

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

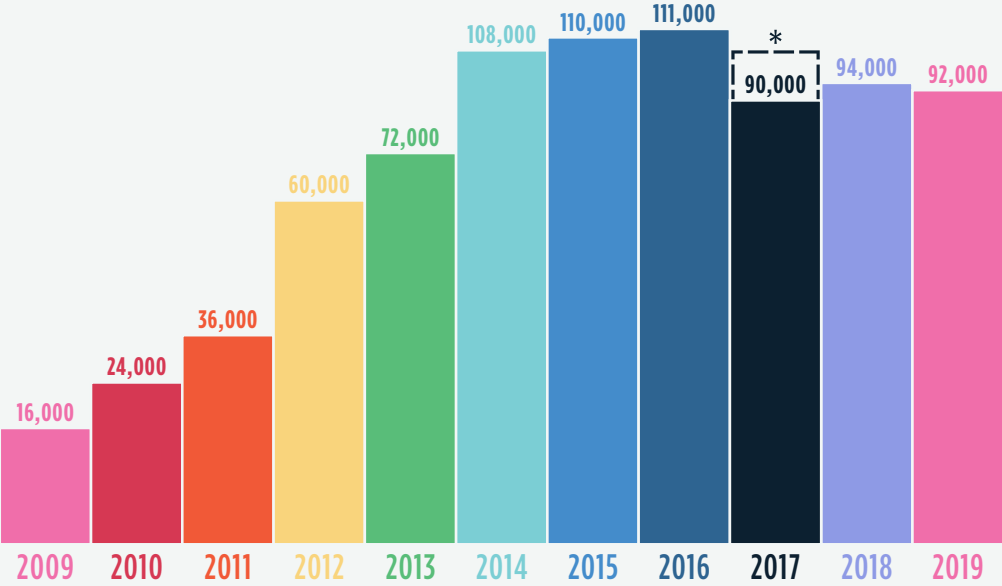








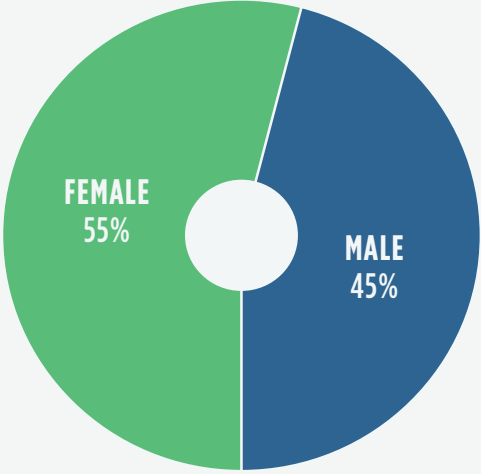
# AUDIENCE PROFILE



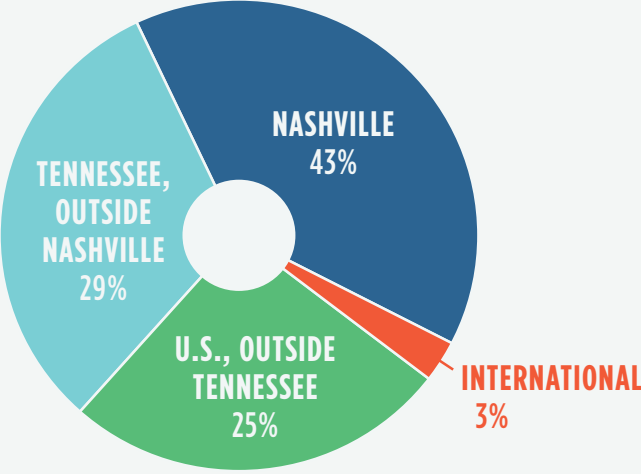
## ANNUAL ATTENDANCE

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

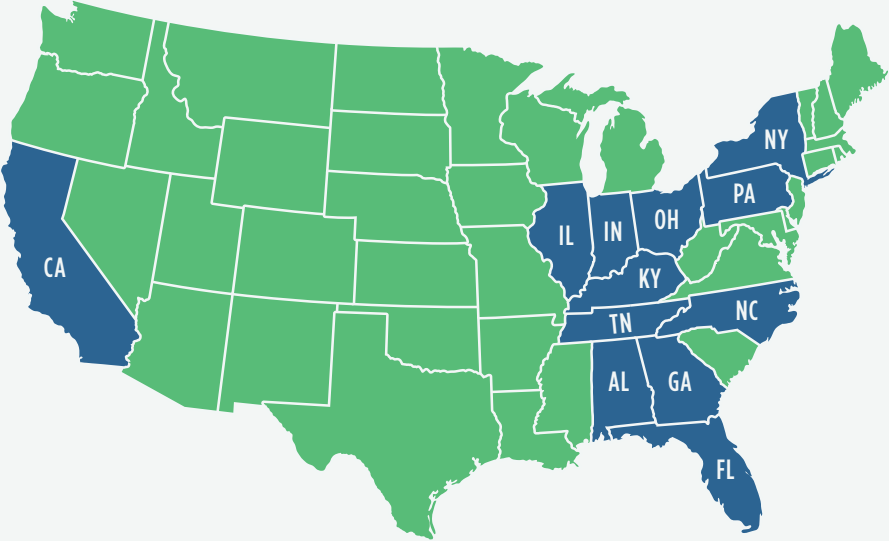
### GENDER



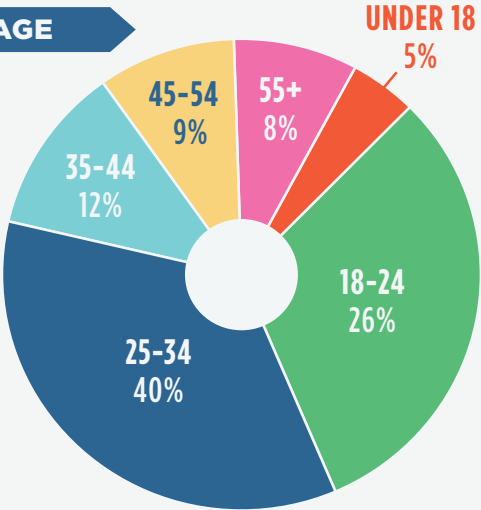
### RESIDENCE



### TOP STATES BY ATTENDANCE



### AGE



GUESTS FROM 50 U.S. STATES AND 15 COUNTRIES

**\$11.8 MILLION**  
IN DIRECT VISITOR SPENDING SINCE 2015

### DISTANCE TRAVELED



# AUDIENCE PROFILE

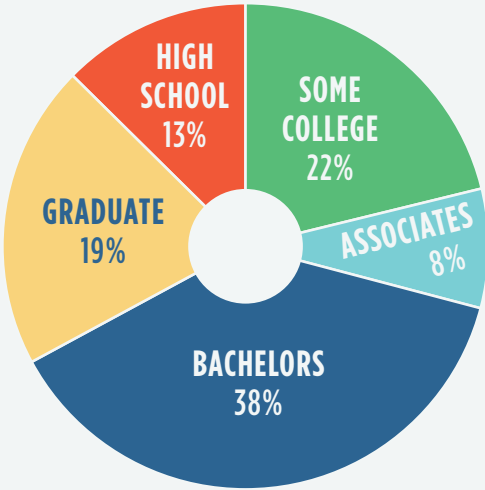
Live On The Green is a multi-generational music experience, bringing in music lovers from all ages with the core audience ranging from 18-44. The festival has gained a reputation for being an event that can bridge the gap between its partners and the audience.

