “remarketing pool.” Members of the remarketing pool were served Festival ads on many different sites across the Internet. Once a user completed a ticket purchase, they were removed from the remarketing pool.

## Web Remarketing Stats

Impressions: 49,188

Clicks: 62

CTR: 0.13%

The screenshot shows a web page with the following elements:

- Header:** "tickld" logo on the left, "REGISTER" and "LOG" buttons on the right.
- Navigation:** A horizontal menu with categories: FUNNY, CUTE, SAD, HEARTWARMING, WTF, SPOOKY, HAPPY, SCIENCE, JOKE, AMAZING, QUIZZES, FANDOMS, LISTS, REVENGE, JUSTICE, TICKLD COMMUNI.
- Article:** "20 Most Profound Things People Thought Of In The Shower. #9 Is Epic." by Rudro Chakra, Content Writer. The article text is partially visible: "Showering relax sometimes when an incredible thing... The following m... some of the mos... had in the show...".
- Video Player:** A video titled "This Is What Happens When Molten Lava Spills Onto A Block Of Ice" is playing. The video shows a large amount of molten lava being poured onto a block of ice, creating a dramatic reaction.
- Advertisement:** A blue advertisement for Rackspace with the text: "All Clouds have Engineers. WE LET YOU TALK TO OURS." and a "TRY NOW" button. The Rackspace logo and tagline "the #1 managed cloud company" are at the bottom.
- Footer:** A navigation bar for "VINESCOPE" with "Home", "Latest", and "More" options. There are also social media icons for Facebook, Twitter, Email, and Pinterest.
- Bottom:** A banner for the "MIGHTY MISSISSIPPI MUSIC Festival" featuring "OLD CROW MEDICINE SHOW" and "CHRIS STAPLETON" on "October 2-4, 2015". It includes a "BUY NOW" button and a "#1 NEW FESTIVAL IN AMERICA" badge.

# Facebook Advertising

## Total Impressions

313,698

The number of times our ads were seen in the desktop newsfeed or on a mobile device

## Total Clicks

10,031

The number of clicks generated by the entire ad campaign, including page likes and website clicks

## Reach

123,613

The number of people the ad was served to

## Website Clicks

2,347

The number of clicks directed to the ticket purchase page

## Facebook Actions

11,090

The number of Likes, comments, shares and other Facebook actions generated by interactions with advertised content

## Click Through Rate

3.20%

The number of clicks divided by the number of impressions



START OF CAMPAIGN

**11,143**  
LIKES


**6.4%**  
**INCREASE**

END OF CAMPAIGN


**11,857**  
LIKES

# Email Campaigns

The fun starts this Friday! [View this email in your browser](#)




**OFFICIAL MAILING LIST**



**GRAMMY AWARD WINNERS  
OLD CROW MEDICINE SHOW**  
SATURDAY, OCT. 3


See Old Crow Medicine Show live on the C-Spire Mighty Main Stage this Saturday, Oct. 3!

[Wagon Wheel - Official Music Video](#)



**PURCHASE WRISTBANDS ONLINE**  
CLICK HERE!


[Buy Now](#)




**CHRIS STAPLETON**  
3 TIME 2015 CMA AWARDS NOMINEE  
SATURDAY, OCT. 3

He's nominated for 3 2015 CMA Awards: Male Vocalist of the Year, New Artist of the Year and Album of the Year.  
Experience the vocal and songwriting brilliance of Chris Stapleton at 8:00pm this Saturday, Oct. 3!

[Chris Stapleton - Tiny Desk Concert on NPR Music](#)



**OFFICIAL FESTIVAL MERCHANDISE**  
GET 30% OFF YOUR ORDER - USE CODE MIGHTYFUN30  
Expires Sept. 15, 2015




**JUST ARRIVED:**  
2015 Festival Merchandise is available online!

[Visit the MIGHTY Merch Store](#)

Got a wristband? Lucky YOU! It's time to register!  
Remember: once you put your wristband on, it can't be removed until it's out off!


[Wristband Registration](#)

Not much time left to save BIG! [View this email in your browser](#)




**OFFICIAL MAILING LIST**

**There's still time to SAVE \$20 on Adult Weekend Wristbands!**  
Purchase online by Sept. 15, 2015



**WEEKEND PASS (3 DAY)**


Purchase your 3 Day Adult Weekend Wristband ONLINE and save \$20!  
Experience all 3 days of the Festival for only \$70 (+ conv. charge)  
Discount applied automatically during checkout




**CHRIS STAPLETON**  
3 TIME 2015 CMA AWARDS NOMINEE  
SATURDAY, OCT. 3

Congratulations to Chris Stapleton for scoring 3 CMA Awards Nominations this week! See him LIVE on Saturday, Oct. 3!

