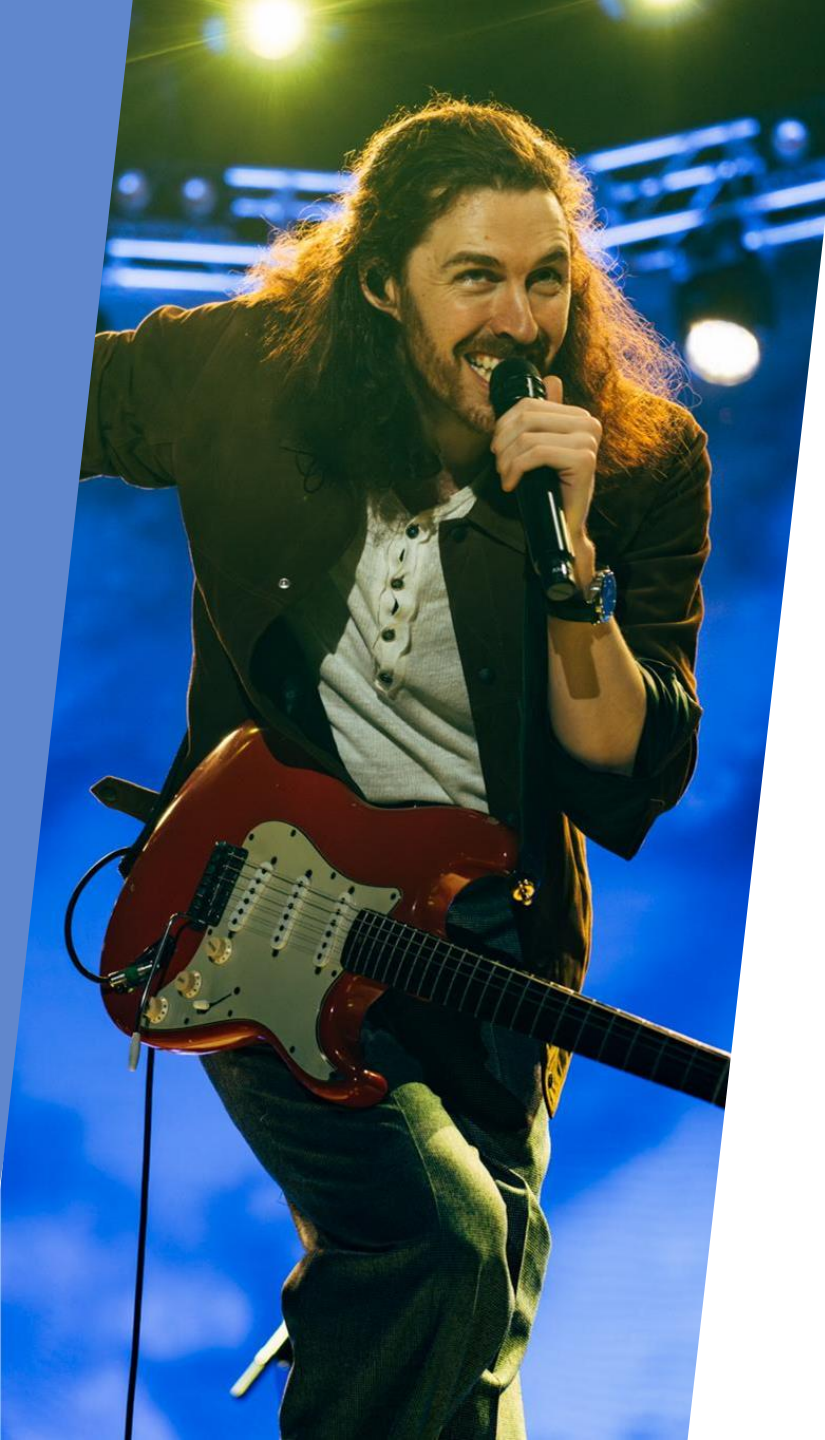


IRON BLOSSOM *music festival*

September 2025
Richmond Training Grounds
Richmond, VA

*Produced in
Partnership By:*





A CELEBRATION OF MUSIC, FOOD & LIBATIONS

2 Days. 2 Stages.

20+ Artists.

20,000+ Fans.

While surrounded by the lush greenery of downtown Richmond, Iron Blossom Music Festival showcases a world-class musical lineup.

Discover everything uniquely Richmond, from its flavorful food and hand-crafted libations to its passion for preservation and community, throughout this unforgettable weekend.

LINEUP



20+ artists. 2 stages with no overlapping sets!

