

# MIGHTY MISSISSIPPI MUSIC festival

A PART OF  
**BRIDGING THE BLUES**  
ARKANSAS • MEMPHIS • MISSISSIPPI  
Sept-Oct 2016



RECAP & MARKETING REPORT • OCTOBER 2016

# The Fourth Annual Mighty Mississippi Music Festival



2013 Total Festival Attendance:



**6,000**

2014 Total Festival Attendance:



**9,000**

2015 Total Festival Attendance:



**10,000**

2016 Total Festival Attendance:



**11,000**

Thousands of Washington County residents and people from around the nation — and world — rocked and danced to the wonderful sounds of music at the start of the fourth annual Mighty Mississippi Music Festival.

Though the festival has been in existence for four years, this is just the second year the festival has expanded itself into a three day spectacle, allowing an extra day for festivalgoers to experience more good tunes, and to shop and eat from vendors at Warfield Point Park, which sits adjacent to one of Washington County's best assets: the Mississippi River.

Howard Stovall, technical producer of the event, said the festival expanded due to the built-up emotion folks across the country, and even the world, have from the anticipation of the weekend, but more importantly, the whispers of how exceptional the show is year in and year out.

"It just felt like it gave it more scale," Stovall said. "We were building this big event, and we were starting the event first thing Saturday morning. But what we found, especially for the people camping, is that there was this pentup energy Friday night. So we thought if we move this programming to Friday, it just makes it much more of a destination."

The music festival was a destination for Chicago native Sima Dahl, who drove all the way from the Windy City, giving to Chris LeBlanc, of Baton Rouge. She said the 13hour drive was very much worth it, as her reasoning for driving all day Thursday was to relish the phenomenal lineup throughout the day.

"I want to see The Revivalists and G. Love; There are a lot of bands I don't know," Dahl said. "I came here for some Delta music, blues and new music."



After pitching their first tent at the first Mighty Mississippi Music Festival four years ago, Matt and Shelley Griffin said camping out for the three-day event has become one of their favorite family traditions.

What started out as sleeping in a single tent has today turned into four tents, foldout tables, grill, a fire pit and more. They share with family and friends on an RV campsite. Although they didn't bring an RV along, they said the convenience of having electricity and water on-hand makes it worthwhile.

This year, Matt, Shelley and their 2 year-old son, Porter, are spending the weekend with Shelley's parents and a few good friends. And although the entertainment wraps up today, the group will be camping out until Monday.

It's not just locals who enjoyed the Mighty Mississippi Music Festival. Individuals from all over made their way to Warfield Point Park to listen to some good tunes while sitting on the banks of the Mississippi River.

With the wide reach of the festival — which only continues to grow — it can be expected that folks from foreign lands purchase themselves a front row seat to some of the finest music the country has to offer.

JeanPierre Mercier, who is visiting the Magnolia State from Montreal, Quebec, said he is not new to the festival scene in Mississippi. The MMMF festival was actually just one of his many stops along the Blues Trail during a 7week hiatus.

"I am on tour as a tourist," he said, noting he has been in Mississippi since Sept. 1. "I have been in all four corners of the state and all the points in between since then."

Mercier said this is his fifth trip down to Mississippi to visit the festivals, however, it was his first time attending the MMMF.

He said attending the numerous festivals throughout the state and country was just an item on his bucket list.

"It's setting foot into a cradle of popular music," Mercier said. "The cradle of American music and the cradle of popular music in general. ... I am following the Mississippi Blues Trail according to the map and I've gone everywhere except two or three places, which I plan to finish that off this week. If I can drive there I'll go."

He said another reason, besides the festivals, that he ventured to Mississippi is the Lazy Magnolia Southern Pecan Brown Ale.

"That is a work of art, that stuff," he said. Mercier, who enjoyed chatting it up at the festival with photographer and Jericho Road Show member Bill Steber and several other festivalgoers, said the music brought him out to Warfield Point Park for this year's fest — and others in the state — but he wouldn't keep going if it wasn't for the great people he meets along the way.

"This has been a lot of fun. As soon as I stepped into Mississippi for the first time a couple years ago, it just opened up. You know when you hit a window on the computer and everything opens up? That is what happened," he said. "If the people I met along the way hadn't of been like him and Wesley, there are a gazillion of them. Some people I don't even know. ... It wouldn't of been as fun. Everybody is great."

Mercier said his next stop on his tour of Mississippi is the King Biscuit Blues Festival in Helena.

For today's lineup of music, folks can visit the MMMF website, [mightymississippimusicfestival.com](http://mightymississippimusicfestival.com).

**- Delta Democrat Times, Oct. 2, 2016**

# Festival Dedication



**The 2016 Mighty Mississippi Music Festival was dedicated to Delta Blues legend Lee Chester "L.C." Ulmer.**

**Ulmer was a native of south Mississippi who for 50 years played music all over the U.S.—“like horse manure, everywhere!”—before returning home to the Ellisville area in 2001. He was a multi-instrumentalist who played guitar, keyboards, drums, fiddle, banjo mandolin, kazoo, and harmonica, and performed for many years as a “twelve piece” one-man band.**

