THE POWER OF PARTNERSHIPS
1. WHAT IS FIREFLY MUSIC FESTIVAL?

2. WHY IS IT SO SUCCESSFUL?
WHAT IS FIREFLY MUSIC FESTIVAL?
What is Firefly Music Festival?

4-DAY MUSIC FESTIVAL EXPERIENCE HELD IN MID-JUNE AT DOVER INTERNATIONAL SPEEDWAY SINCE 2012
ENCOMPASSES OVER 400 ACRES AND ACCOMMODATES NEARLY 90,000 FANS PER DAY
AN AVERAGE OF 125 BANDS PLAY ON SEVEN STAGES FROM NOON UNTIL 2:00 A.M. EVERY DAY
HAS BECOME THE LARGEST CAMPING MUSIC FESTIVAL IN THE COUNTRY WITH NEARLY 60,000 FANS CAMPING THRU THE ENTIRE WEEKEND
THE ENTIRE FESTIVAL CAN BE STREAMED WORLDWIDE ON A YAHOO WEBCAST AND CAN BE HEARD WORLDWIDE ON ITS OWN XMSIRIUS SATELLITE RADIO STATION.
FANS FROM 50 STATES AND 34 COUNTRIES (LIKE JAPAN, SAUDI ARABIA AND NEW ZEALAND) HAVE MADE THEIR WAY TO DOVER TO SHARE A WEEKEND OF THE FIREFLY EXPERIENCE
THE GROUP IMAGINE DRAGONS PLAYED AT THE VERY FIRST FIREFLY AND WAS THE NOON OPENING ACT AND TWO YEARS LATER WON A GRAMMY – GIVING CREDIT TO FIREFLY FOR LAUNCHING THEIR SUCCESS
HALL OF FAMERS LIKE PAUL MCCARTNEY, THE FOO FIGHTERS, TOM PETTY, THE RED HOT CHILI PEPPERS AND MANY OTHERS HAVE HEADLINED THE MUSIC FESTIVAL
WHY IS IT SO SUCCESSFUL?
RED FROG EVENTS

• **VISION** for an east coast music festival
• **GUTS** - not for the faint of heart
• **FINANCIAL** wherewithal
• **PROCURE** great relevant talent
• **CAMPING** advantage
• **CREATE AN EXPERIENCE**, not just a music festival, it’s a lifestyle
• **PORT O POTTIES** – have enough!!
• THE WOODLANDS
• EXPERIENCE (traffic, public safety, tickets, sponsorships, f & b)
• WILLINGNESS TO TAKE A CHANCE on an unqualified, inexperienced group
• 100% COMPANY PARTICIPATION
• LOCATION
• 3,000 WEEKEND EMPLOYEES
• NEARLY 75 DE BASED BUSINESSES have provided support for landscaping, site work, construction, water, waste services, rental equipment, food and beverage product and supplies, housing, etc...
• 40 DIFFERENT DELAWARE LAW ENFORCEMENT, FIRE AND EMS AGENCIES – including additional doctors, paramedics, nurses, FBI, homeland security and DELDOT
DOVER INT \nSPEEDWAY

RED FROG \nEVENTS

COMMUNITY
FIREFLY MUSIC FESTIVAL JUNE 15-18, 2017