[5 Things You Need to Know About Chris Stapleton](#)




**OFFICIAL FESTIVAL MERCHANDISE**  
GET 30% OFF YOUR ORDER - USE CODE MIGHTYFUN30  
Expires Sept. 15, 2015



Our 2013-2014 Merch Sale Continues!  
Save 30% thru Sept. 15!  
Use Coupon Code: MIGHTYFUN30

[Visit the MIGHTY Merch Store](#)



**MIGHTY MISSISSIPPI MUSIC Festival**  
#1 NEW FESTIVAL IN AMERICA  
BRIDGING THE GULF

Total Mailing List Members:

2,000

# Facebook Timeline Cover



## Artist Involvement

**Chris Stapleton**  
Published by Zach Peters [?] · October 1 at 12:07pm · \*

Mighty Mississippi Music Festival in Greenville, MS with Old Crow Medicine Show and more this Saturday, Oct 3. Tickets available here: <http://bit.ly/1OJJQpm>



6,155 people reached Boost Post

Like Comment Share

Robert B. Mortimer, Jeffrey Tonos, Jamie Murrell and 320 others like this. Most Relevant · this.

46 shares

**Old Crow Medicine Show**  
Published by Jon Grau [?] · October 1 · \*

Old Crow is headed to Greenville, MS this Saturday (Oct 3rd) for the Mighty Mississippi Music Festival.

Tickets are still available here: [http://smarturl.it/MightyMS\\_Tix\\_FB](http://smarturl.it/MightyMS_Tix_FB)



3,927 people reached Boost Post

136 Likes 8 Comments 24 Shares

Like Comment Share

Both Chris Stapleton and Old Crow Medicine Show made Facebook posts to promote their appearances at the Festival. They also granted our team “advertiser access” to their Facebook pages, so that the posts could be promoted to local fans with funds from our ad budget

# MightyMSMusic.com - Homepage



**MIGHTY MISSISSIPPI Music Festival**

Sept. 30-Oct. 2, 2016  
Greenville, MS

Home
Tickets
Line Up
Info
News
Contact
Store

View All 2015 Photos Below!

2015 Mighty Mississippi Music Festival  
from Mighty Mississippi Music Festival on Flickr






**SPECIAL GUEST AND EMCEE  
DUCK DYNASTY'S  
MOUNTAIN MAN**

FOLLOW THE FESTIVAL!





**PROJECT SHELTER**



THE EASIEST WAY TO  
GRAB YOUR FESTIVAL  
CAMPING GEAR!

LEARN MORE

Join our Newsletter!

\* indicates required

Email Address

First Name

ZIP Code (US Only)

Sign Up!



**MIGHTY MAIN STAGE LINEUP**

**OLD CROW MEDICINE SHOW • CHRIS STAPLETON**

HOSTED BY STEVE AZAR AND JASON FRATESI

ALSO PERFORMING SPECIAL GUEST & EMCEE "MOUNTAIN MAN OF DUCK DYNASTY"

The Band of Heathens • Amanda Shires • Kindest Kings • Brownwynne Brent Trio  
The Cedric Burnside Project • Cuffy Eye • Good Paper of Rev. Rob Mortimer  
Goodyoots • Ron Elderidge Jr. & The Barnn Shames

**Highway 61 Blues Stage**

Old Crow • Cadillac John Nolen • James Prater • Jeremy Dupla • The Aquatic Hibernators  
Justin Isard • Jimmy "Duck" Holton • Jimmy Phillips • The Kumbos  
Lambert & Brown Band • Ben Prout & The Innocent • L.C. Shaw • Jon "Dad" Welch • Lady Lee Walker  
Moby Lopez & The Jambusters • Pat "Honey" Brown • The Jollys • Chris  
Berry "Barnyard" Band • The Belmont Jamboree Band • The John Horton Band

**October 2-4, 2015 • Greenville, MS**

[www.MIGHTYMSMUSIC.COM](http://www.MIGHTYMSMUSIC.COM)

MUSIC • CAMPING • FOOD • LITTLE SEC FOOTBALL • ARTS & CRAFTS VENDORS



**Mighty Mississippi Music Festival**  
September 30—October 2, 2016  
Warfield Point in Greenville, MS

It all started on this fertile, fat delta land. From these fields and the hands that nurtured them, emerged the style of music known as the blues. History tells us that these Delta blues have influenced almost every genre of music that exists today.

Set in the heart of the Delta with its mystical body of water as its backdrop, we welcome you to the Mighty Mississippi Music Festival — a 3-day multi-genre concert celebrating the fields, the farmers, the legends, and all the music they inspired.

The Mighty Mississippi Music Festival is a project of Down River Entertainment, LLC founded by Delta natives, Steve Azar and Jason Fratesi, and is proud to be a new musical destination of the "Bridging the Blues" project. [Learn More >](#)

**Tweets**

MightyMSMusicFest @mightyMSMusic 5 Nov  
A CLEAN SWEEP!! We are so proud to have hosted Chris Stapleton on our Mighty Main Stage this year...  
[instagram.com/p/5u5Pw\\_Cf8Bz/](#)  
Picard

MightyMSMusicFest @mightyMSMusic 9 Oct  
Awesome photo from Ron Elderidge and the Barnn Shames by our friend JB. Love your roots and pride!  
[instagram.com/p/5u5Q8K0NDU/](#)