**Ulmer, who performed at all 3 previous Festivals, passed away in Ellisville, MS on February 14, 2016. He was 87.**





# Bridging the Blues



**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.**



**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.**



# C Spire Mighty Main Stage



# C Spire Mighty Main Stage





# Highway 61 Blues Stage

Presented by

## Down River Entertainment



# Highway 61 Blues Stage



# RFID Access Wristbands

Presented by McDonalds



# James Ceranti RAM Gin Tent



# Case IH I Give A Crop Tent



# Case IH I Give A Crop Tent



# Outdoor Jumbotron



**This year's Festival featured lookout tower-mounted High Definition Outdoor Jumbotron, sponsored by Scott Petroleum, Southern Ag Consulting & Alliance AG Risk Management. The screen featured Ole Miss vs. Memphis among other NCAA football games.**

# Delta Village





**Bridging the Blues is the Mississippi's Delta premier event showcasing the region coming together to promote blues heritage and live music. The Mighty Mississippi Music Festival is Mississippi's biggest Bridging the Blues event and is the biggest draw for international travelers. Providing this blues pilgrimage of our region annually gives our visitors a true feel of what Mississippi Delta culture is all about.**

**-Laura Beth Strickland  
President of Mississippi Delta Tourism Association**



# Facebook Advertising

## Total Impressions

338,666

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

## Total Clicks

9,870

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

## Reach

113,752

The number of people the ad was served to

## Website Clicks

6,216

The number of clicks directed to the ticket purchase page

## Facebook Actions

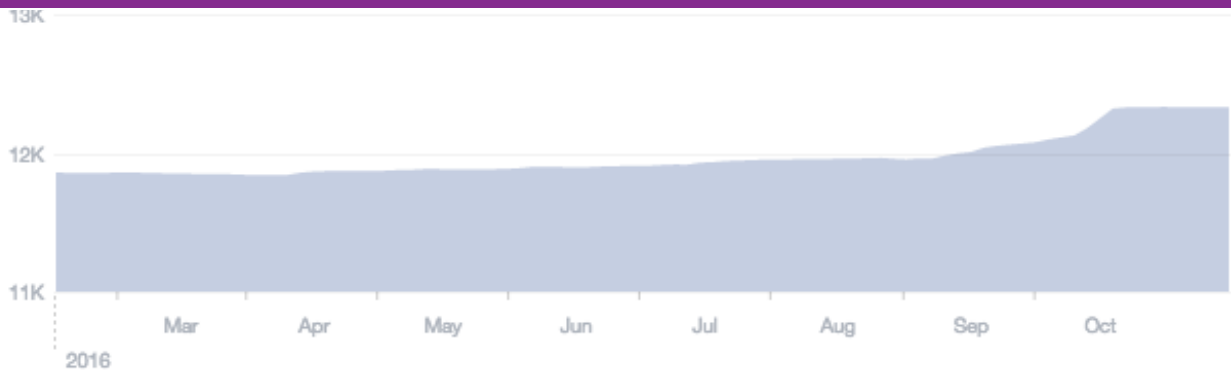
16,649

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

## Click Through Rate

2.91%

The number of clicks divided by the number of impressions




START OF CAMPAIGN  
**11,857**  
LIKES

END OF CAMPAIGN  
**12,329**  
LIKES


# Email Campaigns

Only a few hours left 'til we jam! View this email in your browser



OFFICIAL MAILING LIST

**It's Finally Here!**  
The 2016 Mighty Mississippi Music Festival starts today at 5:30pm




**THE REVIVALISTS**  
FRIDAY, SEPT. 30

Tickets can be purchased today at the Festival entrance at Warfield Point Park


[Click To See Gate Ticket Prices](#)

**Be Festival Ready In Your MIGHTY MERCH**




2016 Mighty Mississippi Music Festival Merchandise is available now! Stop by and get your Mighty Merch and artist merchandise today at the Festival!

**FRIDAY, SEPT. 30**  
MIGHTY MAIN STAGE


5 P.M.	
:15	
:30	
:45	
6 P.M.	
:15	
:30	 <b>Chris LeBlanc</b> (5:30-6:45)

Time is ticking! Only 3 days to go! View this email in your browser



OFFICIAL MAILING LIST

**"Baby's Got Sauce" ... AND SAVINGS**  
**Don't Wait: prices increase at the gate!**



**G. LOVE & SPECIAL SAUCE**  
SATURDAY, OCT. 1

Hey y'all, what are you waiting for?  
Get your tickets NOW before prices increase!

[GET FESTIVAL PASSES NOW](#)

**Activities, Attractions & More, OH MY!**  
There's a lot to see, do and EAT! Check out some of the awesome activities and attractions we've got lined up for the weekend!

**DELTA VILLAGE: DINE, DRINK AND SHOP!**  
You are coming to the Mississippi Delta, and one thing we are known for is our FOOD. Will beverages be available for purchase? Of course! Love to shop? The Delta Village will feature a plethora of artisan products including jewelry, clothing, gifts and decor from merchants both local and afar.

**"MINI" MIGHTY MISSISSIPPI KIDS PARK**  
Kids will have an amazing time at the festival with lots of activities. Friday night we will have Campfire S'mores before the sunset movie begins on the Jumbotron. Then Saturday at 11AM the rest of the festivities continue including story-telling, arts & crafts, musical entertainment and more!

[Click here for the Kids Area Schedule.](#)

**\*\*Kids ages 3-12 will need a Youth Ticket (Friday & Sunday are \$10, Saturday is \$15). Kids 2 & under are free.**


**FOOTBALL AND MOVIES ON THE JUMBOTRON**  
Once again we will be showing movies indigenous to the Delta on the big stage screen and we'll air LIVE SEC football on Saturday so you won't miss a thing!

