

LIGHTNING 100



WRLT 100.1FM

NASHVILLE, TN

EST. 1990

LIGHTNING 100'S
LIVE ON THE GREEN



EVENT SNAPSHOT

Locally produced by WRLT Lightning 100.1 FM, Live On The Green is a free outdoor music festival held at Public Square Park in Nashville, TN. The festival showcases the city's emerging musical talent and highlights well-known national acts. Since its inception in 2009, over 800,000 fans from all 50 states and 15 countries have attended the event.

Live On The Green has grown from a niche neighborhood concert series into a nationally known music festival, which draws tens of thousands of fans weekly. This local event generates millions of dollars for our downtown community and gives our fans an opportunity to see local, regional and international artists FREE of charge.

6 DATES
OF FREE LIVE MUSIC



46 ARTISTS
ACROSS TWO STAGES



100,000 FANS
AVERAGE ANNUAL ATTENDANCE



48,000,000+
AVERAGE IMPRESSIONS IN PRESS AND PROMOTION
ACROSS PRINT, TELEVISION, RADIO AND WEB



1,000,000+
AVERAGE ANNUAL WEBSITE VIEWS FROM
500,000+ VISITORS



12,000,000+
AVERAGE IMPRESSIONS FROM TWITTER,
FACEBOOK, INSTAGRAM & SNAPCHAT



66,000+
FACEBOOK FANS



25,000+
INSTAGRAM FOLLOWERS



46,000+
TWITTER FOLLOWERS

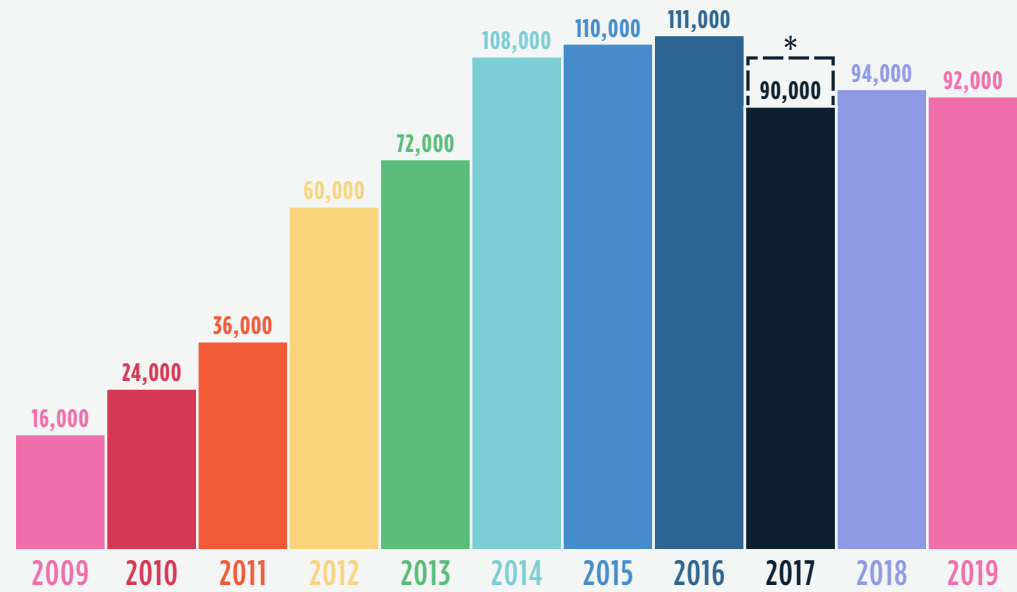


37,000+
NEWSLETTER SUBSCRIBERS





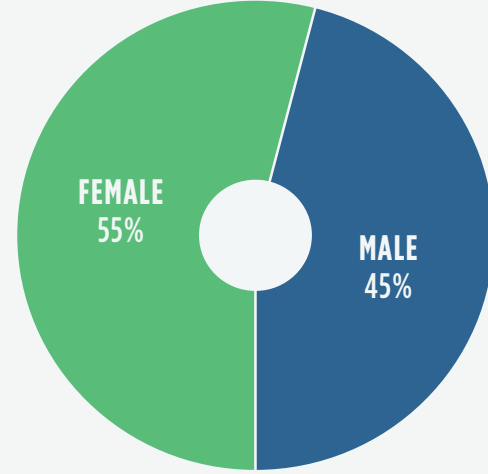
AUDIENCE PROFILE



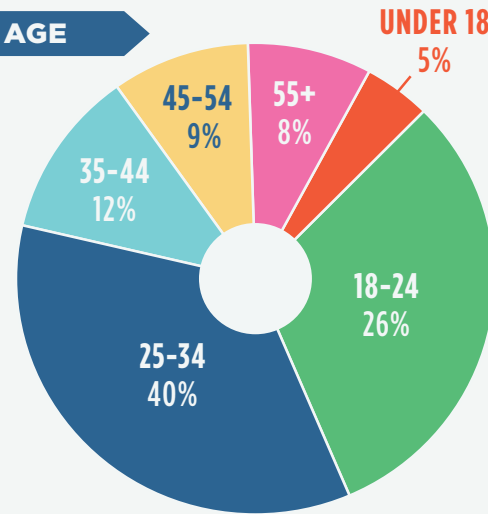
ANNUAL ATTENDANCE

*One 2017 show date canceled due to severe weather conditions.

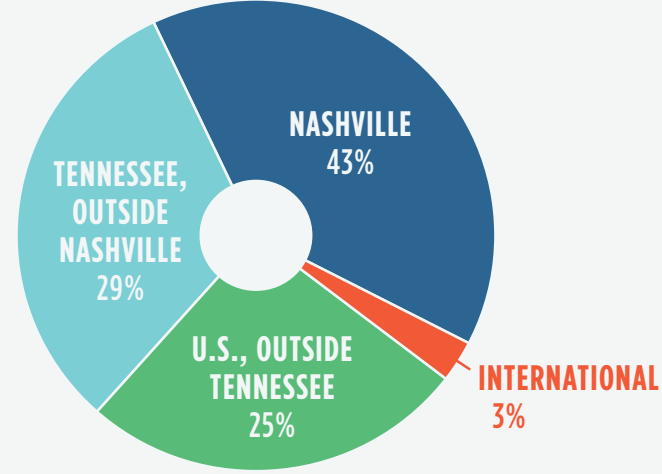
GENDER



AGE



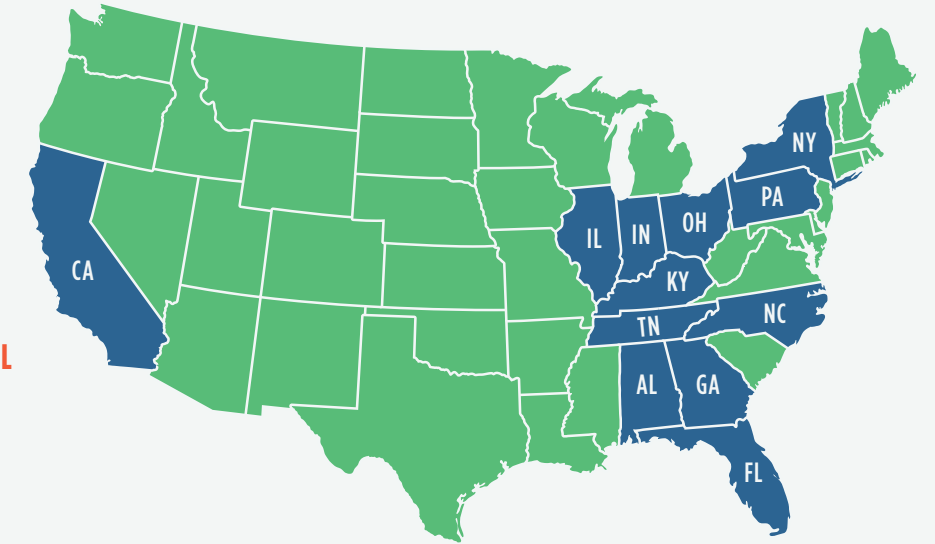
RESIDENCE



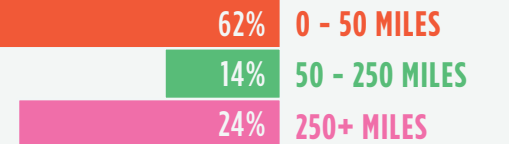
GUESTS FROM 50 U.S. STATES AND 15 COUNTRIES