# Stage Schedule Images

## FRIDAY, OCT. 2

C SPIRE MIGHTY MAIN STAGE	
5 P.M.	
:15	
:30	
:45	
6 P.M.	 <b>GOOFYBOOTS</b> (5:30-6:45)
:15	
:30	
:45	
7 P.M.	 <b>RON ETHERIDGE &amp; THE DAMN SHAMES</b> (7:00-8:15)
:15	
:30	
:45	
9 P.M.	 <b>CUTTY RYE</b> (8:30-10:00)
:15	
:30	
:45	
10 P.M.	
:15	
:30	
:45	
11 P.M.	 <b>THE BAND OF HEATHENS</b> (10:30-MIDNIGHT)
:15	
:30	
:45	
12 A.M.	
:15	
:30	
:45	

## SATURDAY, OCT. 3

HIGHWAY 61 BLUES STAGE <small>PRESENTED BY DOUBLE QUICK &amp; GRESHAM PETROLEUM</small>	C SPIRE MIGHTY MAIN STAGE
10 A.M.	
:15	
:30	
:45	
11 A.M.	<b>PAT THOMAS</b> (11:00-11:45)
:15	
:30	
:45	
12 P.M.	<b>JAMIE ISONHOOD</b> (11:45-12:30)
:15	
:30	<b>CEDRIC BURNSIDE PROJECT</b> (12:00-1:00)
:45	
1 P.M.	<b>JIMMIE DUCK HOLMES</b> (12:30- 1:15)
:15	
:30	
:45	
2 P.M.	<b>BILL ABEL</b> (1:15-2:00)
:15	
:30	<b>GOOD PAPER</b> OF REV. ROE MORTIMER (1:15-2:15)
:45	
3 P.M.	<b>TERRY HARMONICA BEAN</b> (2:00- 2:45)
:15	
:30	<b>BRONWYNNE BRENT TRIO</b> (2:30-3:30)
:45	
3 P.M.	<b>JIMMY PHILLIPS AND THE RUMINATORS</b> (2:45-3:45)
:15	
:30	
:45	
4 P.M.	<b>L.C. ULMER</b> (3:45-4:30)
:15	
:30	<b>STEVE AZAR</b> (3:45-4:45)
:45	
5 P.M.	<b>KERN PRATT AND THE ACCUSED</b> (4:30-5:15)
:15	
:30	<b>KUDZU KINGS</b> (5:00-6:15)
:45	
6 P.M.	<b>BERNARD JENKINS BAND</b> (5:15-6:00)
:15	
:30	
:45	
7 P.M.	<b>JOHN HORTON BAND</b> (6:00-7:00)
:15	
:30	<b>AMANDA SHIRES</b> (6:30-7:45)
:45	
8 P.M.	<b>SUPER CHIKAN AND THE FIGHTING COCKS</b> (7:00- 8:30)
:15	
:30	
:45	
9 P.M.	
:15	
:30	<b>CHRIS STAPLETON</b> (8:00-9:30)
:45	
10 P.M.	
:15	
:30	
:45	
11 P.M.	
:15	<b>OLD CROW MEDICINE SHOW</b> (10:00-11:30)
:30	
:45	

