



**Date:** Sunday, July 25, 2010

**Location:** Grant & Green Streets; multiple bars in North Beach

**Time:** Outdoors 12:00pm-8:00pm, Indoors 12:00pm-2:00am

**Charity:** For The Bayou

**Event Description:** An indoor and outdoor music event showcasing over 30 bands at various bars along Grant and Green Streets in North Beach. The headlining band will be featured on an outdoor stage as the final show of the day. All of this will be included in one ticket price, although VIP tickets and backstage passes will be available as well. Attendees will be able to vote by a balloting process for their favorite band/s of the day, who will then be awarded at a separate award ceremony.

**Attendance:** 3,000 - 5,000 minimum

**Demo:** All-ages at outdoor stage; 21-45 years of age in venues

**Media in the Market Place:**

Music showcase pull-out supplement

Full page, 4c ads in SF Weekly

Radio spots

Ballot boxes

Table tents

Large Posters

Rack cards

All Shook Down Music showcase T-shirts

Pocket guides

Ballots

Award ceremony invites

Promotion at Livenation and Golden Voice music venues (i.e. Fillmore, Warfield)