EXPERIENCE IRON BLOSSOM

CELEBRATIONS OF LOCAL CULTURE IN EACH NOOK OF THE FESTIVAL



Exclusive Iron Blossom Craft Cocktails from the greatest Local & National Distilleries.



Craft Beer offerings will be a cross section of all the great craft beers of the region.

VIP Offers will include incredible views and exclusive amenities.

TARGET AUDIENCE

TOP 10 MARKETS

- ▶ Richmond, VA
- ▶ Norfolk-Hampton Roads, VA
- ▶ Charlottesville, VA
- ▶ Washington, DC
- ▶ Baltimore, MD
- ▶ Raleigh, NC
- ▶ Greensboro, NC
- ▶ Philadelphia, PA
- ▶ Wilmington, DE
- ▶ Charlotte, NC

DEMO

Age

- ▶ 05% | 18-24
- ▶ 35% | 25-34
- ▶ 35% | 35-44
- ▶ 15% | 45-54
- ▶ 10% | 55+

Gender

- ▶ 45% Male / 55% Female

Family Friendly

- ▶ 50% have a child under 18 in household

Disposable Income

- ▶ 60% have annual household income over \$75,000

Educated

- ▶ 75% completed a 4-year degree, 40% of those being graduate level

- PROJECTED MEDIA -

OVER 30 MILLION IMPRESSIONS



\$150k+
advertising
spend



10,000+
Likes



10,000+
Followers



2,000+
Followers



25,000+
Subscribers

PARTNER BENEFITS

▶ Naming Rights

- ▶ Entitlement of one of the various festival assets
 - ▶ Stages
 - ▶ VIP Lounge
 - ▶ Vendor Village

▶ Experiential

- ▶ Access to VIP Lounge prior to and throughout festival
- ▶ Opportunity to activate promotional programs on festival grounds

▶ Branding & Visibility

- ▶ Name recognition in festival press release, distributed to local and regional media outlets
- ▶ Logo/brand placement on official electronic tickets
- ▶ Logo/brand placement on signage in designated locations
- ▶ Logo/brand placement on video screens located on either side of the main stage (pre-show, intermissions, post-show)

▶ Digital Marketing & Social Media

- ▶ Logo/branding on festival website
- ▶ Opportunity for social media promotions highlighting activations of partnership. Based on availability and approval of festival staff

ALL ROADS LEAD TO IRON BLOSSOM

One of the “7 Rising U.S. cities that should be on your 2019 travel bucket list”

- TRIPADVISOR

“Richmond named the best craft beer city in the Northeast

- WANDERU

“One of the 52 places to go in 2020”

- NEW YORK TIMES

Names one of The South’s Best Food Towns

- GARDEN & GUN

On *National Geographic’s* list of “Where to travel for food”



WHO WE ARE



IMGOING is a live event entertainment company that produces concerts and events throughout the state of Virginia. IMGoing operates Atlantic Union Bank Pavilion (Portsmouth, VA) since 2005; and the Resort Management Agreement for Virginia Beach since 2009. IMGoing has produces events at most of the larger venues in VA including the Altria Theater and Carpenter Theatre. In addition to nationally touring artists and festivals it has produced, IMGoing has produced many community and military events. It's Live! On Atlantic program for the City of Virginia Beach produces over 500 events annually. No matter the size of the events, IMG's team of highly experienced professionals is up to the task. The company is based in Virginia Beach.



Grand Rising Curations is an independent concert and festival promoter producing shows and providing talent buying, marketing, ticketing and production services throughout the United States. Grand Rising is simply a declaration that they wake up inspired. They are driven to create, curate, connect fans to artists, develop careers, work with good people, remain transparent and positive and provide a level of attention and service where others cannot.



STARR HILL PRESENTS is an independently owned and operated concert promoter based in Charlottesville, Virginia promoting over 300 events each year, ranging from small club shows to multi-day festivals. The company operates multiple local venues and is a partner in festivals across the country including Bonnaroo, Outside Lands, Austin City Limits, Lollapalooza, Forecastle Festival, Wanderlust Festival, and SXSW.



Haymaker Productions offers full-service event production, and can provide expertise and hands-on logistics for everything from mobile power to artist booking. They've worked around the world, providing services for events ranging from a 2,000 person garden concerts to a Presidential Inauguration and the closing ceremonies of the Winter Olympics.

FOR CUSTOM PARTNERSHIP
OPPORTUNITIES:

CLICK HERE or visit
ironblossomfestival.com/contact

