



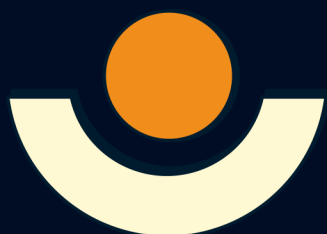
FESTIVAL PROPOSAL

LOVE LOUDER FESTIVAL PROPOSAL



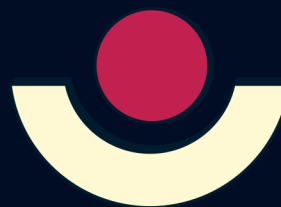
LOVE LOUDER

MUSIC FESTIVAL



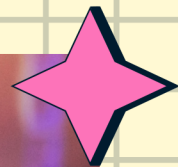
June 21-22, 2024

The Mann Center, Philadelphia
5201 Parkside Ave, Philadelphia, PA 19131



Prepared for :
Our Potential
Sponsors

ABOUT ::::: *LOVE LOUDER FEST*



EVENT OBJECTIVES

The goal of the event is simple: establish an annual safe haven in Philadelphia for the LGBTQIA+ community to explore, support, and discover their authentic identities. Philadelphia has long been a hub for the LGBTQIA+ community, yet lacks sufficient dedicated spaces. With nearly 6% of Philadelphia's population identifying as LGBTQIA+ (nearly 950,000 individuals), Love Louder Festival, is essential to honor a vital aspect of the city's diversity.

WHY? (THE PROBLEM)

Although there has been an increase of people identifying as LGBTQIA+, there has also been a steady decrease of queer-friendly spaces. When a queer-friendly space closes, what's lost is more than just community: it is identity, it is safety, it is the loss of culture.

Creating a queer-friendly third place is essential to the safety and well-being of LGBTQIA+ individuals. These spaces serve as sanctuaries where people can freely express themselves without fear of discrimination or judgment. They are vital for fostering a sense of belonging and solidarity within the community. By creating and maintaining such spaces, we not only ensure the preservation of LGBTQIA+ culture but also provide a beacon of hope and acceptance for those who may feel marginalized or isolated. It is crucial that we continue to advocate for and cultivate queer-friendly environments where everyone can thrive and be their authentic selves.

ABOUT ::::: *LOVE LOUDER FEST*



THE SOLUTION IS US!

THE SOLUTION

Music festivals are emerging as modern-day third places. Evolving past their initial purpose of live entertainment, festivals are being understood as third places where individuals from all walks of life authentically express themselves, form connections and foster a sense of belonging. Music has served as a vital tool for LGBTQIA+ youth in navigating their identities, offering comfort, inspiration and connection.

BY HELPING US CREATE LOVE LOUDER FESTIVAL, A MUSIC FESTIVAL DEDICATED TO CELEBRATING THE RICH DIVERSITY OF THE LGBTQIA+, WE CAN ESTABLISH A NECESSARY THIRD PLACE WHERE QUEERNESS CAN, ONCE AGAIN, HAVE "A HOME AWAY FROM HOME."

FEST TEAM

Asya Gerards (She/Her)

In her role as Director of Operations, Asya plays a crucial part in overseeing the daily functioning of the organization. She is responsible for managing various operational processes, optimizing efficiency, and implementing strategies to enhance productivity.



Imara Corser Figueroa (She/Her)

Imara is our Marketing Manager, bringing a wealth of creativity, strategy, and passion to our team. With her innovative ideas and keen eye for detail, she plays a pivotal role in guiding our marketing efforts to success. Imara's dedication to understanding our audience and crafting engaging campaigns sets her apart as a true leader in her field.



Carol Delbridge (She/Her)

Carol oversees all the artist bookings for our event, ensuring that everything runs smoothly and efficiently. Carol is known for her exceptional attention to detail and her friendly demeanor, making her a favorite among artists and colleagues alike. With her expertise and dedication, our booking process is seamless and stress-free, leaving our guests with a memorable and enjoyable experience from email to the stage.



FEST *TEAM*

Rachael Ennis (she/her)

Rachael is our Director of Budget and Sponsorships. Her role involves oversight of Love Louder budget planning making sure it's not only sustainable but thrives through sponsors and partnerships.



