



THE SUNSET STRIP MUSIC FESTIVAL





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THE SUNSET STRIP MUSIC FESTIVAL

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Aug. 26, 2010, was also declared “Slash Day” in the City of West Hollywood. After the tribute, the party continued in The Strip’s signature music venues with performances by Filter (The Roxy Theatre), Beth Hart Band (Whisky A Go-Go), Purple Melon (Viper Room), David George Band and Rick Cornette (The Cat Club) and Y&T (Key Club).

YOUR BACKSTAGE PASS SSMF DAY 1: THURSDAY, AUGUST 26, 2010

The third year of the Sunset Strip Music Festival (SSMF) proved to be a big one, attracting more than 30,000 attendees during the three-day event and featuring show-stopping performances by The Smashing Pumpkins and Slash. But let’s start at the beginning.

The fest kicked off on Aug. 26 with a tribute to legendary guitarist and Sunset Strip icon Slash at the House of Blues. Lemmy, Jerry Cantrell, Nikki Sixx and Mikeal Maglieri took the stage to share stories about their longtime friend. George Lopez, Conan O’Brien, Ozzy and Billy Gibbons also shared words celebrating Slash via video. The event was hosted by legendary KLOS DJ Jim Ladd and concluded with a performance by The Head Cat, featuring Lemmy, Slim Jim Phantom and Danny B. Harvey, with a special appearance by Slash.





SSMF DAY 2: FRIDAY, AUGUST 27, 2010

The celebration continued Friday night with the official SSMF party presented by Virgin America, V Australia and Black Star beer at the Andaz West Hollywood. Guests included Slash, Jeremy Piven ("Entourage"), Joe Manganiello ("True Blood"), Grey Damon ("Friday Night Lights"), singer Katherine McPhee, actress Olivia Munn, and TV personalities Lauren Bosworth and Stephanie Pratt. The rooftop party offered guests expansive, panoramic views of The Sunset Strip as well as cocktails and a gourmet menu.

A few blocks down the street, SSMF presented a photo exhibit showcasing the works of six local music and celebrity photographers who have captured countless shows and events on The Sunset Strip throughout the years.

Additional festivities on The Strip included a Chambord Vodka launch party on The London West Hollywood's rooftop pool deck, which featured a Moulin Rouge inspired show by synchronized swimmers.

The venues offered a full night of live music and entertainment including P.O.D. (Whisky A Go-Go), Unwritten Law and Nico Vega (Key Club), Warner Drive (Viper Room), Kix (House of Blues), The Expendables (The Roxy Theatre), Golden State and The Outline (The Cat Club) and LOL-Apalooza (The Comedy Store).



SSMF DAY 3: SATURDAY, AUGUST 28, 2010

The three-day fest concluded with a full day of music and entertainment as The Sunset Strip was closed to traffic between Doheny Drive and San Vicente Boulevard and transformed into a premier outdoor concert venue. The Aug. 28 street fest included two outdoor stages, performances in the venues, a beer garden, an autograph tent, food and merchandise vendors, VIP rooftop lounge, and unique sponsor experiences.

Approximately 13,000 attendees enjoyed the daylong festivities that included performances by more than 70 artists. The Smashing Pumpkins, Slash featuring Myles Kennedy and Fergie, Common, Kid Cudi, Travie McCoy, Semi Precious Weapons, Neon Trees, Big B, and Saint Motel took over the outdoor stages while artists including Nikki & Rich, Tomorrows Bad Seeds, Oh No Not Stereo, Billy Boy On Poison, Vanaprasta and many more performed in the venues throughout the day and into the night.

We could go on and on about how amazing this event was, but sometimes it's best to let the photos speak for themselves.





MIC CHECK 1, 2 THE MUSIC

Rock. Pop. Hip-Hop. Electro. Reggae. Metal. Indie. All were represented at the 2010 Sunset Strip Music Festival. SSMF celebrated artists as diverse and eclectic as the boulevard itself. National acts as well as local and up-and-coming bands were showcased, with more than 70 bands performing during the Saturday, Aug. 28 street festival alone.