Friday Sunset Movie - "Finding Nemo"  
Friday Midnight Movie - "Mud" starring Matthew McConaughey  
Saturday - SEC Football

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

PERFORMERS: LAST CHANCE TO REGISTER TO PLAY AT JAM CAMP  
[Click here](#)

**YOGA WITH LYNDA WYANT**  
Start your Saturday off right and join us near the Bodacious Blues campsites for some invigorating exercise at 9:00AM (bring your own mat).

**2016 Spotify Playlist**  


**Attention Sponsors**  
Wristbands can be picked up from 5:00 pm - 6:30 pm on **Wednesday, September 28**

Total Mailing List Members:

**2,000**

# Artist Co-Promotion

**G. Love & Special Sauce**  
2 hrs · 🌐

Who's joining us next week at the Mighty Mississippi Music Festival?!  
<http://philadelphonic.com/tour>



👍 Like    💬 Comment    ➦ Share

👍❤️ 12

**Maren Morris** added a new photo.  
8 mins · 🌐



👍 Like    💬 Comment    ➦ Share

👍❤️ 41

Top Comments ▾



Write a comment...



**Ryan Bingham**  
4 hrs · 🌐

Boo and I are resting up for Mighty Mississippi Music Festival this weekend in Greenville, MS on Oct 1. Come on and party with us! We go on at 8pm



**Steve Azar**  
Published by Steve Richo [?] · September 22 · 🌐

Next Saturday!! Won't be long now, come on!!...SA



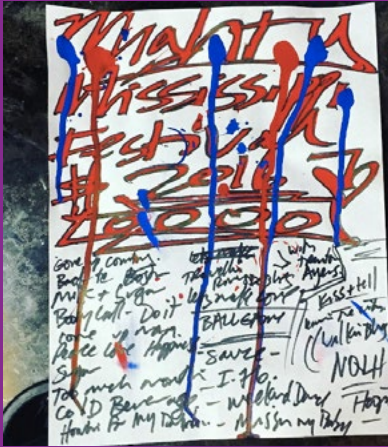
**Mighty Mississippi Music Festival - Sept. 30 - Oct 2**

Buy Day, Weekend & Camping passes for the 2016 Mighty Mississippi Music Festival

[MIGHTYMISSISSIPPIMUSICFESTIVAL.COM](http://MIGHTYMISSISSIPPIMUSICFESTIVAL.COM)

**G. Love, Ryan Bingham, Steve Azar & Maren Morris 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**

# Artist Co-Promotion



**phillyglove** [Follow](#)

96 likes 2d

phillyglove Great day and night last yesterday at the @mightymsmusic on the banks of the Mississippi River. Can't say enough how special this was to be invited to play our #streetssideblues down in the Mississippi Delta made some new friends, played some killer tunes, had some BBO and saw the sun set into the river. Twas a good day. Here's the #setlist: #glovesetlist 90 min set (Acoustic start)

Gone up country  
Back to boston  
Milk and sugar  
BoatyCall: Do it in the road (electric)  
Come up man  
Peace Love Happiness  
Cold beverage  
Howling for my darlin (howling wolf, jeff vox sblin with #TrentonAyers)  
Travelling Riverside Blues (robert johnson - Trenton Ayers sblin)

♡ Add a comment... 3



**phillyglove** [Follow](#)

Mighty Mississippi M...

419 likes 3d

phillyglove Excited and honored to bring my #Streetssideblues to the home of the blues the #mississippidelta and #playtheblues at the @mightymississippiinverfest thisisgeoff 🇺🇸 GI  
JohnJohnson Greenville Baby!!!  
mightymsmusic Thanks GI! Psyched to have you here!! #MightyMSFest  
jaclicks69 @onebaldegg cracks me up every time.  
lucydskye42 You keep it real every time. One Day! a street jam at Woodstocks in Isla Vista sometime. Gorgeous here. Thank you. Everyday I appreciate you 🇺🇸 Gfunk style. True to my word 🇺🇸 🇺🇸  
natyrodelo Obx. NC next week! Can't wait  
ceo2044 Loved your set! Thanks for coming! @phillyglove

♡ Add a comment... 3



**phillyglove** [Follow](#)

Mighty Mississippi M...

113 likes 3d

phillyglove #mightymississippi made the billboard!  
aiden\_Lreamer U da best

♡ Add a comment... 3



**phillyglove** [Follow](#)

Mighty Mississippi M...

233 likes 3d

phillyglove Great linking up with the #TrentonAyers of the #cedricburnsideproject at the #mightymississippifest tonight. Trenton joined us for a couple of scorchers and is a great player. The music that moves me is from here and it is truly a pilgrimage to play my #streetssideblues in Mississippi on the banks of the Mighty Mississippi! Thankyou!  
nathanob11 Where's the video?! We wanna hear it  
rainer901 #deltablues  
chucktreece Yep yep  
mntncolorshawaii Come back to Hawaii!



**phillyglove** [Follow](#)

438 likes 2d

phillyglove It's a good job, to make people happy #happyplace #musicislove #enjoyyourself  
ringandco you're super good at it too <3  
Jennkarma Great shot!! Pure Joy :)  
merewoodard Freeing people from concern, It's a lovely feeling. 🇺🇸  
partywithloudone Peep @djloudone  
amymclaughlincollins You do a good job! See you in Como.  
peacelovebehilpp @phillyglove #behilpp #behappy #itsalifestyle 🇺🇸🇺🇸  
batson057 Dig the hat  
wellnesswagon Amen, amigo, you said it! #sharethegoodness  
raynavajo @phillyglove That's my hat! Thanks for donning it!