\$11.8 MILLION
IN DIRECT VISITOR SPENDING SINCE 2015

TOP STATES BY ATTENDANCE



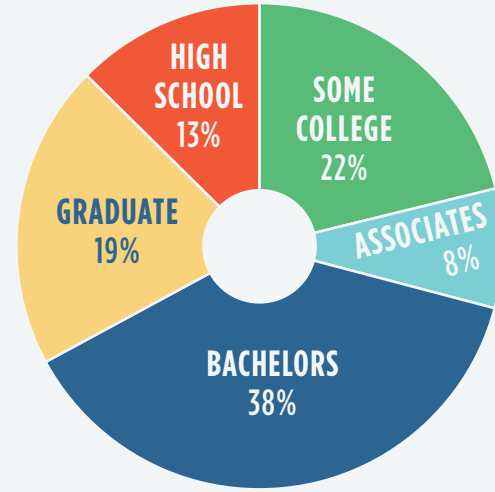
DISTANCE TRAVELED



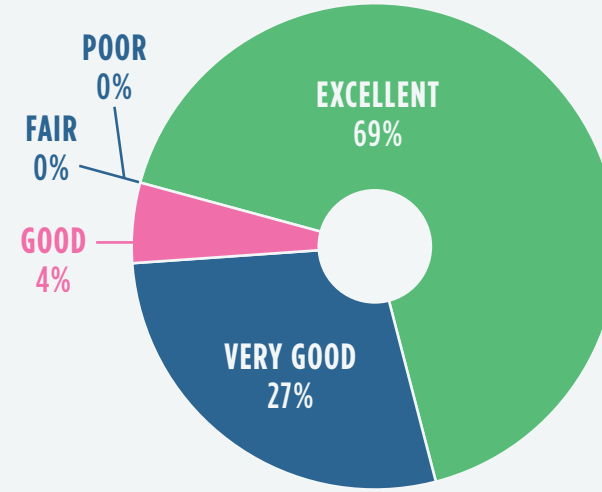
AUDIENCE PROFILE

Live On The Green is a multi-generational music experience, bringing in music lovers from all ages with the core audience ranging from 18-44. The festival has gained a reputation for being an event that can bridge the gap between its partners and the audience.

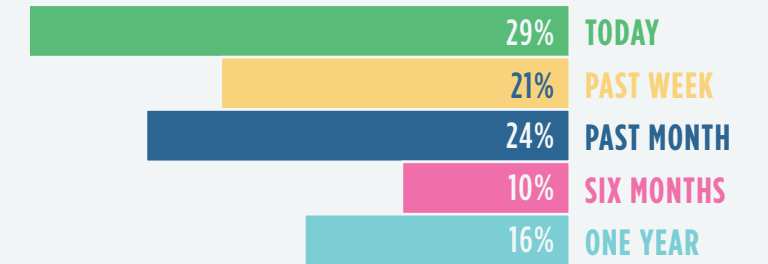
EDUCATION



FAN RATING



HOW FAR IN ADVANCE DID YOU PLAN TO ATTEND?

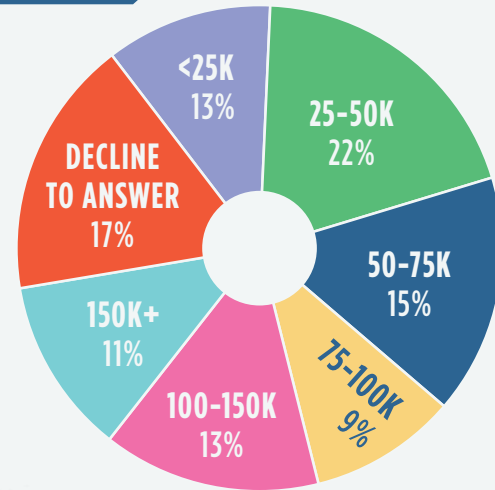


EACH YEAR ON AVERAGE...