Artists that performed during the three-day festival include:

The Smashing Pumpkins **Slash** featuring **Myles Kennedy** and **Fergie**

Common **Kid Cudi** **Travie McCoy** **Semi Precious Weapons** **Neon Trees**

Steel Panther **Saint Motel** **Big B** **P.O.D.** **Nico Vega** **Unwritten Law** **Filter**

The Head Cat **Tomorrows** **Bad Seeds** **Wicker** **Adler's Appetite** **Oh No** **Not Stereo**

Vanaprasta **Cisco Adler** **Nikki and Rich** **Andy Grammer** **The Expendables**

Warner Drive **Purple Melon** **Y&T** **Beth Hart Band** **The Outline** **Golden State**

Dirty Sweet **Diamond Lane** **Lady Sinatra** **The Binges** **Volbeat** **The Divine**

Audible Mainframe **Billy Boy On Poison** **Ankla** **Zen Robbi** **The Dollies** **Transfer**

Shuvel **Yeti** **Sean Rex** **Soma Love and a .38** **Prohibition Rose** **John West**

Dommin **Casper & The Bad Spirits** **Hillbilly Herald** **HDR** **Tornado Rider** **Awolnation**

Forest Day **Casxio** **Juke Kartel** **The ShriII** **New Kingdom** **Desecrate**

Lonely Drunks Club **Rattlesnake Shake** **Run Devil Run** **The Silent Comedy**

Delta Rose **Tucker Jameson & The Hot Mugs** **The Paper Dolls**

The Other Side Of Morning **Cash'd Out** **LA Nookie** **The Black Mamboza**

Static Pulse **Thick As Thieves** **Slant** **Asphalt Messiah** **Sound Of Ugly**

Feisty Piranhas **Riot Brides** **Rick Cornette** **The Branches** **David George Band**

Sing **The Body Electric** **Pan America** **JD Bender** **Links** **No Thanks**

Machine Empire **Save Our Souls** **Cast of Kings** **Blowing Up The Moon**

White Arrows **Acidic** **Subliminal Trip** **Reason To Rebel** **Electra** **Vayden**

Lost Patrol **The Royal Highness**

WAVE YOUR HANDS IN THE AIR THE FANS

The 2010 Sunset Strip Music Festival drew more than 30,000 attendees during the three-day event, all with one common goal: To enjoy music and celebrate The Sunset Strip in a high-energy environment.

SSMF's target audience is ages 18-34. SSMF markets to Southern California residents but also includes media outreach and promotions to further the national presence.

This year, in addition to a number of local and surrounding area radio promotions and aggressive advertising, SSMF partnered with sponsors Virgin America, Andaz West Hollywood hotel and Gibson Guitar to offer unique VIP flyaway packages from cities including New York, Boston, Seattle, San Francisco and Fort Lauderdale. These prize packages allowed winners to experience SSMF like true "rockstars" and increased awareness of the festival across the country.



WHO VISITS THE SUNSET STRIP?

Based on a 2009 Sunset Strip Nightlife Economic Impact Study:

- + The Strip attracts an estimated 1.75 million nighttime patrons annually.
- + Of these patrons, 52% visit The Sunset Strip at least once per month and each patron averages about nine visits to the area annually.
- + Average spending is \$91 per person, per visit.
- + The median age of nightlife patrons on The Sunset Strip is 30 years of age.
- + More than half (60%) of Sunset Strip nightlife patrons were single adults.

According to a 2007 study commissioned by the West Hollywood Marketing & Visitors Bureau, out-of-town visitors to The Sunset Strip reported a high overall average income of \$125,720, and group spending on The Strip averaged \$407 a day.

