

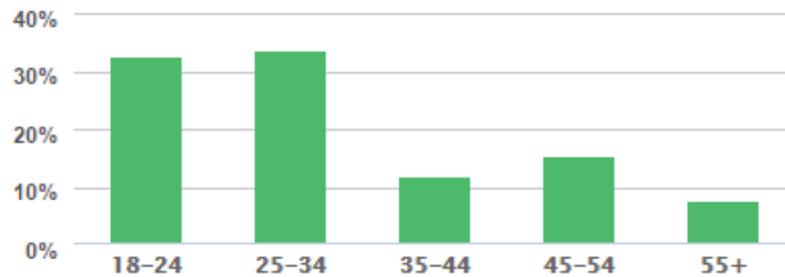


September 25 – 27
City Hall
Plaza
Boston,
MA

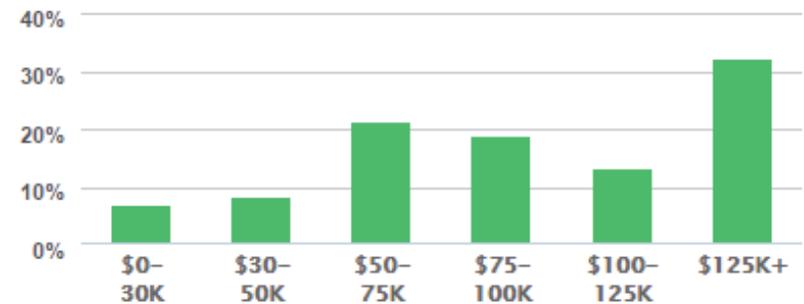


ABOUT BOSTON CALLING

Age Ranges



Income



SOCIAL

Facebook: 59,613

Instagram: 7,655

Twitter: 17,200

ATTENDEES

Friday: 18,000

Saturday: 22,000

Sunday: 22,000

THE
HUFFINGTON
POST

Boston Calling, in a world of over-stimulation and excess, is successful— it is unabashedly about the music, with as few frills as possible. Like the city itself it's blunt and to the point and we all appreciate that.



#WFMBostonCalling

FOR THE FIRST TIME, WHOLE FOODS MARKET WAS A SILVER SPONSOR OF THE SEPTEMBER BOSTON CALLING MUSIC FESTIVAL.

THIS PACKAGE INCLUDED:

- Prominent logo recognition in all Print Media
- Prominent logo & URL inclusion on bostoncalling.com/partners
- Dedicated social media outreach to Boston Calling audience
- Prominent name recognition in all audio marketing
- Prominent logo inclusion on all email blasts





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SUPPLIER PARTNERS

CIAO BELLA , MEGAFOOD, AND WILD PLANET SUSTAINABLE SEAFOOD

joined us for the 3 day weekend. With this partnership, Whole Foods Market promoted their products through social media, in-store signage, in-store Boston Calling Block Parties, and lunch pop up sales.





BLOCK PARTIES

TO RAISE AWARENESS OF OUR PARTNERSHIP WITH BOSTON CALLING AND TO PROMOTE OUR SUPPLIER PARTNERS, WHOLE FOODS MARKET HOSTED TWO BLOCK PARTIES AT CHARLES RIVER PLAZA AND CHARLESTOWN LOCATIONS.

ENTER TO WIN 3 DAY VIP PASSES

- 1 SNAP A PIC!**
Share a picture of your favorite concert memory.
- 2 PUT IT ON INSTAGRAM**
Be sure your profile is public!
- 3 TAG YOUR SHOT!**
Tag us at @WFM_Charlestown and @WholeFoodsCRP.

Logos for Boston Calling, Whole Foods Market, Ciao Bella Gelato Sorbetto, MegaFood, and Tolu Valley are displayed at the bottom.

SOCIAL CONTEST

Shoppers were encouraged to enter our Instagram contest to win a pair of 3 Day VIP Passes



All three partners (plus the Boston Calling Street Team!) joined us in-store for our Block Parties.



FESTIVAL WEEKEND SOCIAL MEDIA

CONCERT ATTENDEES WERE ENCOURAGED TO GET SOCIAL AND SHARE THEIR PHOTOS WITH THE HOPE OF WINNING AN ESSENTIA WATER PADDLEBOARD (VALUED AT \$1,000+).



ENTER TO WIN A
Essentia
PADDLEBOARD

WHOLE FOODS MARKET

Tag your favorite Boston Calling Music Festival photos with #WFMBostonCalling and @Essentia for a chance to win a brand new Stand Up Paddleboard valued at over \$1,000!

Charlestown signmakers Katelyn and Laura painted a GREETINGS FROM BOSTON mural, which became part of our #WFMBostonCalling Social Contest, which we partnered with ESSENTIA WATER.





FESTIVAL WEEKEND



Ciao Bella, MegaFood, and Wild Planet Sustainable Seafood brought the crowds over with sampling of their products.

Ciao Bella:

12,000 Individual Gelato Cups and assorted Sorbetto scoops

MegaFood:

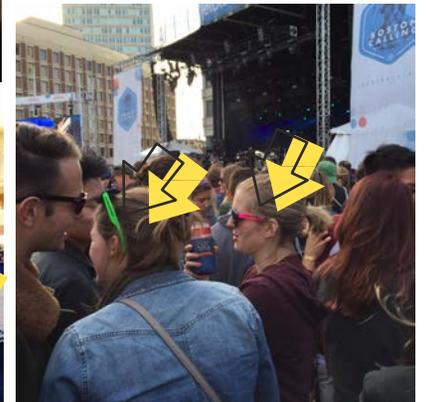
Nutrient Booster Powder Packets, Reusable Bags, Juices with Booster Powders

Wild Planet:

Individual samplings of their sustainable seafoods



Whole Foods Market passed out 3,000 branded sunglasses during the day and 5,000 glowsticks at night for maximum brand exposure.





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TEAM MEMBER SUPPORT