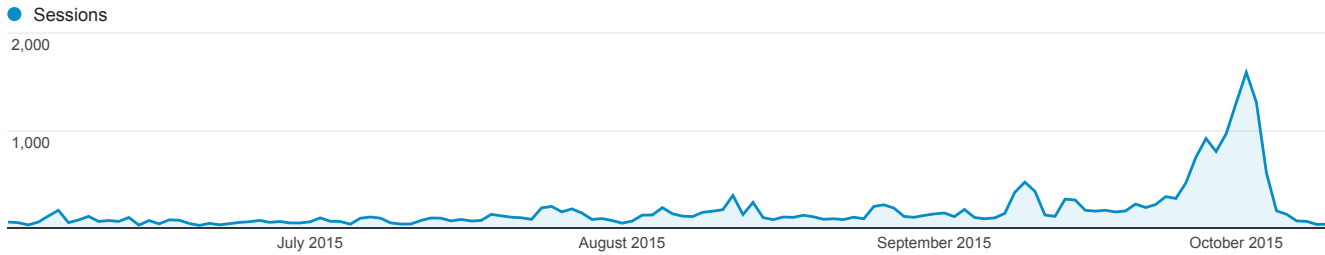
## SUNDAY, OCT. 4

HIGHWAY 61 BLUES STAGE <small>PRESENTED BY DOUBLE QUICK &amp; GRESHAM PETROLEUM</small>	
10 A.M.	<b>KAIROS BLUES AND GOSPEL BAND</b> (10:00-10:45)
:15	
:30	
:45	
11 A.M.	<b>DANIEL ERIKSEN</b> (10:45-11:30)
:15	
:30	
:45	
12 P.M.	<b>TERRY HARMONICA BEAN</b> (11:30-12:15)
:15	
:30	
:45	
1 P.M.	<b>LIBBY RAE WATSON</b> (12:15-1:00)
:15	
:30	
:45	
2 P.M.	<b>CADILLAC JOHN NOLDEN AND BILL ABEL</b> (1:00- 1:45)
:15	
:30	
:45	
2 P.M.	<b>LEO BUD WELCH</b> (1:45- 2:30)
:15	
:30	
:45	
3 P.M.	<b>L.C. ULMER</b> (2:30- 3:15)
:15	
:30	
:45	
4 P.M.	<b>MICKEY ROGERS AND THE SOUL BLUES BAND</b> (3:15- 4:15)
:15	
:30	
:45	
4 P.M.	<b>JASON FRATESI AND THE DIRT ROAD JAM BAND</b> (4:15- 5:00)
:15	
:30	
:45	
5 P.M.	
:15	
:30	
:45	
6 P.M.	<b>CEDRIC BURNSIDE PROJECT</b> (5:00- 6:30)
:15	
:30	
:45	
7 P.M.	
:15	
:30	
:45	
8 P.M.	<b>DWAYNE DOPSIE AND THE ZYDECO HELLRAISERS</b> (6:30- 8:00)
:15	
:30	
:45	



# Website Analytics

## Website Traffic - June 1, 2015 - October 10, 2015



Sessions  
**24,297**



Users  
**16,703**



Pageviews  
**52,637**



Pages / Session  
**2.17**



Avg. Session Duration  
**00:01:55**



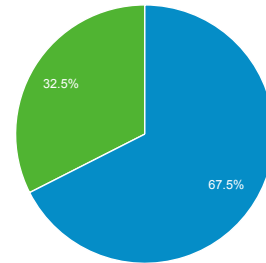
Bounce Rate  
**56.60%**



% New Sessions  
**67.39%**



■ New Visitor ■ Returning Visitor



### Top Referring Sites

facebook.com	2,026
crowmedicine.com	1,265
warfieldpointpark.com	241
bandsintown.com	156
bluesfestivalguide.com	150
funtober.com	104
visitgreenville.com	80
steveazar.com	78

### Top Visits By City

Jackson	3,549
Greenville	1,803
Rock Hill	1,391
Memphis	748
Dallas	638
Nashville	404
Houston	362
Greenwood	356
Cleveland	350

### Top Devices

Mobile	12,537
Desktop	9,859
Tablet	1,901

### Top Devices by OS

iOS/iPhone	10,705
Android	3,469
Windows	237
Blackberry	23

# Outdoor Advertising

**OLD CROW MEDICINE SHOW**  
2 X 2015 GRAMMY WINNING SONG OF THE YEAR

**CHRIS STAPLETON**  
3 X 2015 CMA AWARDS NOMINEE

**MIGHTY MISSISSIPPI MUSIC festival**

A PART OF BRIDGING THE BLUES  
music - where it matters  
bridgingtheblues.com

**#1 NEW FESTIVAL IN AMERICA**  
by American Blues Scene

[www.MIGHTYMSMUSIC.COM](http://www.MIGHTYMSMUSIC.COM)