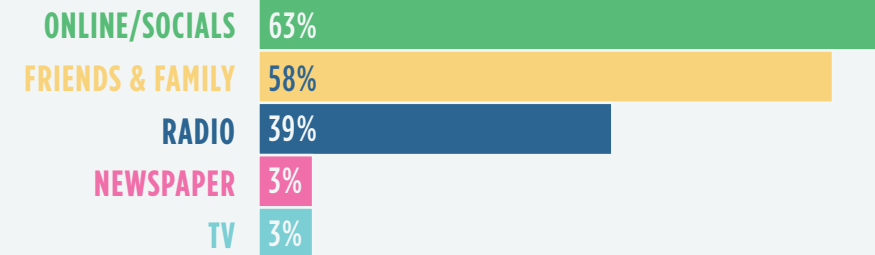
54% OF ATTENDEES ARE FIRST-TIME VISITORS TO THE EVENT

96% OF SURVEYED ATTENDEES RATE THEIR EXPERIENCE AS VERY GOOD OR EXCELLENT

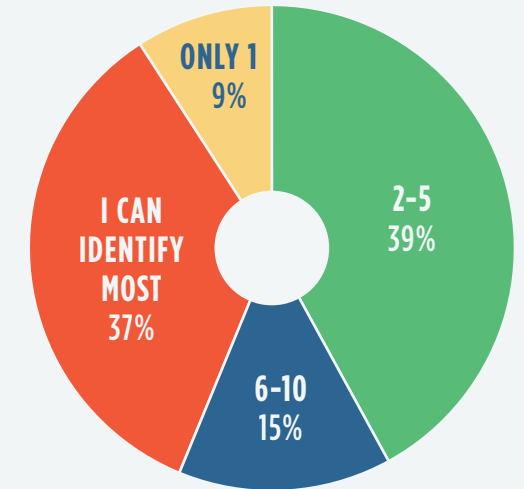
INCOME



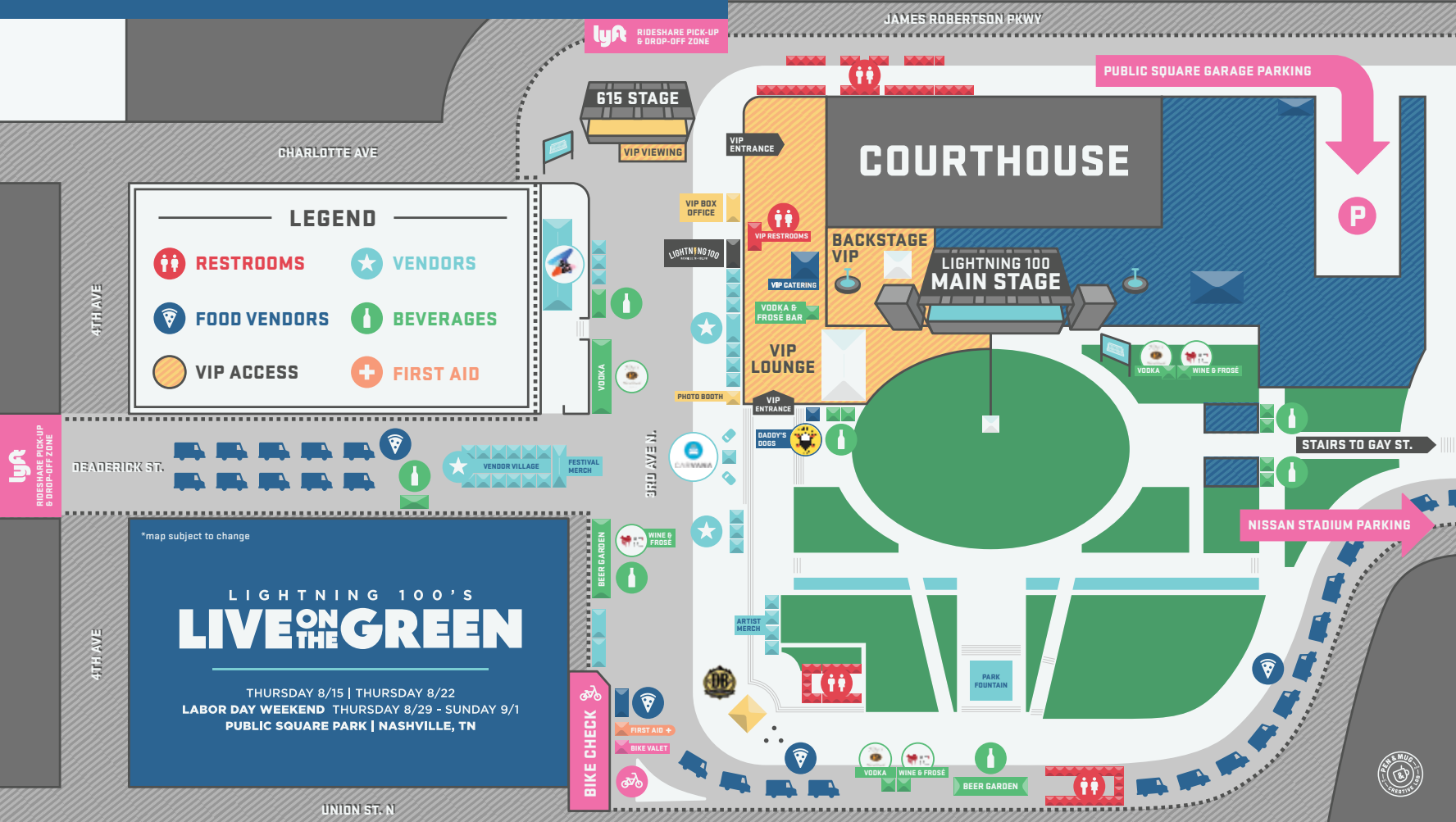
HOW DID YOU HEAR ABOUT THE EVENT?