READY FOR OUR CLOSEUP THE MEDIA

They say any press is good press. Luckily for the Sunset Strip Music Festival, all the press really was good press. As SSMF continues to grow, so has the local, national and international coverage. A sampling of media outlets includes:

[Rolling Stone](#) [Los Angeles Times](#)
[Variety](#) [MTV World](#) [OK! Magazine](#)
[People.com](#) [US Weekly](#)
[LA Weekly](#) [Orange County Register](#)
[NBC Los Angeles](#) [LAist](#)
[ABC 7 "On The Red Carpet"](#)
[KTLA 5](#) [FOX 11News](#) [Good Day LA](#)
[Getty Images](#) [Reuters](#) [Angeleno](#)
[Pop Eater \(AOL\)](#) [Spinner.com](#)
[Los Angeles Magazine](#)
[Salt Lake Tribune](#) [Biz Bash](#)
[Brand X](#) [Paper Mag](#)
[LA Independent](#) [Idolator](#)
[Pitchfork](#) [Pollstar](#)
[Hits Daily Double](#) [The Scenestar](#)
[Huffington Post](#) [Flavorpill](#)
[Telegraph \(U.K.\)](#) [Daily Mail \(U.K.\)](#)
[Skinnie Magazine](#) [BuzzBandsLA.com](#)
[Venues Today](#) [Campus Circle](#)
[Discover Los Angeles](#)
[Downtown Lobby](#) [Hip Hop Press](#)
[Rock.com](#) [Eye On Weho](#) [Weho News](#)
[Gibson.com](#) [Hip Hop DX](#) [Grammy.com](#)





PROMOTE, PROMOTE, PROMOTE THE MARKETING & ADVERTISING

SSMF utilized extensive social media campaigns, unique local and national promotional opportunities and good, old fashioned print ads to promote the festival. The approach was to tap into SSMF's diverse audience through marketing and advertising that would appeal to iTunes downloaders and vinyl collectors alike.

The marketing and advertising plan blended traditional media (print ads, posters, billboards) with newer, youth-oriented campaigns (targeted Facebook ads, social media outreach, Venice beach lifeguard towers).

Billboards:

- + 70 Clear Channel digital billboards throughout Los Angeles.
- + Two digital jumbotrons located on The Strip (Key Club and Van Wagner, across from Andaz West Hollywood hotel).
- + Four billboards on The Sunset Strip.
- + Videotron located in the Westgate shopping center at La Brea Avenue and Santa Monica Boulevard.
- + Secured placement on 20 lifeguard towers in Venice and Santa Monica beaches.

The Clear Channel billboards had a reach of more than 13 million impressions, while the lifeguard tower advertising generated more than 6.4 million impressions. Approximately 50,000-60,000 vehicles drive The Sunset Strip each day, and the Westgate videotron received more than 54,000 impressions.

Street Pole Banners:

- + 120 street pole banners spanning 1.6 miles on The Strip announcing the festival.

Approximately 50,000 – 60,000 vehicles drive The Sunset Strip each day.

Print ad placement:

- + Los Angeles Times: Four quarter page ads (Circulation 723,180 daily / 1,020,000 Sunday)
- + Variety: Half-page ad (Daily circulation 35,000.)
- + Brand X: Two full-page ads (Weekly readership 225,000.)

Online ad placement/web promo pages:

- + Ticketmaster.com (homepage placement and promo page)
- + 98.7 FM promo page
- + Facebook
- + LA Times' Pop & Hiss music blog
- + Beat Week
- + TheSunsetStrip.com

Facebook ads received more than 7.1 million impressions. LA Times' Pop & Hiss receives approximately 10,120 unique visitors a day, and Beat Week receives more than half a million unique visitors a month.

Social Networking:

- + Facebook.com/SunsetStripMusicFestival
- + Twitter @TheSunsetStrip and @SunsetStripFest
- + MySpace.com/SunsetStripMusicFestival
- + Flickr.com/ssmf

SSMF hired a social media analyst to aggressively promote and grow the music festival's online presence. The number of Facebook fans grew from 4,300 in May 2010 to more than 9,700 by August. In addition, SSMF has a full social networking base of more than 200,000 individuals through the combined networking system created through The Sunset Strip and individual venue accounts. This base was utilized to promote sponsors and SSMF-related shows and events throughout the months of July and August.