**October 2-4, 2015 • Greenville, MS**

MISSISSIPPI CERANTI McDonald's cspire DELTA GREENVILLE R double quick Gresham

2015 Billboard Design

170,969

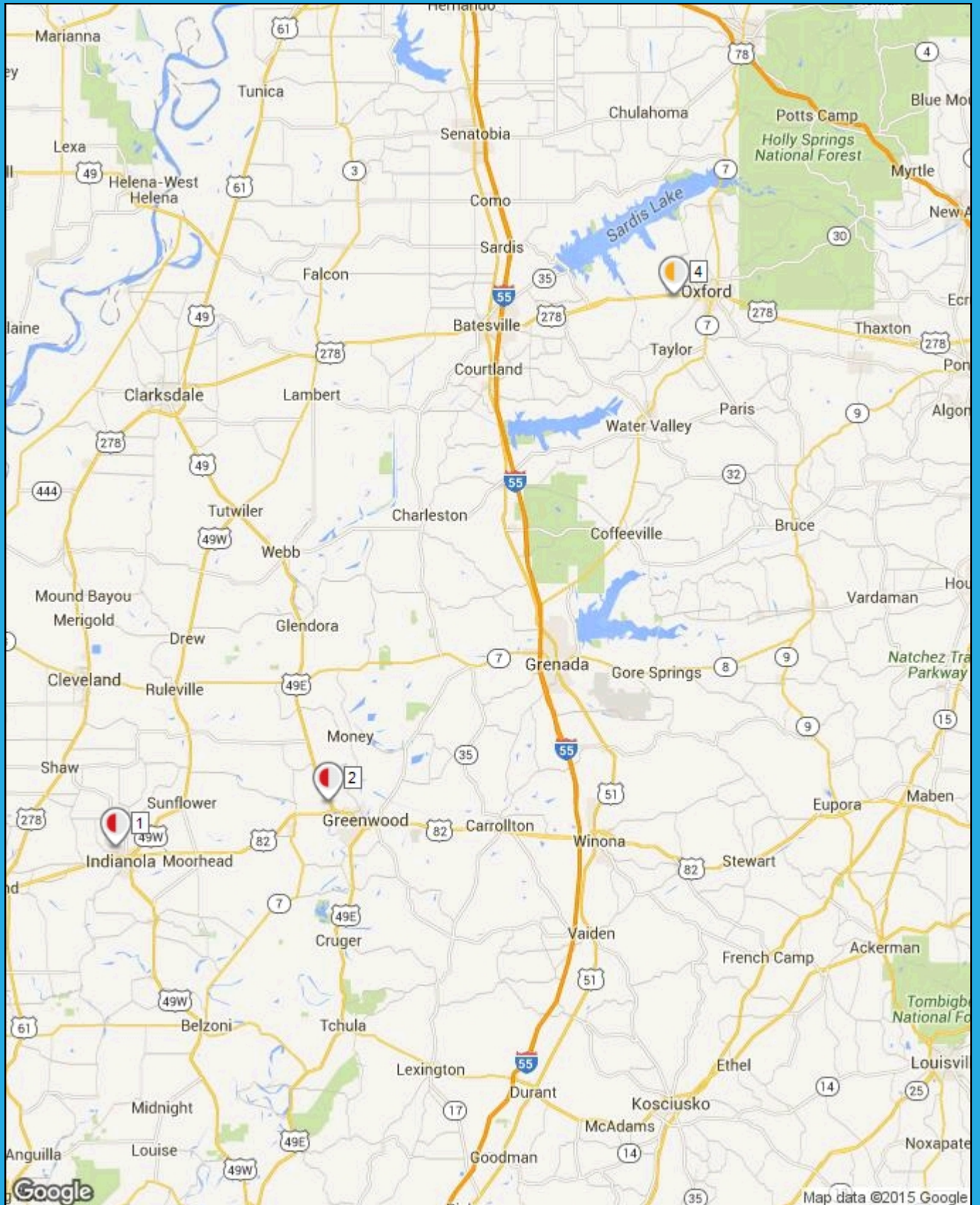
Weekly Impressions



Billboard at entrance to Warfield Point Park

# Billboard Locations

## Map



# Billboard Locations

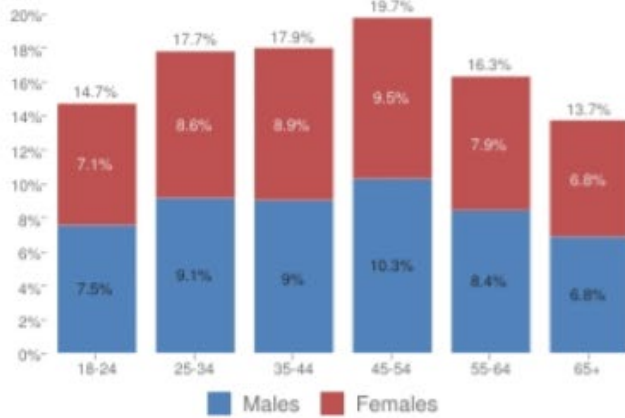
## Detail

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	5715	192411	Poster / Retro	East	10' 6" x 22' 9"	46760	YES
<b>Location:</b> HWY 82 CARWASH BOTTOM FACE/FACING EAST								
<b>Current Advertiser:</b> LEROY BOWLIN HEATING & AIR								
	2	2015	192202	Poster / Retro	East	10' 6" x 22' 9"	27785	YES
<b>Location:</b> S/S HWY 82 @ LAMB'S PHOTO F/E								
<b>Current Advertiser:</b> CANNON TOYOTA								
	3	6032	192453	Poster / Retro	North	10' 6" x 22' 9"	50899	YES
<b>Location:</b> W/S HWY 1 SOUTH 2ND S/O WALMART F/N								
<b>Current Advertiser:</b> LAMAR ADVERTISING OF GREENVILLE								
	4	22536	30720044	Permanent Bulletin / Digital	East	9' 0" x 32' 0"	23671 per spot	NO
<b>Location:</b> S/S Hwy 6 West, 100 ft W/O Thacker Hights Road E/F								
<b>Current Advertiser:</b> THE LINKS & GREENS AT OXFORD								
	5	90429	30720041	Poster / Digital	North East	10' 0" x 21' 0"	21854 per spot	YES
<b>Location:</b> HWY 12 W S/L 745' E/O STARK RD								
<b>Current Advertiser:</b> THE LINKS AT STARKVILLE, ALP								
<b>Total Weekly Impressions: 170969</b>								