## EACH YEAR ON AVERAGE...

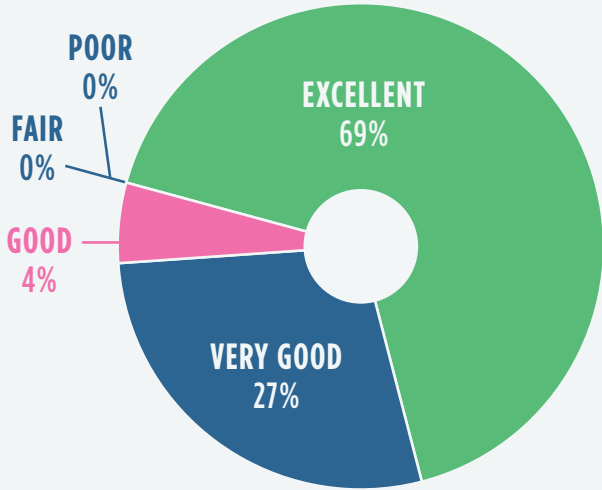
**54%** OF ATTENDEES ARE FIRST-TIME VISITORS TO THE EVENT

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

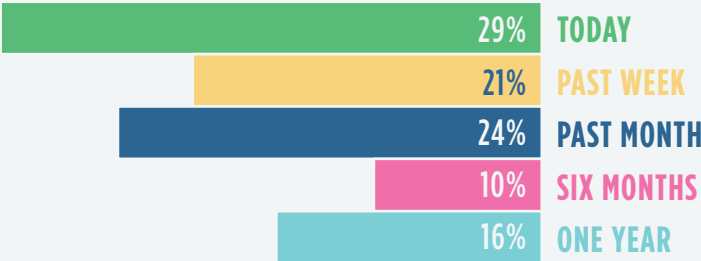
### EDUCATION



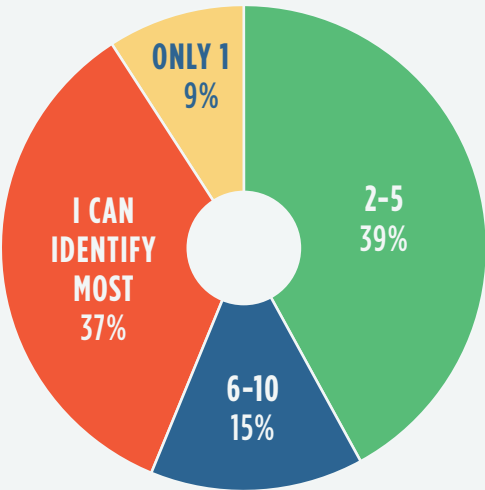
### FAN RATING



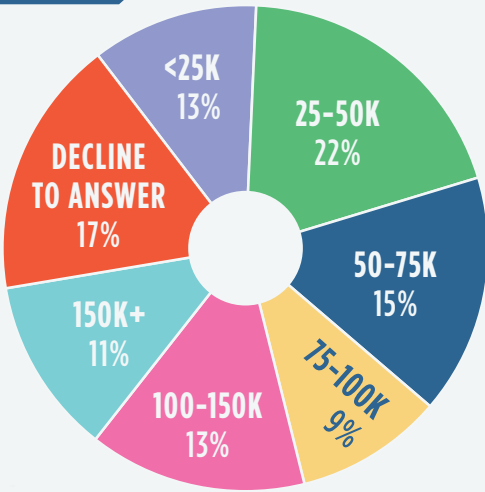
### HOW FAR IN ADVANCE DID YOU PLAN TO ATTEND?



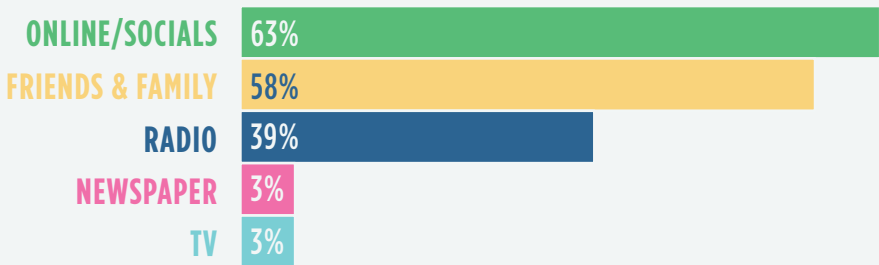
### DO YOU RECOGNIZE OUR SPONSORS?