Radio:

- + Clear Channel Radio Stations 98.7 FM, 102.7 KIIS FM, 104.3 MYfm and HOT 92.3 supported SSMF.
- + SSMF received a minimum of 400 promotional announcements across the four participating stations.
- + 98.7 FM was the lead station and provided 200 live and pre-recorded mentions supporting SSMF throughout the promotional campaign.
- + SSMF received 1,120 30-second streaming commercials as well as 500,000 banner ads and 50,000 15-second pre-rolls throughout the promotional period across the four participating stations.
- + Each station hosted day of event activities and broadcast live from the Viper Room on August 28.
- + 98.7 FM promoted SSMF through its Rockstar Competition and hosted the finals at a stage during SSMF.
- + Promotions through ticket giveaways and radio airtime in New York, Boston, San Francisco, Seattle, Fort Lauderdale and Washington, D.C.
- + Clear Channel created a custom "SSMF Online Portal" that featured event content delivery, sponsor activation and ticket sales.

Press/publicity:

- + Sunset Strip Music Festival PR company, Mitch Schneider Organization (MSO), issued regular press releases prior to the festival as well as post coverage.
- + Releases included artist announcements, special events and ticket and event info.
- + SSMF was covered or mentioned in important music, pop culture and news outlets including Rolling Stone, Los Angeles Times, US Weekly, OK! Magazine, People.com, LA Weekly, LAist as well as local news affiliates.

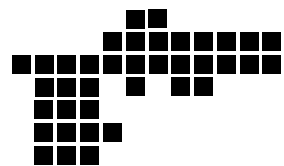
Additional promotions:

- + Universal CityWalk included SSMF in advertising slides that played before movies at the AMC theater. CityWalk also promoted SSMF on stand-alone signage placed throughout Universal City Walk.
- + SSMF street team distributed flyers and posters throughout Los Angeles and Orange County.
- + Participating West Hollywood hotels promoted SSMF by showing a video loop in their lobbies and/or on their hotel channels.
- + Ticket giveaways through Spin magazine, 98.7 FM, Buzz Bands LA, The Scenestar.
- + Special promotion through Virgin America airlines, the Andaz West Hollywood hotel and Gibson Guitar to fly ticket winners from New York, Boston, San Francisco, Seattle and Fort Lauderdale to the festival.
- + Email blasts to Ticketmaster database.
- + Email blasts to Clear Channel L.A. database of more than 250,000.
- + Inclusion in Virgin America national email blast.
- + 24" x 36" and 11" x 17" posters distributed to the businesses along The Sunset Strip and West Hollywood.
- + Two poster sniping campaigns throughout Los Angeles, including Hollywood, Silver Lake, West Hollywood and West Los Angeles.
- + Jack Daniel's sponsored SSMF promotional endcaps at Albertsons grocery stores throughout Los Angeles.





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MARKETING & VISITORS BUREAU



City of West Hollywood
California 1984



OUR PARTNERS IN FUN THE SPONSORS

SSMF was thrilled to work with returning sponsors Virgin America, V Australia, Jack Daniel's, Ticketmaster, 98.7 FM, Andaz West Hollywood, City of West Hollywood, West Hollywood Marketing & Visitors Bureau, Whole Foods West Hollywood and Signature Creative, and welcomed new sponsors Bud Light, Brand X, Coca-Cola Zero, Southern California Mini Dealers, Honest Tea and Monte Carlo Music to the event. Swing House Studios provided the street production for the second year.

The all-star list of sponsors, who share a passion for the music festival and The Sunset Strip, helped make the event such a success.