DO YOU RECOGNIZE OUR SPONSORS?



2019 FESTIVAL SITE MAP



FESTIVAL SPONSORS





PAST PERFORMERS

SHERYL CROW - ALABAMA SHAKES - CAGE THE ELEPHANT - GARY CLARK JR
GRACE POTTER - BEN HARPER & THE INNOCENT CRIMINALS - JIMMY EAT WORLD
BEN FOLDS - LORD HURON - X AMBASSADORS - THE HEAD AND THE HEART
O.A.R - YOUNG THE GIANT - LAKE STREET DIVE - SPOON - COLD WAR KIDS
PORTUGAL. THE MAN - DAWES - ST. PAUL & THE BROKEN BONES - LOCAL NATIVES
YOLA - JOHN BUTLER TRIO - THE LONE BELLOW - JUDAH AND THE LION - PASSENGER
CITY AND COLOUR - DISPATCH - BAND OF HORSES - JENNY LEWIS - KALEO
INGRID MICHAELSON - ANDERSON EAST - MICHAEL FRANTI & SPEARHEAD - STEVE EARLE
CITIZEN COPE - MATT & KIM - THE REVIVALISTS - MATT NATHANSON - BØRNS - MAT KEARNEY
KURT VILE & THE VIOLATORS - DR. JOHN - SHAKEY GRAVES - DR. DOG - TRAMPLED BY TURTLES
THE WAILERS - MARCUS KINS - G LOVE & SPECIAL SAUCE - IRON & WINE - ANDRA DAY
JOHNNYSWIM - THE WILD FEATHERS - MOON TAXI - SHARON JONES & THE DAP KINGS
RODRIGO Y GABRIELA - FUTURE ISLANDS - GUSTER - DEREK TRUCKS BAND - WILDER WOODS
THE WALLFLOWERS - ROBERT RANDOLPH & THE FAMILY BAND - ZZ WARD - REAL ESTATE - LP
DREW HOLCOMB & THE NEIGHBORS - WILL HOGE - JJ GREY & MOFRO - ELLE KING - PASSION PIT
NORTH MISSISSIPPI ALLSTARS - ALLEN STONE - LENNON & MAISY - BRETT DENNEN - NIKKI LANE
THE DELTA SAINTS - IVAN NEVILLE - ERIN MCCARLEY - BIG DATA - THE MOWGLIS - THE WEEKS
ALL THEM WITCHES - JD MCPHERSON - JAKE BUGG - THE RECORD COMPANY - COIN - RAYLAND BAXTER
COLONY HOUSE - GABE DIXON - JR JR - ELIZABETH COOK - WHITE DENIM - AND MANY MORE...



GREENING AND ACTIVISM

RECYCLING

79,680 lbs OF MATERIAL RECYCLED SINCE LOTG BEGAN IN 2009

72% OF ATTENDEES REGULARLY RECYCLE

23% OF FANS WALKED, BIKED OR ARRIVED VIA PUBLIC TRANSPORTATION

GREEN PARTNERS



54% OF ALL WASTE IS RECYCLED ON AVERAGE

ON AVERAGE, RECYCLING EFFORTS AT LOTG RESULT IN THE DIVERSION OF MORE THAN

13,600 lbs OF RECYCLABLE MATERIAL FROM LANDFILLS

BIKE VALET

In partnership with Walk/Bike Nashville, LOTG's complimentary bike valet checks more than 1,000 bikes from fans who came to Public Square Park under their own power.

LOTG CARES

LOTG cares about the Nashville community. In an effort to raise awareness on important issues, we invite select organizations to share their messages and engage our fans in positive ways.

COMMUNITY OUTREACH

Donations from LOTG fully funded thirty-five DonorsChoose.org projects, directly impacting nearly 5,000 students from high poverty schools in the Nashville area.

COMMUNITY PARTNERS



NASHVILLE SCENE READER'S CHOICE AWARDS



BEST EVENT/FESTIVAL
2013 - 2018



BEST CONCERT SERIES
2012 - 2019



BEST FREE FUN
2011 - 2018



BEST RADIO STATION
1998 - 2019



BEST CHEAP DATE
2013 - 2017

FOR SPONSORSHIP AND EVENT INQUIRIES:

THOMAS HANSEN

SPONSORSHIP/MARKETING

THANSEN@LIGHTNING100.COM

(615) 242-5600 EXT. 2200

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