**phillyglove** [Follow](#)

Mighty Mississippi M...

157 likes 2d

phillyglove Singing the Blues with #TrentonAyers of the #cedricburnsideproject in Mississippi at the @mightymsmusic  
rainer901 #Trenton!  
widespreadplumbing northMS represent!  
ill\_foy\_saus Thank you @phillyglove these guys are phenomenal!  
mealcorp Very cool :)

♡ Add a comment... 3



**ryanbingham\_official** [Follow](#)

2,159 likes 9w

ryanbingham\_official Dig shrimpin' at the @mightymsfestival! Tour bus by shrimp boil and thanks to Johnny Crisp for hookin' us up with all these shrimp!  
insohandy27 Caught the show in Atlanta last night. Y'all did not disappoint. As usual.  
leec05 U da shit 🇺🇸  
adamthibert Perfect!  
kspain14 My husband and I are heartbroken things didn't work out for us to see you at The Ryman tomorrow evening. It's kind of ruined our whole weekend. We will see you one day though. We absolutely have fallen in love all over again thanks to your albums. <3 Thank you!  
falocal Atlanta was amazing. Thanks for that.  
michaelcarnesjr Ryan Bingham, you're awesome. Haha

# MightyMSMusic.com - Homepage



Home Tickets Line Up Info News Contact Store

View All 2015 Photos Below!



FOLLOW THE FESTIVAL!



PROJECT SHELTER



THE EASIEST WAY TO GREAT YOUR FESTIVAL CAMPING GEAR!  
LEARN MORE

Join our Newsletter!

\*Indicates required  
 Email Address   
 First Name   
 ZIP Code (US Only)   
 Sign Up!

LOCATION

Warfield Point Park  
 21st situated from airport  
 Greenville MS 38701  
 602.336.7376 This number cannot accept reservations.



**MIGHTY MISSISSIPPI music festival**  
 #1 NEW FESTIVAL IN THE SOUTH  
 A PART OF BRIDGING THE BLUES

**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 • Aron Phillips • Kostas Klings • Bronwynne Brent (no)  
 The Cedric Belfrage Project • Cuddy Eye • Good Paper of Ray, Rob Morrison  
 Gooeybeats • Ron Etheridge, Jr. & The Lamm Shames

**HIGHWAY 61 BLUES STAGE**  
 Bill Red • Cadillac John Babin • David Street • Debrae Dugan & The Quince Riders  
 Jodie Woodard • Jerry "Doc" Adams • Jerry Phillips & The Runabouts  
 Carlos Ocasio & Diego Lopez • Ben Pratt & The Locals • L.C. Ober • Don "Duff" Black • Billy Ray Watson  
 Henry Rogers & The Insurrection • The Tangles • Roger "Shack" & The Tipping Castles  
 Terry "Sunshine" Stone • The Demarcus Jackson Band • The John Parker Band

October 2-4, 2015 • Greenville, MS  
 www.MIGHTYMSMUSIC.COM

MUSIC • CAMPING • FOOD • LIVE-DECK 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 this 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  
 A CLEAN SWEEP!! We are so proud to have hosted Chris Stapleton at our Mighty Main Stage this year...  
 instagram.com/p/5U9Pn\_QN8dZ  
 Recent

MightyMSMusicFest @mightyMSMusic  
 Awesome photo from Ron Etheridge and the Lamm Shames by our friend J.B. LAWRENCE BOOK and PHOTO...  
 instagram.com/p/5L6G8HON0U/

# Stage Schedule Images

## FRIDAY, SEPT. 30

		MIGHTY MAIN STAGE	
5 P.M.			
	:15		
	:30		
	:45		
6 P.M.			<b>Chris LeBlanc</b> (5:30-6:45)
	:15		
	:30		
	:45		
7 P.M.			<b>Good Paper of Rev. Rob Mortimer</b> (7:00-8:15)
	:15		
	:30		
	:45		
8 P.M.			<b>Dead Soldiers</b> (8:30-10:00)
	:15		
	:30		
	:45		
9 P.M.			<b>The Revivalists</b> (10:30-12:00)
	:15		
	:30		
	:45		
10 A.M.			
	:15		
	:30		
	:45		
11 P.M.			
	:15		
	:30		
	:45		
12 A.M.			
	:15		
	:30		
	:45		

