



Historic Mansfield Music Festival Saturday, October 17, 2009 Radio Row

CONTACT: Steve Cosio, Advertising/Marketing chair, 817-475-7210

CONCEPT: To invite Metroplex radio stations that fit within the format of our scheduled bands to participate in the Historic Mansfield Music Festival by setting up their tent and table(s) and work the crowd with promotional materials. All participating stations will be set up in a horseshoe-shaped area at the corner of Main Street & Oak Street, adjacent to the Oak Street stage, in downtown Historic Mansfield.

Station representatives, up to two per station, are welcome to hand out bumper stickers, concert tickets, t-shirts—typical radio station swag.

Due to the close proximity to the stage, **NO P.A. SYSTEMS** will be allowed.

All stations participating will be listed as a media partner in our marketing material.

FACTS: The Historic Mansfield Music Festival opens at 11:00 a.m. and runs until midnight. Ten bands will perform during the festival including legendary Texas bluesman, **Delbert McClinton**. The remainder of the lineup can be seen at: www.historicmansfield.net/2009musicfestivalbands.htm.

Downtown Historic Mansfield is located two miles west of Highway 287 at East Broad and Main streets.

EXPECTATIONS: Through an extensive advertising campaign including (but not limited to) TV, radio, print, web, and social networking, Discover Historic Mansfield, Inc. is expecting thousands of Texas residents to attend the Historic Mansfield Music Festival.

Station reps are welcome to stay as long as the festival is open. No electricity will be provided. The final act on the Oak Street stage (closest to Media Row) ends at 8:00p.m. The headliner, Delbert McClinton, ends around 11:15p.m. on the Main Street stage.

If your station is interested in participating in Radio Row, please contact Media Coordinator Steve Cosio at 817-475-7210.