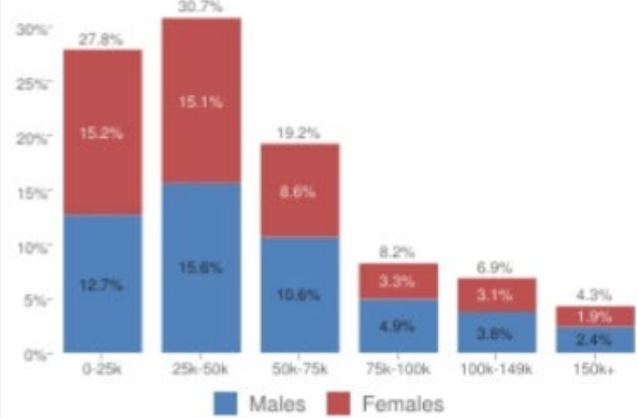


# Billboards - Audience Demo

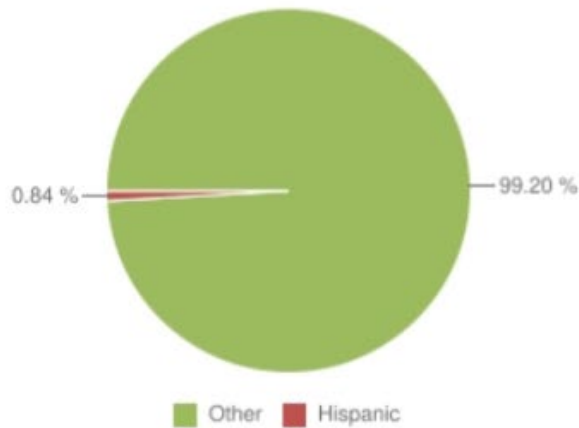
Adults By Age



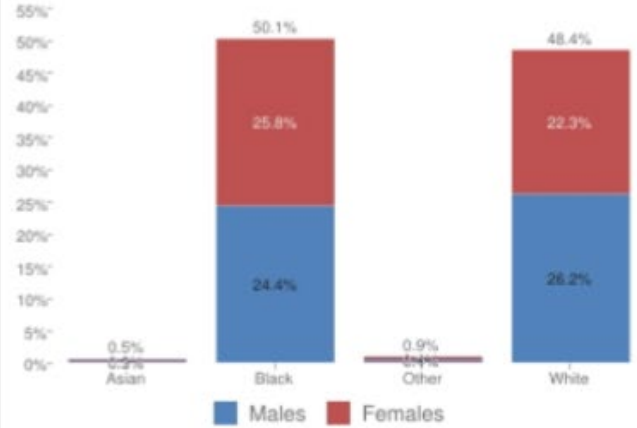
Adults By Household Income



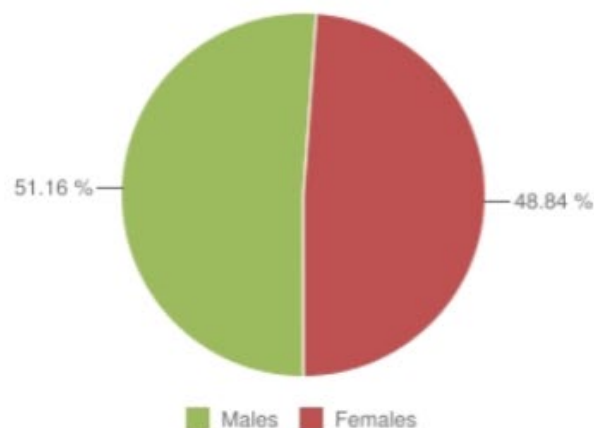
Adults By Ethnicity



Adults By Race



Adults By Gender



# TV Advertising

1,530  
Ads

**DMAs:** Greenville, Leland, Indianola, Greenwood, Vicksburg, MS  
Helena, W Helena, Pine Bluff, Hot Springs, Whitehall, AR  
**Networks:** CNN, ESPN, ESPN2, FOOD Network, FXNC, USA,  
Lifetime, SEC, Travel Network, A&E, FOX Sports South & Family



**#1 NEW FESTIVAL IN AMERICA**  
by American Music Scene

**MIGHTY MISSISSIPPI music festival**

HOSTED BY STEVE AZAR & JASON FRATESI

**DAY, WEEKEND & CAMPING PASSES ON SALE NOW!**

**October 2-4, 2015 • Greenville, MS** [www.MIGHTYMSMUSIC.COM](http://www.MIGHTYMSMUSIC.COM)

**Presenting/Title Sponsors:** MISSISSIPPI CERANTI, McDonald's, Delta Group, Gresham

**Platinum Sponsors:** Harlow's, Child's Provisions Store, Allstate, Syngenta, Delta Equipment, Alliance, Sankar's, Poultry, Gresham