## SUNDAY, OCT. 2

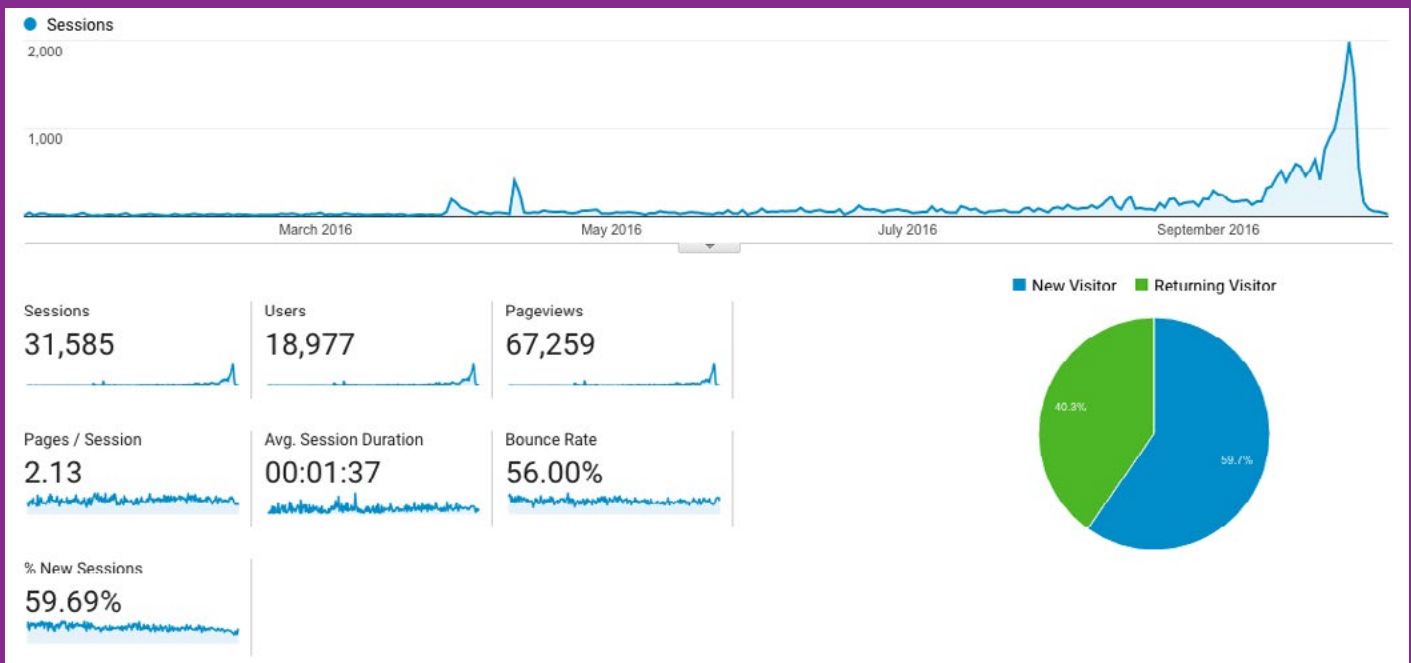
		HIGHWAY 61 BLUES STAGE	
10 A.M.			<b>Kairos Blues and Gospel Band</b> (10:00-10:50)
	:15		
	:30		
	:45		
11 A.M.			<b>Jimmy "Duck" Holmes</b> (11:00-11:50)
	:15		
	:30		
	:45		
12 P.M.			<b>Terry "Harmonica" Bean</b> (12:00-12:50)
	:15		
	:30		
	:45		
1 P.M.			<b>Leo "Bud" Welch</b> (1:00-1:50)
	:15		
	:30		
	:45		
2 P.M.			<b>The Jericho Road Show</b> (2:00-2:50)
	:15		
	:30		
	:45		
3 P.M.			<b>Big Time Rhythm and Blues Band</b> (3:00-3:50)
	:15		
	:30		
	:45		
4 P.M.			<b>Bill Abel</b> (4:00-4:50)
	:15		
	:30		
	:45		
5 P.M.			<b>Cedric Burnside Project</b> (5:00-6:00)
	:15		
	:30		
	:45		
6 P.M.			
	:15		
	:30		
	:45		
7 P.M.			
	:15		
	:30		
	:45		
8 P.M.			

## SATURDAY, OCT. 1

		HIGHWAY 61 BLUES STAGE	C SPIRE MIGHTY MAIN STAGE
10 A.M.			
	:15		
	:30		
	:45		
11 A.M.			
	:15		
	:30		
	:45		
12 P.M.			 <b>Southern Halo</b> (12:00-1:00)
	:15		
	:30		
	:45		
1 P.M.			 <b>Hackensaw Boys</b> (1:15-2:15)
	:15		
	:30		
	:45		
2 P.M.			 <b>Kingfish</b> (2:30-3:30)
	:15		
	:30		
	:45		
3 P.M.			<b>BLUES FEST DEDICATION</b>
	:15		 <b>Dwayne Dopsie &amp; The Zydeco Hellraisers</b> (3:45-4:45)
	:30		
	:45		
4 P.M.			 <b>Maren Morris</b> (5:00-5:45)
	:15		
	:30		
	:45		
5 P.M.			 <b>Zach Day solo acoustic (6:00-6:15)</b>
	:15		<b>VOLUNTEER OF THE YEAR PRESENTATION</b>
	:30		 <b>Steve Azar &amp; The Kings Men (6:30-7:35)</b>
	:45		
6 P.M.			
	:15		
	:30		
	:45		
7 P.M.			 <b>Ryan Bingham (8:00-9:30)</b>
	:15		
	:30		
	:45		
8 P.M.			
	:15		
	:30		
	:45		
9 P.M.			
	:15		
	:30		
	:45		
10 P.M.			 <b>G. Love &amp; Special Sauce</b> (10:00-11:30)
	:15		
	:30		
	:45		
11 P.M.			
	:15		
	:30		
	:45		

# Website Analytics

## Website Traffic - January 1, 2016 - October 8, 2016



### Top Referring Sites

facebook.com	1,560
therevivalists.com	327
visitgreenville.com	284
bluesfestivalguide.com	209
warfieldpointpark.com	168
routard.com	162
visitthedelta.com	128
binghammusic.com	105

