



2026 PATRIOTIC FESTIVAL

COUNTRY WEEKEND MAY 22-24, 2026 SCOPE COMPLEX NORFOLK VA

PRODUCED IN PARTNERSHIP BY:



2026 PATRIOTIC FESTIVAL

21ST COUNTRY WEEKEND SCOPE COMPLEX, NORFOLK, VA

The Patriotic Festival is a unique music concert event honoring the men and women of the United States Armed Services.

With performances from major country artists, the festival takes place annually on the Memorial Day weekend in Norfolk – the home of the United States Navy Fleet Forces Command and of the headquarters of NATO's Joint Force Command in the United States.

- 2026 FESTIVAL: 25,000 (*projected*)
- 2025 FESTIVAL: 19,194 ATTENDEES
- 2024 FESTIVAL: 21,393 ATTENDEES
- ATTENDEES FROM ALL 50 STATES



2026 PATRIOTIC FESTIVAL

- 3-DAY COUNTRY WEEKEND
- NATIONAL COUNTRY ARTISTS
- CORPORATE & MILITARY DISPLAYS
- PRE-SHOW PLAZA ACTIVITIES
- SPONSOR SAMPLINGS & GIVEAWAYS
- GRUNTSTYLE & EAGLE 97.3 PLAZA CONCERTS

ANNOUNCEMENT ON WEDNESDAY, OCTOBER 8TH



WEEKEND MILITARY FOCUS



- Corporate donations to Children of the Fallen Patriots organization & Folds of Honor Foundation.
- Salute to our Veterans & Military Services members.

- Military Service Members of the Year honored.
- Military displays & exhibits.
- Irreverent Warriors Veterans hike.



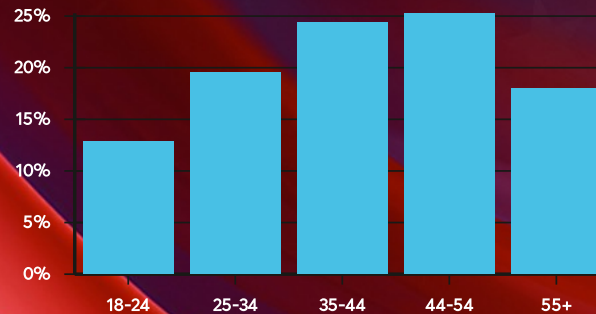
TARGET AUDIENCE

TOP 10 MARKETS

- Hampton Roads, VA
- Richmond, VA
- Northern VA
- Baltimore – Hagerstown, MD
- Raleigh – Greenville, NC
- Roanoke – Lynchburg, VA
- Charlottesville – Harrisonburg, VA
- Charlotte – Greensboro, NC
- Philadelphia, PA
- New York City, NY

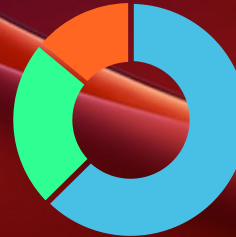
DEMOGRAPHICS

AGE RANGES



EDUCATION LEVEL

- High School or Less (62.59%)
- College (23.46%)
- Grad School (13.95%)



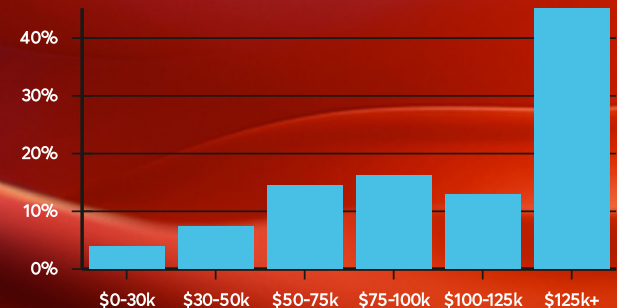
FEMALE
61%

MALE
39%

CHILD
PRESENT
76%

MARRIED
67%

INCOME



MEDIA MARKETING PLAN

- SOCIAL MEDIA CAMPAIGNS BY PATRIOTIC FESTIVAL AND RADIO MEDIA OVER INSTAGRAM, FACEBOOK, AND TIKTOK.
- SIXTEEN RADIO STATION MARKETS INCLUDE NORFOLK, RICHMOND, FREDERICKSBURG, ROANOKE, DANVILLE, GREENVILLE-RALEIGH, NC, SALISBURY, HAGERSTOWN-BALTIMORE, MD.
- SEVEN VENUES & CITY OF NORFOLK MARKETING
- WAVY TV