"If you are a music fan at all, you simply haven't lived until you've spent an entire day running up and down The Sunset Strip, in and out of all the legendary clubs, discovering bands and seeing headlining performances. Seriously, I consume more awesome music in one day at this event than I think I do the entire year. I already can't wait until next year!" – Eileen Woodbury, Clear Channel Radio Los Angeles Director of Marketing

"The Sunset Strip Music Festival is a perfect fit for us. Like the legendary Strip itself, we leverage a proud and iconic heritage to offer something to our fans that is modern, fresh and relevant. This year's festival was even bigger and better than last year. When The Strip rocks, we're eager to roll with it." – Dimitrios Papadogonas, Virgin America Director of Marketing

"The Sunset Strip Music Festival has become one of the marquee events in the world renowned Los Angeles music community and offers national and international exposure for participating musicians, artists and sponsors. As a sponsor of the official party for the Sunset Strip Music Festival 2010, Black Star was able to be introduced to celebrities, musicians, influencers and members of the trade. Black Star was new to the Los Angeles market and we were excited to work with SSMF as part of our Southern California launch." – Ashley Garver, Black Star Beer

"We were proud to come back for an encore as a second time sponsor of The Sunset Strip Music Festival. As part of the Virgin Group of airlines, we are all about providing rockstar service to our guests, so SSMF was a natural fit for us since no one knows how to rock better than The Sunset Strip. SSMF is a perfect way to connect with a youthful and dynamic demographic that connects with the history and energy of both The Strip and the legendary Virgin brand." – Cat Huettner, V Australia U.S. Marketing Manger

"Sunset Strip and Jack Daniel's have a history of credibility, and partnership with music and the live music experience is key to both brands' DNA. They both allow for genuine and exclusive experiences on-stage and backstage. We were elated to play a part in this year's music festival as a lead spirit sponsor. SSMF is the perfect place, perfect partner for all icons to come together and celebrate the spirit of live music." – Marc Hindorff, Jack Daniel's West Division Marketing Manager

YOU DON'T HAVE TO TAKE OUR WORD FOR IT THE RESPONSE

From the press

"[Slash] unfurled GNR's 'Sweet Child O' Mine,' firing off the closing riffs with his signature Les Paul behind his head. Fergie joined him for a surprisingly heavy encore, falling to her knees and then doing actual cartwheels during Slash's solo on Heart's 'Barracuda.'..."

"On the opposite end of the street, Semi Precious Weapons uncorked spiky hard rock as singer Justin Tranter strutted through the crowd in glittery high heels before demanding fans join him onstage...Travie McCoy performed songs from his first solo album, Lazarus, with live beats from Gym Class Heroes drummer Matt McGinley. The result was a mash-up of styles that Roxy co-owner Nic Adler said 'is really where the Strip is today – with someone who came from a hip-hop background, has very catchy hooks, but knows how to rock a bunch of people.'" – *Steve Appleford, Rolling Stone*

"...Smashing Pumpkins frontman Billy Corgan, who eloquently tied the festival's eclectic lineup to the genre-spanning fellowship of influential artists throughout the decades who have made their presence felt within the venues of this historic Hollywood district. 'The Doors ... the Strawberry Alarm Clock, the Beach Boys, Buffalo Springfield, the Go-Go's, the Bangles, Guns N' Roses, X, Jane's Addiction – one of the best bands ever – all started here. What an amazing legacy, and what an amazing place to be a part of,' Corgan gushed before dedicating 'Cherub Rock' to the wildly cheering masses..." – *Dave Hall, Orange County Register*

"Whether you're 20, 40 or 60 years old, grew up in Los Angeles or hopped right off the bus ala Axl Rose in 'Welcome to the Jungle,' if you're a music fan, the Sunset Strip's legacy and continuing eminence as a rock n' roll nucleus is and has been an undeniable draw... The 3rd annual Sunset Strip Music Fest, which took over the Strip this past weekend (with street closures and stages on Saturday), served to punctuate the 'Strip is back' message while honoring its past...With events like SSMF keeping The Strip vital and fresh, here's hoping the current clubs on the street never get a RIP tee." – *Lina Lecaro, LA Weekly*