### Top Devices

Mobile	60.5%
Desktop	33.64%
Tablet	5.77%

### Top Devices by OS

iOS/iPhone	68.56%
Android	30.71%
Windows	0.6%

### Top Visits By City

Hattiesburg	2,743
Greenville	2,661
Jackson	2,111
Atlanta	1,839
Memphis	1,205
Dallas	860
Nashville	811
New Orleans	625
Starkville	597



# Outdoor Advertising



2016 Billboard Design

427,250

Weekly Impressions



Billboard at entrance to Warfield Point Park






# Billboard Locations

## Detail - Page 1

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	6112	192522	Poster / Retro	East	10' 6" x 22' 9"	52415	YES
<p><b>Location:</b> HWY 82 W WEST OF 49  <b>Current Advertiser:</b> SUNFLOWER RIVER BLUES FESTIVAL</p>								
	2	111	14923152	Poster / Digital	South	10' 0" x 21' 0"	18431 <i>per spot</i>	YES
<p><b>Location:</b> W/S HWY 1 SOUTH @ GREENVILLE SEAFOOD F/S  <b>Current Advertiser:</b> DBA C SPIRE WIRELESS  <b>Rate:</b> \$800.00</p>								
	3	114	30664660	Poster / Digital	South	10' 0" x 21' 0"	32058 <i>per spot</i>	YES
<p><b>Location:</b> 802 HWY 82 W @ SHELL RAPID LUBE  <b>Current Advertiser:</b> GLH</p>								
	4	2114	30673414	Poster / Retro	East	10' 6" x 22' 9"	52510	YES
<p><b>Location:</b> Hwy 82W @ Shell Rapid Lube  <b>Current Advertiser:</b> FARM BUREAU INSURANCE</p>								
	5	2020	192222	Poster / Retro	North	10' 6" x 22' 9"	21833	NO
<p><b>Location:</b> MARKET &amp; MAIN ROOF F/S  <b>Current Advertiser:</b> LAMAR ADVERTISING OF GREENVILLE</p>								
	6	6031	192451	Poster / Retro	South	10' 6" x 22' 9"	37334	YES
<p><b>Location:</b> W/S HWY 1 SOUTH 2ND S/O WALMART F/S  <b>Current Advertiser:</b> LAMAR ADVERTISING OF GREENVILLE</p>								
	7	6761	30491643	Poster / Retro	North	10' 6" x 22' 9"	19450	YES
<p><b>Location:</b> HWY 1 S @ GREENVILLE R/S F/N  <b>Current Advertiser:</b> GREATER GREENVILLE DEVELOPEMENT FOUNDATION</p>								
	8	7015	192645	Poster / Retro	North	10' 6" x 22' 9"	39469	YES
<p><b>Location:</b> E/S HWY 1 SOUTH@ SNOCONE SHACK R/S F/N  <b>Current Advertiser:</b> LAMAR ADVERTISING OF GREENVILLE</p>								
	9	6075	192489	Poster / Retro	East	10' 6" x 22' 9"	43403	YES
<p><b>Location:</b> S/S HWY 82 EAST 1ST W/O SHELL F/E  <b>Current Advertiser:</b> MCRIGHT SERVICES, LLC DBA DELTAG FORMULATIONS</p>								

# Billboard Locations

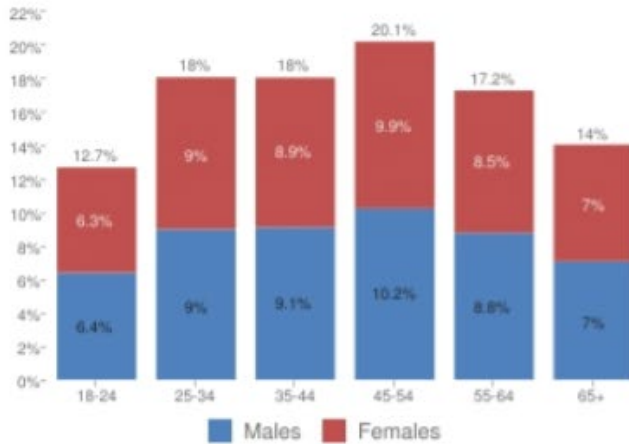
## Detail - Page 2

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	10	97792	30637242	Poster / Retro	East	10' 6" x 22' 9"	56005	YES
<b>Location:</b> HWY 82E N/S @ KUHN RD (W) <b>Current Advertiser:</b> JOHN TODD GIST - STATE FARM								
	11	90429	30720041	Poster / Digital	North East	10' 0" x 21' 0"	29724 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								
	12	22536	30720044	Permanent Bulletin / Digital	East	9' 0" x 32' 0"	24618 per spot	NO
<b>Location:</b> S/S Hwy 6 West, 100 ft W/O Thacker Hights Road E/F <b>Current Advertiser:</b> BAPTIST MEMORIAL GROUP OF OXFORD, MS.								
<b>Total Weekly Impressions: 427250</b>								