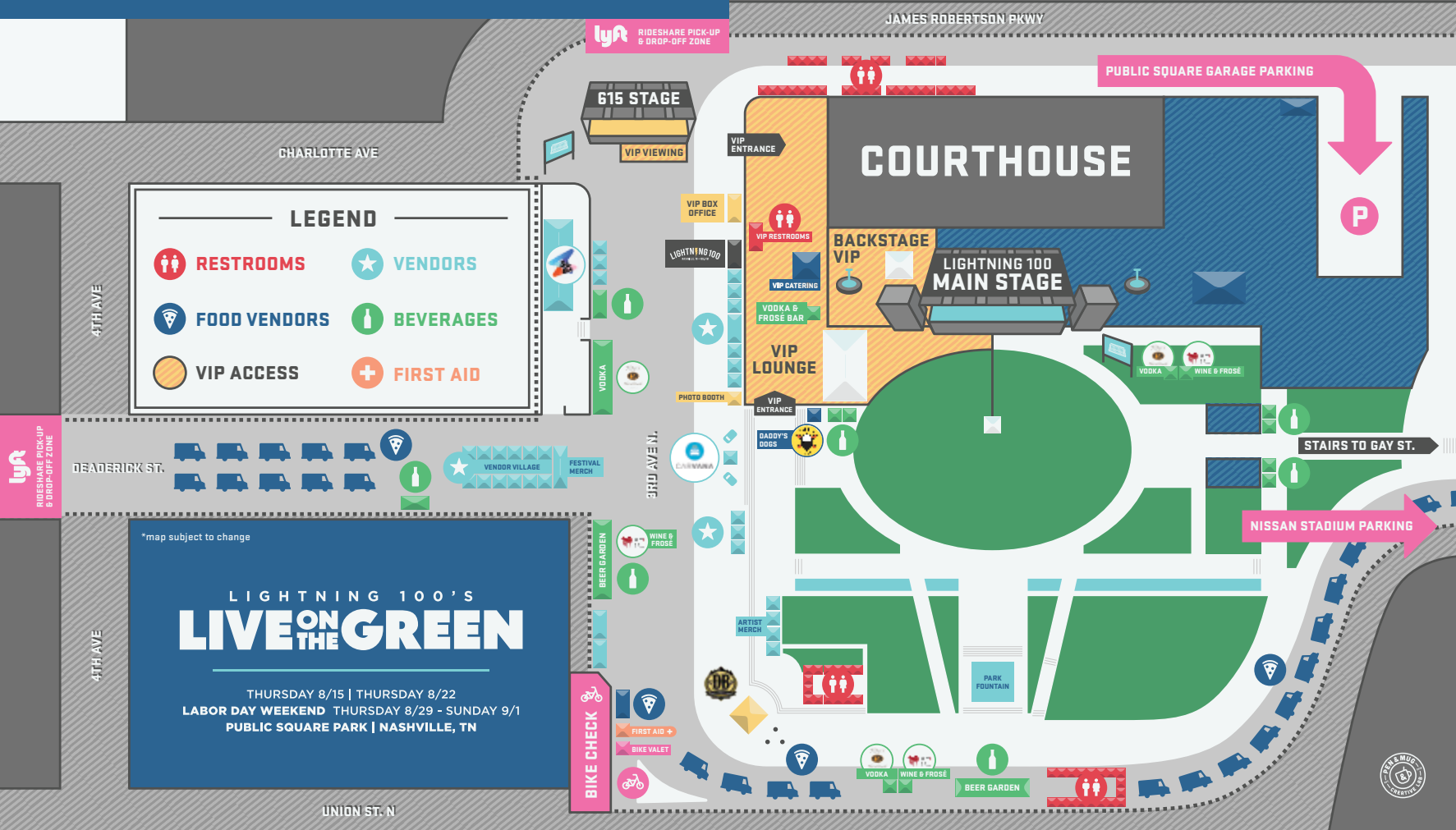
### INCOME



### HOW DID YOU HEAR ABOUT THE EVENT?



# 2018 FESTIVAL SITE MAP



**LIGHTNING 100**  
NASHVILLE, TN • 100.1FM

**BUD LIGHT**

## 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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FACEBOOK.COM/LIGHTNING100



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