"...Corgan alternated fresh tunes with old favorites during the 90-minute show, which Smashing Pumpkins performed on an outdoor stage near the intersection of Sunset Boulevard and Doheny Drive." – *Mikael Wood, Los Angeles Times*

"...a user-friendly and really fun experience that provides a very satisfying bang for your concert dollar. Start marking your 2011 calendars now." – *Scott Sterling, Shockhound.com*

"For the third year in a row, the Sunset Strip Music Festival has celebrated the vibrant local music scene with an oversized nod to the city's decadent glory days..." – *Jose Martinez, Blurt-Online.com*

"With the longstanding renovations to the legendary Sunset Strip now complete, the Renaissance has officially begun, and there was no better way to celebrate... The festival itself has now become an important part of not only The Sunset Strip's musical rebirth, but also for our city itself. It brought together thousands of unique and spirited souls, from those that were getting their first taste of the musical power that is found on The Strip of all those that regularly call this magical place home. As Slash's epic guitar solos echoed out towards the night, there was no greater proof that rock and roll is once again alive and well on The Sunset Strip." – *Ryan Simoneau, SinningInLA.com*

"Well it's been a little over a month since the 3rd Annual Sunset Strip Music Festival and if you're like me, you're probably still reeling from some of the best performances of the decade; Slash, Fergie, rapper Big B, raucous Justin Tranter of Semi Precious Weapons—crowd surfing and spraying the audience with champagne—up and coming indie rockers Saint Motel— ...just tearing it up on the East Stage, and another fave, hard-rocking Hillbilly Herald..." – *Taylor Van Arsdale, WestsideToday.com*

From the attendees

"From Neon Trees to Slash's awesome renditions of Guns N' Roses songs, to Billy Corgan finishing off with The Smashing Pumpkins, I loved every minute of the festival!" – *Monica*

"The honest truth is that I only purchased tickets for this event because Slash was on the bill. Little did I know that this would end up being one of the greatest events that I would have ever witnessed in all of my years of concert-going. I will definitely be back next year no matter who ends up being on the bill..." – *"Slashfan"*

"We were thoroughly impressed with the event in its entirety. Professionally put together, very well organized, and the VIP component was well thought out and for a good value. Thank you very much for hosting this great event! We plan to be back next summer for the event once again, and hoping to take in even more of what West Hollywood has to offer." – *Sheilagh*

"Really good lineup but most impressive was how well organized it was. Never felt too overwhelmingly crowded (except near the stage). Great idea to have the other smaller venues showcase local or unsigned bands. Hopefully the festival will have many more years!" – *Lilly*

"The show was great! Common had a great set, and of course nothing beats Kid Cudi!" – *Anonymous*

From the artists & industry

"SSMF has blossomed into the place to be in L.A. The talent is world-class, the setting world-renowned and the vibe is pure L.A. excitement." – *Rick Farrell, ICM Talent*

"SSMF 2010 was a great music festival experience in all aspects: production, design, location and talent. This is an event that everyone in the L.A. music scene will look forward to being a part of every year." – *Tom Hoppa, The Kirby Organization*

"I am sincerely overwhelmed to be the recipient of the Sunset Strip Music Festival honors! The Strip and West Hollywood have been my stomping grounds since I was a little kid. I grew up in and around the music scene here. It is where I got my start in the music business and where I still feel most at home." – *Slash, 2010 SSMF honoree*



About the Sunset Strip Music Festival, LLC

The Sunset Strip Music Festival was created in 2008 to promote, preserve and perpetuate the legendary Sunset Strip music experience. The Sunset Strip Business Association is the managing member of the limited liability company.

Photos courtesy of Nate Christenson, Jim Donnelly, Andrew Herrold, Richard Settle and Erik Voake.

WRITE, TALK, SING TO US SSMF CONTACTS

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AUGUST 28

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