**Gold Sponsors:** Delta Equipment, Alliance, Sankar's, Poultry, Gresham

**Silver Sponsors:** Delta Equipment, Alliance, Sankar's, Poultry, Gresham

2015 30 second TV Commercial

# Print Designs

## SATURDAY, OCT. 3

HIGHWAY 61 BLUES STAGE PRESENTED BY DOUBLE QUICK & GRESHAM PETROLEUM		C SPIRE MIGHTY MAIN STAGE	
10 A.M.			
:15			
:30			
:45			
11 A.M.			
:15			
:30	<b>PAT THOMAS</b> (11:00-11:45)		
:45			
12 P.M.			
:15			
:30	<b>JAMIE ISONHOOD</b> (11:45-12:30)		
:45			
1 P.M.			
:15			
:30	<b>JIMMIE DUCK HOLMES</b> (12:30-1:15)		
:45			
2 P.M.			
:15			
:30	<b>BILL ABEL</b> (1:15-2:00)		
:45			
3 P.M.			
:15			
:30	<b>TERRY HARMONICA BEAN</b> (2:00-2:45)		
:45			
4 P.M.			
:15			
:30	<b>JIMMY PHILLIPS AND THE RUMINATORS</b> (2:45-3:45)		
:45			
5 P.M.			
:15			
:30	<b>L.C. ULMER</b> (3:45-4:30)		
:45			
6 P.M.			
:15			
:30	<b>KERN PRATT AND THE ACCUSED</b> (4:30-5:15)		
:45			
7 P.M.			
:15			
:30	<b>BERNARD JENKINS BAND</b> (5:15-6:00)		
:45			
8 P.M.			
:15			
:30	<b>JOHN HORTON BAND</b> (6:00-7:00)		
:45			
9 P.M.			
:15			
:30	<b>SUPER CHIKAN AND THE FIGHTING COCKS</b> (7:00-8:30)		
:45			
10 P.M.			
:15			
:30			
:45			
11 P.M.			
:15			
:30			
:45			

## SUNDAY, OCT. 4

HIGHWAY 61 BLUES STAGE PRESENTED BY DOUBLE QUICK & GRESHAM PETROLEUM	
10 A.M.	
:15	
:30	
:45	
11 A.M.	
:15	
:30	
:45	
12 P.M.	
:15	
:30	
:45	
1 P.M.	
:15	
:30	
:45	
2 P.M.	
:15	
:30	
:45	
3 P.M.	
:15	
:30	
:45	
4 P.M.	
:15	
:30	
:45	
5 P.M.	
:15	
:30	
:45	
6 P.M.	
:15	
:30	
:45	
7 P.M.	
:15	
:30	
:45	
8 P.M.	
:15	
:30	
:45	



October 2-4, 2015 • Greenville, MS

## 2015 HANDBOOK

**DELTA VILLAGE: DINE, DRINK AND SHOP!**  
Vendors will be open all weekend for all your shopping, dining and drinking needs.

**"MINI" MIGHTY KIDS ZONE** - All Day Saturday (parental supervision required) Water walking balls, story tellers, arts & crafts, Delta Music Institute mobile music lab, musical entertainment, marshmallow roast & more!

**JUMBOTRON MOVIES & FOOTBALL**  
Friday  
Sunset Movie - The Original Muppet Movie  
Midnight Movie - The Crossroads  
Saturday  
SEC FOOTBALL  
Midnight Movie - A Time To Kill

**ONE NIGHT AT JAM CAMP STAGE**  
Friday & Saturday Late Nights  
It's back!! Once the main and blues stage music comes to an end each evening come out to jam with late night entertainment!

**HEALTH & WELLNESS:**  
Pilates with Marcella Simmons - Saturday 9:30AM - Blues Stage (bring your own mat)

### GENERAL FESTIVAL RULES:

- NO FIREARMS
- NO ILLEGAL SUBSTANCES
- NO COOLERS OR OUTSIDE FOOD/BEVERAGES ALLOWED IN FESTIVAL AREA
- NO GLASS CONTAINERS
- NO UNAUTHORIZED VEHICLES IN FESTIVAL AREA
- NO PERSONAL ELECTRIC OR MOTORIZED VEHICLES IN FESTIVAL AREA
- NO UNDERAGE CONSUMPTION OF ALCOHOLIC BEVERAGES
- PETS MUST BE ON MINIMUM 6' LEASH AT ALL TIMES
- PET OWNERS ARE RESPONSIBLE FOR CLEAN UP AND DISPOSAL OF ALL PET WASTE
- WRISTBANDS MUST BE WORN AT ALL TIMES
- NO REFUNDS

## FRIDAY, OCT. 2

C SPIRE MIGHTY MAIN STAGE	
5 P.M.	
:15	
:30	
:45	
6 P.M.	
:15	
:30	
:45	
7 P.M.	
:15	
:30	
:45	
8 P.M.	
:15	
:30	
:45	
9 P.M.	
:15	
:30	
:45	
10 P.M.	
:15	
:30	
:45	
11 P.M.	
:15	
:30	
:45	



## THANKS TO OUR 2015 SPONSORS!



Printed  
Tri-fold  
Brochures

# Print Designs

**#1 NEW FESTIVAL IN AMERICA**  
by American Blues Scene

**MIGHTY MISSISSIPPI MUSIC festival**

A PART OF BRIDGING THE BLUES  
MUSIC • FOOD • VENDORS  
bridgingtheblues.com

**cspire MIGHTY MAIN STAGE LINEUP**

**OLD CROW MEDICINE SHOW • CHRIS STAPLETON**  
HOSTED BY STEVE AZAR AND JASON FRATESI  
ALSO FEATURING SPECIAL GUEST & EMCEE "MOUNTAIN MAN OF DUCK DYNASTY"

The Band of Heathens • Amanda Shires • Kudzu Kings • Bronwynne Brent Trio  
The Cedric Burnside Project • Cutty Rye • Good Paper of Rev. Rob Mortimer  
GoofyBoots • Ron Etheridge Jr. & The Damn Shames