Seven Venues

THE CITY OF
NORFOLK

97.3
THE EAGLE

FM 99
WNOR

us106.1
REAL COUNTRY

10
WAVY.com

K95

DEE
105.7

NEW COUNTRY
107.9
YYD

99.7
CYK

REAL
COUNTRY
101.7

93.3 **WFLS**
Today's NEW Country

FROGGY
99.9

WRNS
Your Country **95.1**

104.3 **KCY COUNTRY**

WVH
KICKIN COUNTRY 92.9 FM

Bay
COUNTRY
97.9 FM

EXPERIENCE PATRIOTIC FESTIVAL COUNTRY WEEKEND

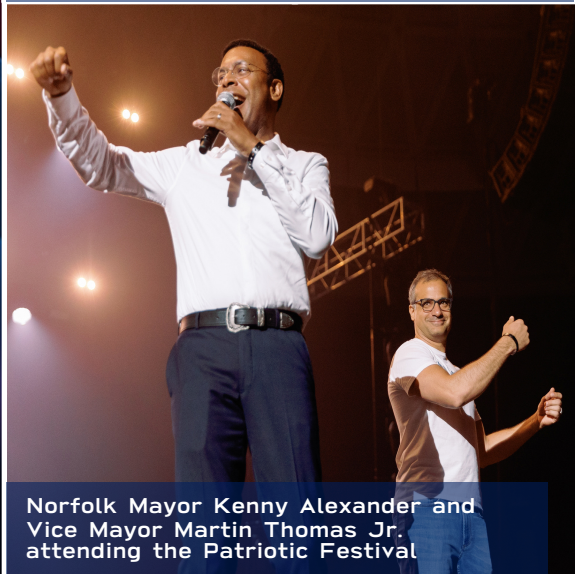
CELEBRATE OUR MILITARY SERVICE MEMBERS



Ex Hall Corporate VIP Hospitality Chalets



Experiential Plaza Corporate Displays



Norfolk Mayor Kenny Alexander and Vice Mayor Martin Thomas Jr. attending the Patriotic Festival



Plaza Pre-Concert Party Activities



Upper Concourse Corporate Displays



Military Working Dog Exhibition



Sponsor On-Stage Exposure



Scope Arena Complex

CUSTOM SPONSORSHIP ASSETS & SERVICES

EXPERIENTIAL

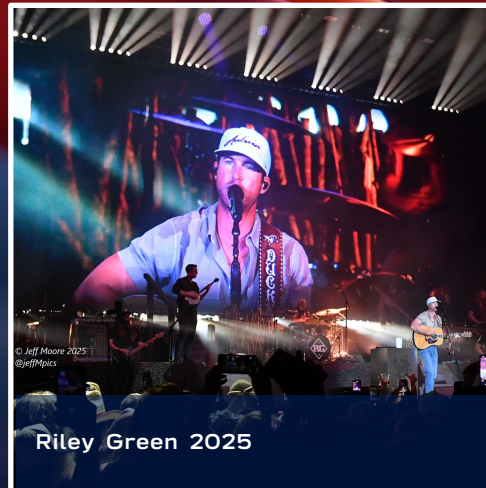
- Corporate private hospitality & VIP concert tickets
- Concert pit & reserved tickets
- Weekend garage parking passes
- Headquarter luxury accommodations
- Opportunity to activate three promotional display spaces Plaza, Upper Concourse & Corporate VIP Chalet Zone

BRANDING & EXPOSURE ON-STAGE

- Logo/ brand placement on arena video boards and Patriotic Festival website
- Stage branding recognition by Emcee
- Brand visibility on stage
- Opportunity for social media promotions
- Exclusive corporate sponsorship



Ex-Hall Corporate Private Chalets



Riley Green 2025



Corporate Sponsor
Concourse Exhibits

EXPAND YOUR SPONSORSHIP

MORE FESTIVAL SPONSORSHIP OPPORTUNITIES

VIRGINIA BEACH, VA & RICHMOND, VA



slightly
stoopid

Stick Figure

SOJA 311 IRATION

PERFORMED JUNE 21-22, 2025

POINT BREAK MUSIC FESTIVAL

Virginia Beach, VA | June 20-21, 2026



THE
LUMINEERS

VAMPIRE
WEEKEND

KHRUANGBIN

RAINBOW KITTEN SURPRISE

IRON BLOSSOM MUSIC FESTIVAL

Richmond, VA | September 20-21, 2025

WHO WE ARE



Based in Virginia Beach, Virginia, Whisper Concerts, Inc. has been booking and producing concerts since 1976 (50 years) and is one of the most respected, private-owned independent concert companies.

Specializing in Booking and Producing National Artists, including:

- The Rolling Stones
- David Bowie
- The Police
- Billy Joel
- Elton John
- Prince
- Morgan Wallen
- Luke Combs
- Jason Aldean
- Cody Johnson
- Hardy
- Riley Green

Whisper Concerts has a proven record of success as a full-service turnkey organization with services that include Event Development, National Entertainment Procurement, Artist Production, Site Management, Marketing/Promotion, Food & Beverage Operations and Corporate Sponsorship.



Welcome to IMGoing Events, where entertainment comes alive! As a full-service, independent entertainment company, we take pride in delivering unforgettable live experiences that leave a lasting impression. We are not your average event company; we are a leader in the production, operations, booking, ticketing, and marketing of sensational live entertainment events.

From multi-day festivals to concerts and everything in between, IMGoing is dedicated to curating premier experiences. Our team of professionals works to bring you the most captivating engagements, ensuring that every moment is filled with joy, excitement, and entertainment.

At IMGoing, we understand that live entertainment goes beyond the stage. We take pride in providing comprehensive services that cover every aspect of event planning and execution. From meticulous production management to strategic marketing, we handle it all, ensuring that every detail covered.



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SCOPE COMPLEX NORFOLK VA

A NON-PROFIT 501c3 ORGANIZATION

PATRIOTICFESTIVAL.COM

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