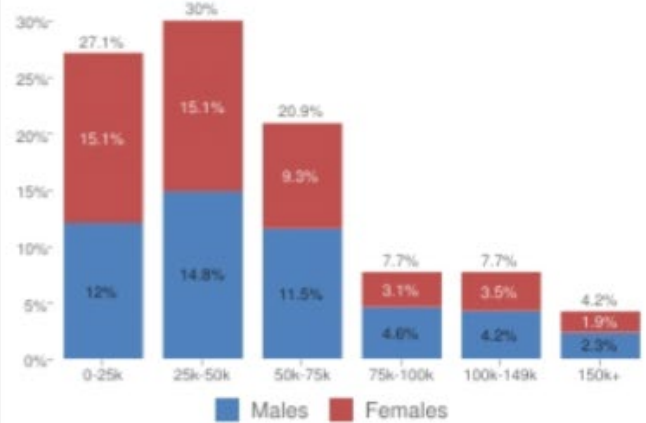


# Billboards - Audience Demo

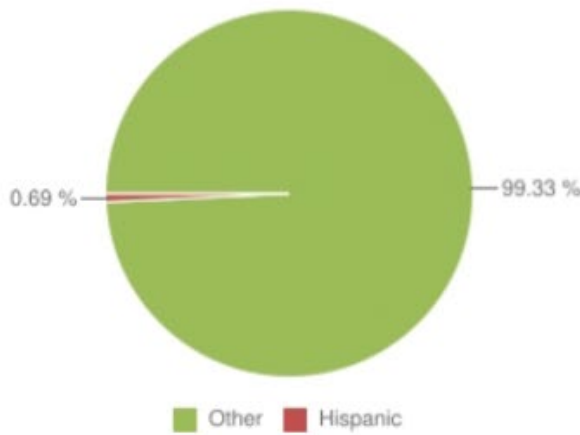
**Adults By Age**



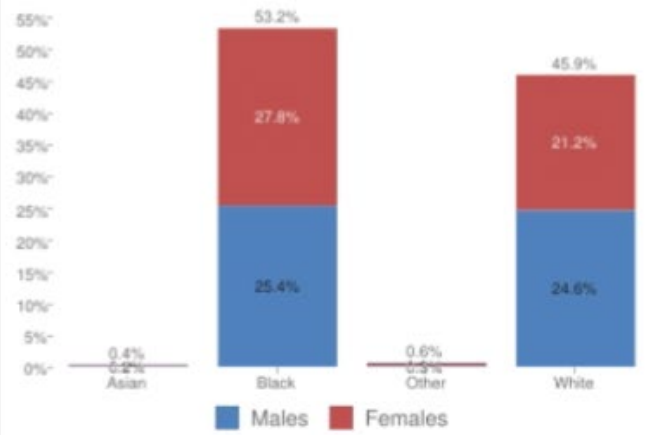
**Adults By Household Income**



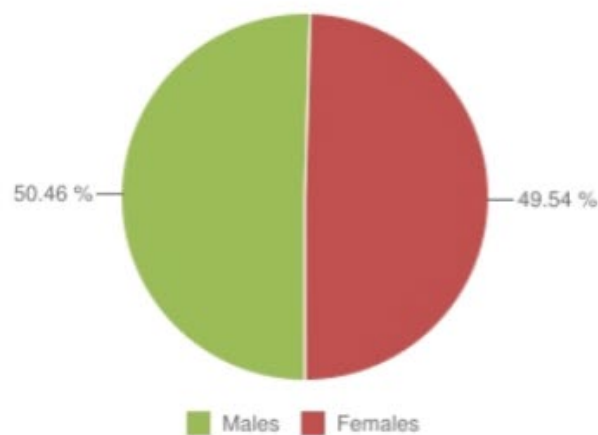
**Adults By Ethnicity**



**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



A promotional banner for the Mighty Mississippi Music Festival. The banner features a stylized landscape with a sun, a river, and silhouettes of trees and birds. The festival logo is prominently displayed in the center. To the right, a yellow oval contains the text 'DAY, WEEKEND &amp; CAMPING PASSES ON SALE NOW!'. Below the logo, it says 'HOSTED BY STEVE AZAR &amp; JASON FRATESI'. At the bottom, a purple banner contains the dates 'SEPT. 30 - OCT. 2, 2016 • GREENVILLE, MS' and the website 'WWW.MIGHTYMSMUSIC.COM'. The bottom of the banner is filled with various sponsor logos, including Ceranti, McDonald's, Harlow's, and many others.

2016 60 second TV Commercial

# Print Designs

SATURDAY, OCT. 1	
HIGHWAY 61 BLUES STAGE	MIGHTY MAIN STAGE
10 A.M. - :15	
:30	
:45	
11 A.M. - :15	
:30	Pat Thomas (11:00-11:50)
:45	
12 P.M. - :15	Bill Abel & Cadillac John Holden (12:00-12:50)
:30	Southern Halo (12:00-1:00)
:45	
1 P.M. - :15	Libby Rao Watson (1:00-1:50)
:30	Hackensaw Boys (1:15-2:15)
:45	
2 P.M. - :15	John Horton and the Special Occasion Band (2:00-2:50)
:30	Kingfish (2:30-3:30)
:45	
3 P.M. - :15	Kenny Brown Band (3:00-3:50)
:30	Dwayne Dopsie & The Zydeco Heiraisers (2:45-4:45)
:45	
4 P.M. - :15	Cedric Burnside Project (4:00-4:50)
:30	Maren Morris (5:00-6:15)
:45	
5 P.M. - :15	Eddie Shaw & The Wolfgang (5:00-6:25)
:30	
:45	
6 P.M. - :15	Mr. Sipp, The Mississippi Blues Child (8:30-8:00)
:30	Street Azz & The Kings Men (8:30-9:30)
:45	
7 P.M. - :15	
:30	
:45	
8 P.M. - :15	Ryan Bingham (8:00-9:30)
:30	
:45	
9 P.M. - :15	
:30	
:45	
10 P.M. - :15	
:30	
:45	
11 P.M. - :15	G. Love & Special Sauce (10:00-10:30)
:30	
:45	