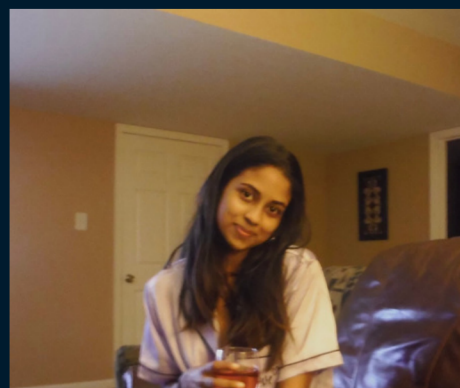
Patrick Cosgrove (He/Him)

Patrick is our director of community relations. Patrick brings a wealth of experience in public relations and community development. Patrick is passionate about amplifying voices and engaging stakeholders to drive positive change.



Alyssa Komal

Alyssa is our Chief Financial Officer. Drawing upon extensive expertise in finance, accounting, and strategic planning, Alyssa is adept at navigating complex financial landscapes and delivering tailored solutions to optimize financial performance.





TICKET PRICES/PACKAGES



GENERAL ADMISSIONS

1 Day Ticket- \$150
Weekend Pass-\$250

- All-day access to Love Louder Festival



VIP

1 Day Ticket- \$250
Weekend Pass-\$400

- All-day access to Love Louder Festival
- Access to Love Louder Vip tent with drinks and food
- Early Access to the festival
- Exclusive Love Louder shirt
- Free Parking



SUPER VIP

1 Day Ticket- \$500
Weekend Pass-\$900

- All-day access to Love Louder Festival
- Access to Love Louder Vip tent with drinks and food
- Free Parking
- Early access and guaranteed spot in the first few rows
- Free exclusive merch bag

BUDGET :::::

ESTIMATE

■ Source of Income

No.	Source of Income	Amount
1	Ticket Sales	10,000 1 day tickets=1.5 mil 6,000 2 day GA=1.5 Mil 4000 1 day Vip= 1 Mil 2000 2-day VIP= 800K 500 Super Vip 1 day= 250,000K 300 2-day Super VIP=270,000K Total= 13,800 tickets sold is 5.32 Million
2	Vendor Fees	100 Vendors*\$250 fee*2 days=\$50,000
3	Merchandise Sales	Its estimated that 13% of fans buy merch and they average around \$58 \$100,000
4	Food and Beverage Sales	\$65 per guest= \$870,000
5	Grants or Donations	Philly Foundation Art Works=\$150,000 National Endowment for the Arts =\$100,000 Philadelphia Aids Thrift=\$50,000 Kindness in Community Fund=\$150,000 Total= \$450,000
6	Sponsors	\$500,000
Total		7,290,000 Million

BUDGET :::::

ESTIMATE

■ Expenditures

No.	Source of Income	Amount
1	Venue	\$15,000
2	Artists	2Mil to be split
3	Make Up & Wardrobe	\$50,000
4	Production Costs (Lights,Sound System, ETC)	\$250,000
5	Staff(security, crew, ect)	\$7,000-\$10,000
6	Waste Managment	\$20,000
7	Emergency Stand by	\$8,000
8	15 Permits required by City of Philadelphia for music festivals	\$75 each * 15=\$750
9	Marketing	\$20,000
10	Other Expenses	100,000
11	Donation to LGBT+ Foundations	20% of expected revenue=\$1.4 Mil
Total		3,873,000 Million

FEST ::::: *DETAILS*

Love Louder strives to **uplift, unify, and educate** local queer creators and supporters in a celebration of artistry.



DATE & TIME

DATE	June 21-22, 2024
TIME	10:00 AM - 10:00 PM
LOCATION	The Mann Center, 5201 Parkside Ave, Philadelphia, PA 19131

The festival will feature Philadelphia-based LGBTQIA+ artists and companies, and give a unique opportunity for these creators to gain recognition and business opportunities while sharing their work with their followers.

