

TUMBLE₂₀₁₉

A summer concert series: first Fridays at Park Central Square.

June 7 | July 5 | August 2 | September 6 | October 4

Event produced by Compass Rose SGF | cheers@compassrose.online



Jonathan Joseph (Billboard Hot 200) inspired a large crowd during 2018's opener.

TUMBLE: a call to gather

Tumble is a series of five family-friendly micro-fests from June–October at Park Central Square in the heart of downtown Springfield. Each month, the Square hosts three musical acts, food trucks, several family activities, dozens of retail vendors, and 1,000s of guests.

Known in recent years as (simply) “First Fridays at Park Central Square”, Tumble is free to attend, thanks to event partnerships with community businesses, artists, and retailers—large and small.

MISSION: Provide free access to live music in a public space. Foster a clean and safe environment where everybody feels comfortable and welcome. Cultivate lasting partnerships to sustain event growth. Present audiences with high-end production and performances.

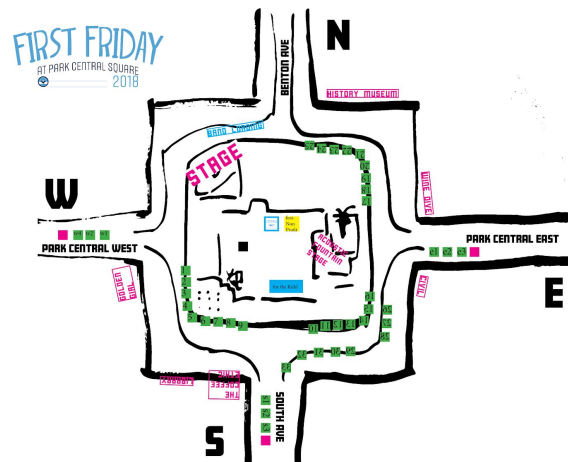


TUMBLE: a call to celebrate

Music is a vital thread in a community's culture. Top local and regional acts have graced shows at Park Central Square, a beautiful environment for a concert. In 2019, we hope to push the Tumble experience further, featuring top touring, regional, and local artist. Tumble intends to grow as a beacon for townies and travelers alike.



Example Map 2018



Anticipated Event Schedule 2019

- Production begins: Noon
- Spaces marked: 3pm
- Streets closed: 5:15pm
- Official Vendor set up: 5pm (interior spaces/extended-need set up: earlier by request)
- All vendor vehicles removed from square: 5:45pm
- Event & vendors open, cue the bands: 6pm
- Market closed: 9pm
- Headline Band Ends: 9:30/9:45pm
- Streets opened, vendor load-out: 10pm



For pedestrian safety, non-emergency vehicles will not be allowed inside Park Central Square for any reason from 5:45-10pm. All events are scheduled rain-or-shine.

Partial Planned 2019 Marketing Strategies

- Digital video/content campaign
- KSMU 91.1FM (event reads throughout week leading into event)
- Lamar Advertising (rural & highway adjacent digital billboards), Blip
- Earned and organic regional media (through releases & direct interviews to Compass Rose)
- Street Team: 100 locations in region for season poster, 50 poster locations for monthly posters, 500 hand-to-hand business card promos plus 500 more for every Headline partner, monthly chalking downtown
- 2,500 on-premise event programs
- Monthly email newsletter, weekly+ event posts, shared content posts with partners

Event Partnerships

Headline \$4,500

- “Tumble 2019 presented by ...” in all applications
- Prominent logo billing in all marketing placements (program, digital, on-premise, etc.)
- Opportunity for live interview (elevator pitch/crowd gratitude/etc.) from stage between sets at two events with brand representative
- Naming rights to specific part of event (stage, market, children’s area, headliner, opener, etc. - first come first served)
- First choice booth location (before April 1, 2019) - 10’x10’ space for retail/lead generation, etc.
- Logo and message prominent in event program
- Monthly collaborative/shared social media content (event)
- Logo in monthly email campaign (Compass Rose)
- Full backside of 500 season promo business cards

Opening Act \$1,200

- Logo on full-season posters
- Logo on all digital
- Logo on all monthly event posters
- Logo on event banners
- Monthly social share
- Listed in monthly email campaign (Compass Rose)
- Up to two additional banners on premises
- 10’x10’ booth space for retail/lead generation, etc.

Support \$650

- 10’x10’ booth space for retail/lead generation, etc.
- Logo listed in event program
- Co-host on Facebook event
- Name listed on full-season posters
- Name listed on digital calendar listings (regional news sites, social, etc.)
- Listed in monthly email campaign (Compass Rose)

Season Vendor \$200 (reserved space all 5 events)

- 10’x10’ booth space - vendor provides all needs, from ground-up (table/chairs/tents/extension cords)
- Vendor keeps all sales
- Listed on map of event program

Single Event Vendor \$75

- 10’x10’ booth space - vendor provides all needs, from ground-up (table/chairs/tents/extension cords) reserved all events
- Vendor keeps all sales

Season Food Vendor \$500 (reserved space all 5 events) *limited*

- Vendor retains all sales
- Vendor responsible for water solutions and power

All event partners and vendors must be licensed for business with the city of Springfield, Missouri. Group sales license applications are inexpensive and available at SpringfieldMo.gov. If you have any questions, please contact the city of Springfield License Division at 417-864-1617. Payment must be received by May 20, 2019 to have full benefits guaranteed. Industry-exclusive partnerships negotiable.