SUNDAY, OCT. 2	
HIGHWAY 61 BLUES STAGE	
10 A.M. - :15	Kairos Blues and Gospel Band (10:00-10:50)
:30	
:45	
11 A.M. - :15	Jimmy "Duck" Holmes (11:00-11:50)
:30	
:45	
12 P.M. - :15	Terry "Harmonica" Bean (12:00-12:50)
:30	
:45	
1 P.M. - :15	Leo "Bud" Welch (1:00-1:50)
:30	
:45	
2 P.M. - :15	The Jericho Road Show (2:00-2:50)
:30	
:45	
3 P.M. - :15	Big Time Rhythm and Blues Band (3:00-3:50)
:30	
:45	
4 P.M. - :15	Bill Abel (4:00-4:30)
:30	
:45	
5 P.M. - :15	Cedric Burnside Project (5:00-6:00)
:30	
:45	

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

**"MINI" MIGHTY KIDS ZONE** - Friday night we will have Campfire S'mores before the sunset movie begins on the JUMBOTRON. Then Saturday at 11AM the rest of the festivities continue including story-telling, arts & crafts, musical entertainment and more!  
Parental supervision required.

**JUMBOTRON MOVIES & FOOTBALL**  
Friday - Sunset Movie - "Finding Nemo"  
Midnight Movie - "Mud" starring Matthew McConaughey  
Saturday - SEC FOOTBALL

**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:**  
Yoga with Lynda Wyant - Saturday at 9AM  
Bodacious Blues campsite (bring your own mat).  
The Information Booth and Lost & Found will be located at the Project Shelter / General Store in the main festival area.

**TICKET SALES/GATE ENTRY TIMES:** FRI: 3PM - 12AM, SAT: 8AM - 12AM (ticket sales close at 10PM\*), SUN: 8AM - 6PM (ticket sales close at 4PM\*)  
\*times subject to change

**PARKING AND SHUTTLES:** FRI: 5PM - Midnight, SAT: 9AM - Midnight, SUN 9AM - 8PM



## 2016 HANDBOOK

SEPT. 30 - OCT. 2, 2016 - GREENVILLE, MS

### 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

SECURITY #: 662-820-1765

FRIDAY, SEPT. 30	
MIGHTY MAIN STAGE	
9 A.M. - :15	
:30	
:45	
10 A.M. - :15	Chris LeBlanc (5:30-6:45)
:30	
:45	
11 A.M. - :15	Good Paper of Rev. Rob Mortimer (7:00-8:15)
:30	
:45	
12 P.M. - :15	Dead Soldiers (8:30-10:00)
:30	
:45	
1 P.M. - :15	
:30	
:45	
2 P.M. - :15	The Revivalists (10:30-12:00)
:30	
:45	

Printed Tri-fold Brochures



### THANKS TO OUR 2016 SPONSORS!









All New 2016 Festival Map



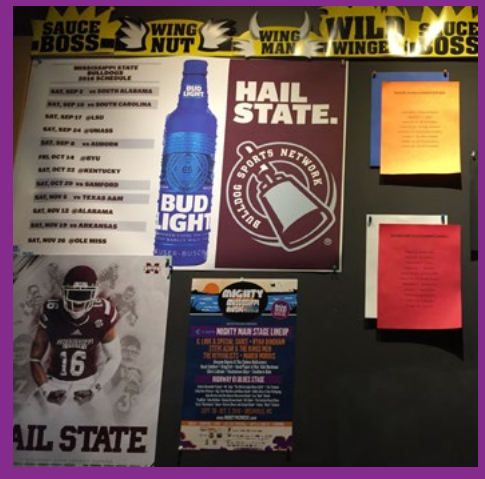
# Radio Advertising



**Over 2,000 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.**



# Mississippi State Sorority Street Team



Mississippi State Sorority Sisters hung posters and helped spread the word about the 2016 Mighty Mississippi Music Festival on and around campus.

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

## Presenting/Major Sponsors:



## Platinum Sponsors:



## Gold Sponsors:



## Silver Sponsors:

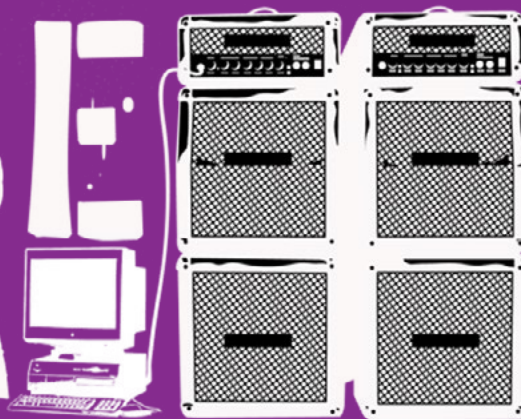


# Thanks to our 80+ Volunteers!



**Prepared By:**

**NOISE  
NEW MEDIA**



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

Photos contained herein by Steve Richo of Noise New Media  
& Rory Doyle of Bridging the Blues