**double quick HIGHWAY 61 BLUES STAGE Gresham**

Bill Abel • Cadillac John Nolden • Daniel Eriksen • Dwayne Dopsie & The Zydeco Hellraisers  
Jamie Isonhood • Jimmy "Duck" Holmes • Jimmy Phillips & The Ruminators  
Kairos Blues & Gospel Band • Kern Pratt & the Accused • L.C. Ulmer • Leo "Bud" Welch • Libby Rae Watson  
Mickey Rogers & the Soulmasters • Pat Thomas • Super Chikan & the Fighting Cocks  
Terry "Harmonica" Bean • The Bernard Jenkins Band • The John Horton Band

**October 2-4, 2015 • Greenville, MS**  
[www.MIGHTYMSMUSIC.COM](http://www.MIGHTYMSMUSIC.COM)

MUSIC • CAMPING • FOOD • LIVE SEC FOOTBALL • ARTS & CRAFTS VENDORS

Presenting/Title Sponsors: THE MISSISSIPPI, GERANTI, McDonald's, cspire, DELTA GROUP, Gresham

Platinum Sponsors: Harlow's, Chilly's Package Store, Allstate, Syngenta, Score, Delta Regional, Alliance, Sanders, Entergy, Planters Bank, RICE, Puttick Farms & Ag

## Concert Lineup Posters

**MIGHTY MISSISSIPPI MUSIC festival**

**HIGHWAY 61 BLUES STAGE LINEUP**

LIBBY RAE WATSON • TERRY "HARMONICA" BEAN • PAT THOMAS • THE CUSIC • BILL ABEL • THE JOHN HORTON BAND • MICKEY ROGERS AND THE SOULMASTERS • SUPER CHIKAN AND THE FIGHTING COCKS • "BUD" WELCH • THE BERNARD JENKINS BAND • JIMMY PHILLIPS AND THE RUMINATORS • CADILLAC JOHN NOLDEN AND BILL ABEL • THE CEDRIC BURNSIDE PROJECT • KERN PRATT AND THE ACCUSED • JIMBO MATHUS AND THE TRI-STATE COALITION • DWAYNE DOPSIE AND THE ZYDECO HELLRAISERS • JIMMY "DUCK" HOLMES • DANIEL ERIKSEN • KAIROS BLUES AND GOSPEL BAND

**OCT. 2-4, 2015 • GREENVILLE, MS**  
[www.MIGHTYMSMUSIC.COM](http://www.MIGHTYMSMUSIC.COM)

MISSISSIPPI, GERANTI, cspire, McDonald's, SCORE, DELTA GROUP, R





2015 Festival Map



# Radio Advertising



**Over 3,000 60-second radio spots were played across multiple radio stations and statewide networks within a 200 mile radius, including 100.7 WDMS, WGVM, Max 99.1, WROX, Delta Radio Network, WLTM lite 97.9, Coast 102, WYMX and First Natchez Radio Group.**



# Beale St. Caravan



**The Beale St. Caravan radio program was on-site to record music and interviews with many of the Mighty Mississippi Music Festival performers.**

**The Show will broadcast 10 programs to promote the festival and the region. Their free-to-air and online reach includes 400 stations around the world and 2.4 million weekly listeners.**

# Special Thanks to all our sponsors who supported our Third Annual Mighty Mississippi Music Festival!

## Presenting/Major Sponsors:



## Platinum Sponsors:



## Gold Sponsors:



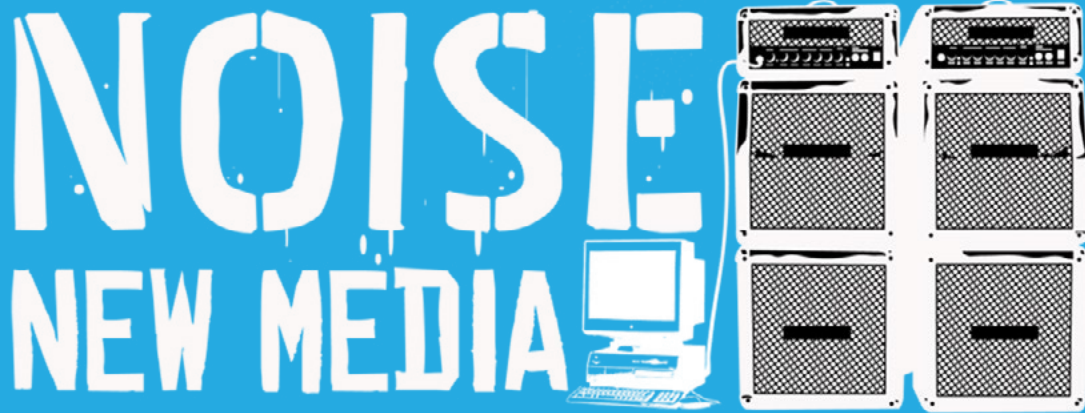
## Silver Sponsors:



# Thanks to our 80+ Volunteers!



**Prepared By:**



**Premier Social Media Strategy and  
Online Advertising Consultant for Fairs,  
Festivals, Rodeos and Entertainers**

Photos contained herein by Steve Richo