HEADLINERS



TROYE SIVAN



HAYLEY KIYOKO



LIL UZI VERT



BOYGENIUS



FRIDAY

TROYE SIVAN ★ HAYLEY KİYOKO

Mannequin Pussy ★ Rina Sawayama ★ Chappell Roan ★ Towa Bird

Girl In Red ★ Brittany Howard ★ PVRIS ★ Syd Tha Kid

Air Devi ★ Kuf & Kristine ★ Samantha Rise ★ Eugene Rideher Betta ★ American Trappist ★ Brittany Ann Trambaugh

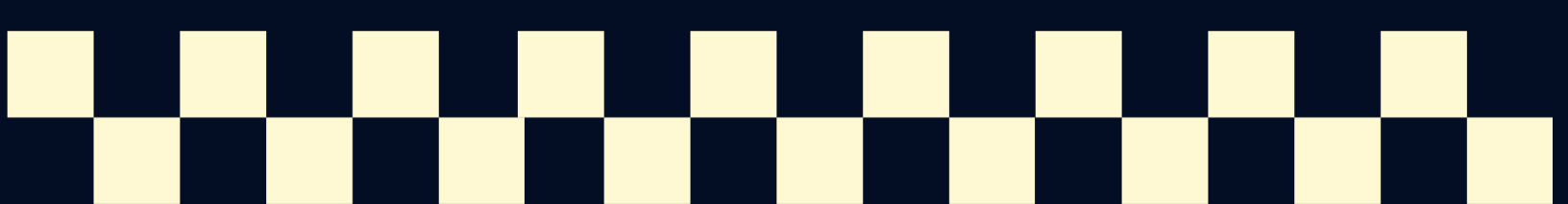
SATURDAY

LIL UZI VERT ★ BOYGENIUS

Kaytranada ★ Tegan and Sara ★ Clairo ★ King Princess
Kim Petras ★ FLETCHER ★ The Veronicas ★ Conan Gray

The xx ★ Pansy Division ★ Orville Peck ★ That Kid
★ Adrienne Lenker ★ Passion Pit ★ teddy <3 ★

Plasma Canvas ★ HIRS Collective ★ claud ★ Shamir





HOW DOES THIS BENEFIT PHILADELPHIA?

What It Does



An LGBTQ music festival celebrates and encourages diversity in the community. It allows LGBTQ artists, musicians, and performers to demonstrate their skills and contributions to the cultural scene. The event promotes a sense of pride and acceptance among LGBTQ people and allies.


The festival promotes inclusiveness and acceptance of LGBTQ people in Philadelphia and abroad. By publicly honoring LGBTQ culture through music and art, the festival conveys a strong message of tolerance and respect for diverse identities.



The Economic Impact

Hosting an LGBTQ music festival can also have a good economic impact in Philadelphia. Festivals draw tourists from all around, increasing tourism and revenue for local companies like hotels, restaurants, and stores. This rush of visitors may have a substantial economic rippling effect throughout the city. The festival can act as a focal point for community building, it allows people to network, socialize, and make connections based on their shared interests and experiences. The festival provides a forum for LGBTQ performers to get visibility, expand their fans, and advance their careers. This assistance is critical for fostering a dynamic and sustained LGBTQ arts sector.

How It Helps



Along with music performances, the festival can include educational components including workshops, panel discussions, and exhibitions to promote awareness about LGBTQ problems, history, and activism. Hosting an LGBTQ music festival strengthens Philadelphia's reputation as an inclusive and progressive city. It emphasizes the city's commitment to diversity, equality, and human rights. The festival can also be used to promote LGBTQ rights and social justice. It provides a visible and influential forum for addressing critical issues confronting the LGBTQ community and advocating for positive change.

EVENT *SWOT*

STRENGTHS



- Unique Appeal: As an LGBTQ+ centered music festival, Love Louder offers a unique and inclusive experience for attendees, tapping into a niche market that is underserved in mainstream events.
- Diverse audience appeal: Our festival has the potential to attract a diverse audience even beyond the LGBT community, creating a diverse and inclusive environment for all.
- Community engagement: Love Louder can serve as a platform for community engagement, providing opportunities for local LGBT artists, businesses, and organizations to showcase their talent, earn new business, and connect with attendees.

