

GAINESVILLE'S FREE MUSIC FESTIVAL

MAVIS
STAPLES

PATTERSON HOOD
ALL-STAR LEGENDS TRIBUTE
MISS TESS
EDAN ARCHER
THE SAVANTS OF SOUL
LPT
JASON HEDGES
MADWOMAN
RAE AND THE RAGDOLLS
MORE TO COME



DRIVE-BY
TRUCKERS

LILLY HIATT
THE HIGH DIVERS
HAVE GUN, WILL TRAVEL
SUNKAT
BAND BE EASY
MR COOL
HANNAH HARBER
STEREO VUDU
BARRY SIDES
MORE TO COME

NOV. 4-6, 2022 DEPOT PARK

Evolution

In 2017, Tom Petty Birthday Bash was created in Gainesville, FL as a way to heal over the death of the local legend. Since then, thousands of fans, volunteers, sponsors, and passionate individuals came together to make this amazing festival happen year after year. Five years later, the festival has evolved into The BASH.

2018

6,000 fans traveled from over 47 states & 7 countries for a 2 day festival



2019

8,000 fans attended and over 90% of Alachua County hotel rooms were booked

2020

Partnered with Red Light Management and the Petty Estate. Produced a virtual festival



2021

The 2021 festival was canceled due to Covid concerns



2017

2,500 fans came for a free, 5-hour concert



Bash Fans

47 States

Including Hiawii and Alaska

7 Countries

Including Canada, UK, Italy, Finland, Hong Kong and Australia



75%

Alachua County Residents

64%

Women

33%

Email Open Rate

110K

Facebook Event Reach

Virtual Festival

The collage features five news snippets from various outlets:

- Los Angeles Times:** Tom Petty 70th birthday concert to feature Stevie Nicks, Foo Fighters, Post Malone, more
- billboard:** Foo Fighters, Beck, Eddie Vedder, Post Malone to Celebrate Tom Petty's 70th Birthday at Virtual Festival
- Rolling Stone:** Foo Fighters, Beck, Stevie Nicks Set for Virtual Fest Celebrating Tom Petty's 70th Birthday. Livestream will feature performances from Adam Sandler, Chris Stapleton, Norah Jones, Mike Campbell, and Benmont Tench
- Variety:** Tom Petty's 70th Birthday Bash to Feature Foo Fighters, Beck, Brandi Carlile, Adam Sandler and a Mike Campbell/Benmont Tench Teaming
- Pitchfork:** Foo Fighters, Beck, More to Play Tom Petty Tribute Livestream
- Recording Academy Musicares:** Tom Petty's 70th Birthday Bash: Stevie Nicks, Foo Fighters, Rick Rubin & More. The free five-hour extravaganza is raising awareness and donations for the NIVA's Save Our Stages Fund, MusiCares, Arts In Medicine and
- Paste:** Lineup for Tom Petty's 70th Birthday Virtual Festival Includes Beck, Brandi Carlile and More

643,000+
Livestream viewers and listeners

#2 Most viewed live program ever on Amazon Music App

4.5+ Million
Collective fans of the participating artists reached

Supporting Local Charities

Since 2017, the main cause has been local nonprofit,
UF Health Shands Arts In Medicine.

Every day at UF Health in Gainesville, FL, professional musicians trained to work in the healthcare setting, impact the lives of patients and staff by performing music at the bedside. In addition, these musicians participate in clinical research and education programs that demonstrate the capacity of music to reduce suffering.

In 2018, we started The Music in Medicine fund, associated with UF Health, to help ensure sustainable funding for the work of these talented musicians, and the transformative work they do.

\$85,000 + has been raised for
The Music In Medicine fund



NATIONAL ARTISTS



Mavis Staples



Drive-By Truckers



Speaker Wars with STAN LYNCH*

*In the Rock and Roll Hall of Fame
The original drummer
for Tom Petty & the Heartbreaks

Patterson Hood



Lilly Hiatt



EXPOSURE

Expecting **12,000**



Promotional
Partner

City of
Gainesville

City Resources
& Support



Digital &
Retargeting Ads



TV Ad airs 3 Times Per Day on
TV 20 WCJB, CW and METV

75,817 Net Reach

with a frequency of **8** per person for

588,000

Monthly Impressions

+ 30,000

Impressions on TV20 digital platform via pre roll videos on their website.