WEAKNESSESS

- Funding constraints: Organizing our music festival will require significant financial resources, and securing funding for an LGBT centered event may be challenging due to potential reluctance from sponsors or investors.
- Competition: Philadelphia already hosts many music festivals and events throughout the year, and Love Louder may face competition for attendees, sponsors, and media coverage.
- Niche audience reach: While our festival may have strong appeal within the LGBT community, it could face challenges in attracting mainstream audiences.

EVENT *SWOT*

OPPORTUNITIES



- Collaboration with local businesses: Partnering with local LGBT friendly businesses, such as bars, restaurants, and hotels, can improve the festival experience and generate additional revenue through sponsorships and promotions.
- Expansion of programming: In addition to music performances, our festival could incorporate other forms of entertainment and activities, such as workshops, panel discussions, and art exhibitions, in order to appeal to a broader audience and provide added value.
- Social impact: By promoting acceptance, diversity, and equality, Love Louder Festival has the potential to make a positive social impact, fostering a sense of belonging and empowerment within the LGBT community and promoting awareness and understanding among the general public.

THREATS

- Regulatory challenges: Organizing a large-scale event requires obtaining permits and complying with various regulations, and bureaucratic red tape could delay or impede the festival planning process.
- Public backlash: Despite progress in LGBT rights, there may still be segments of the population that are opposed to or hostile towards LGBT-focused events, leading to potential backlash or protests.
- Weather dependency: Our potential venue, The Mann is susceptible to weather conditions, and inclement weather could negatively impact attendance and overall experience.

LOVE LOUDER FESTIVAL

21ST MICHIGAN WOMYN'S MUSIC FESTIVAL

August 13-18, 1996

Come and join us as we begin our third decade of enjoying the woods, the music, the extravagant days and star-filled nights... the womyn and magic of Michigan.

For brochure & ticket info: WWTMC, PO Box 22, Walhalla, MI 49458 (616) 757-4766



Inspirations
Successes

Lilith Fair
A Celebration of Women in Music

Saturday, August 14 Sunday, August 15

Sarah McLachlan
Sheryl Crow
Dixie Chicks
Queen Latifah
Liz Phair

Sarah McLachlan
Sheryl Crow
Dixie Chicks
Queen Latifah
Martina McBride

Jennifer Knapp, Sinéad Lohan,
Innocence Mission, Jarah Jane

Susan Tedeschi, Morley,
Wild Strawberries, Sozi, Nelly Fortado, Kari Newhouse

pine knob
music theatre

ON SALE TOMORROW 10AM

Pine Knob and Palace Box Offices and all rose@pineknob.com centers or charge by phone at (848) 645-6666.

www.pineknob.com

Lilith Fair Volume 1
Featuring:
Sinéad Lohan
Queen Latifah
Sarah McLachlan
Natalie MacArthur
Carolee Jackson
Mushroom

Lilith Fair Volume 2
Featuring:
Sarah McLachlan
Dixie Chicks
Queen Latifah
Liz Phair
Martina McBride
Susan Tedeschi
Morley
Wild Strawberries
Sozi
Nelly Fortado
Kari Newhouse

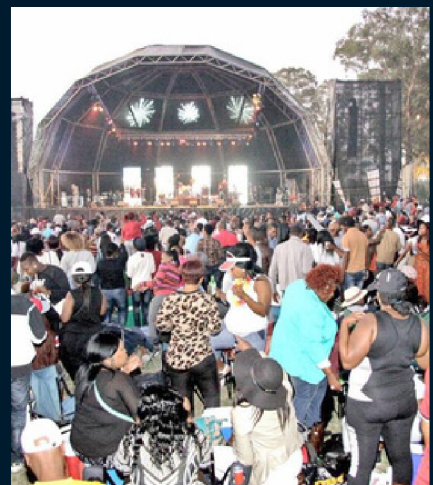
Lilith Fair Volume 3
Featuring:
Sarah McLachlan
Dixie Chicks
Queen Latifah
Liz Phair
Martina McBride
Susan Tedeschi
Morley
Wild Strawberries
Sozi
Nelly Fortado
Kari Newhouse



Girls Just Wanna
Weekend



Pride Parades



The Diamonds &
Dorings Music Festival



EVENT SUSTAINABILITY EFFORTS

Waste Reduction and Recycling:

- Provide clearly labeled recycling and composting bins throughout the festival grounds for attendees to properly dispose of their waste.
- Minimize single-use plastics by offering alternatives such as compostable or reusable cups, plates, and utensils.
- Partner with local recycling facilities to ensure that collected materials are properly sorted and recycled after the event.

Transportation:

- Promote sustainable transportation options, such as public transit, biking, carpooling, and shuttle services, and provide incentives for attendees who choose eco-friendly travel methods.
- Offer bike racks and designated parking areas for electric vehicles.
- Partner with SEPTA in order to distribute vouchers for free public transportation.

Sustainable Food and Beverage Options:

- Source food and beverages from local and sustainable vendors, prioritizing fair-trade and ethically sourced products.
- Offer vegetarian, vegan, and plant-based food options to reduce the environmental footprint associated with meat production.
- Minimize food waste by implementing strategies such as donation programs for leftover food.



OUR CORPORATE SOCIAL RESPONSIBILITY PLEDGE

AT LOVE LOUDER, OUR COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY EXTENDS BEYOND THE BOUNDARIES OF OUR FESTIVAL GROUNDS. WE UNDERSTAND THE POWER OF MUSIC TO BRING PEOPLE TOGETHER, CELEBRATE DIVERSITY, AND AMPLIFY THE VOICES OF THE LGBTQ+ COMMUNITY. AS SUCH, WE PLEDGE TO UPHOLD THE FOLLOWING SOCIAL RESPONSIBILITY PRACTICES:

Inclusivity and Diversity:

Love Louder embraces and celebrates diversity in all its forms. We are committed to creating a safe, inclusive, and welcoming space for individuals of all sexual orientations, gender identities, races, ethnicities, religions, abilities, and backgrounds.

Community Engagement:

We strive to actively engage with the local LGBTQ+ community and support initiatives that promote equality, visibility, and empowerment. Through partnerships with local organizations, charities, and advocacy groups, we strive to address social issues, advance LGBTQ+ rights, and uplift marginalized voices

Environmental Awareness:

Love Louder is dedicated to minimizing our environmental footprint and promoting sustainable practices. We try our best to implement eco-friendly initiatives such as waste reduction, energy efficiency, and carbon offsetting to mitigate our impact on the environment.

Transparency and Accountability:

Love Louder operates with transparency, integrity, and accountability in all our endeavors. We are committed to open communication, ethical business practices, and responsible decision making that considers the interests of our attendees and community as a whole.

AT LOVE LOUDER, OUR CORPORATE SOCIAL RESPONSIBILITY PLEDGE IS NOT JUST A STATEMENT—IT'S A COMMITMENT TO MAKING A MEANINGFUL DIFFERENCE IN THE LIVES OF INDIVIDUALS, COMMUNITIES, AND THE WORLD WE ALL SHARE. TOGETHER, WE WILL CONTINUE TO SPREAD LOVE, ACCEPTANCE, AND EQUALITY THROUGH THE POWER OF MUSIC AND COLLECTIVE ACTION.

MARKETING STRATEGIES

Social Media Campaigning:

Love Louder will open multiple social media pages to promote are festival and appeal and capture the attention of the younger generation. We will also partner with local radios stations and partner with local influencers to create more buzz. We will also go with a non media approach with promoting our festival on billboards, flyers and creating ads in local magazines and newspapers.

Ex: Instagram, TikTok, Twitter, Facebook and Youtube accounts

Engaging media content:

Love Louder will be engaging in media content showing behind-the-scenes preparations and showing artist interviews while also Collaborating with local businesses, radio stations, and TV media in order to promote the event.

Partnerships and sponsorships

Love Louder will partner up with many different local and non-local lgbtq+ owned businesses to sponsor and promote the festival. We will also work with universities to involve students in the festival. Some companies that we will work with will consist of restaurants, bakeries, clothing stores and small businesses.

Live-streaming the festival:

Love Louder will also promote the festival through live streaming event on social media and streaming platforms for those who aren't able to attend the event in person.