

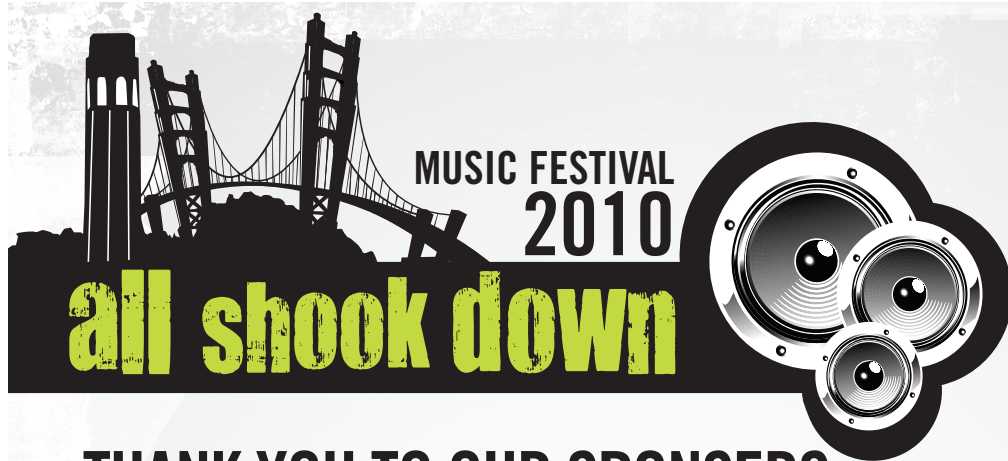


all shook down

MUSIC FESTIVAL
2010

EVENT RECAP





THANK YOU TO OUR SPONSORS

PRESENTING SPONSOR

SCION

EVENT SPONSORS

NEW BELGIUM

TEQUILA CORRALEJO

SEAGRAM'S SWEET TEA VODKA

CRYSTAL HEAD VODKA

MEDITHRIVE

LIKEME.NET

YAKPAK

MUSIC CATEGORY SPONSORS

VITAMIN WATER

PARKMERCED

AUDIO VISION

PAPALOTE MEXICAN GRILL

A TASTE OF HAPPINESS

DIVINITY TREE

OTM FIGHT SHOP

SPONSOR BOOTHS

ROOSEVELT TAMALE

MISSION MINIS

VENDOR BOOTHS

MOG RADIO

SAE

KINGDOM CAKE

BURGERMEISTER

THE BOARDROOM

CUPS & CAKES BAKERY

CHROME BAGS

LET'S BE FRANK

TUNE TREE

OTM FIGHT SHOP

INDOSOLES

LIVE105 FM





EVENT OVERVIEW

SF WEEKLY'S ALL SHOOK DOWN MUSIC FESTIVAL 2010

All Shook Down presented itself to be a showcase of eclectic local, national and international music all taking place for one day in San Francisco's historic North Beach neighborhood. It featured live music from more than 30 artists on an outdoor stage and within the unique venues along Grant Avenue and Green Street which included Mojito, Grant and Green Saloon, Maggie McGarry's, Royale, Savoy Tivoli, The Church Key, Columbus Café and Amante. Bocce Restaurant was featured as the VIP lounge where attendees could go to relax, eat, drink and receive a Yak-Pak gift bag filled with festival goodies.

Headlining the event was the internationally acclaimed pop artist Neon Indian and future-soul diva Janelle Monae. All Shook Down also unveiled the nominees for the 2010 SF Weekly Music Awards by enabling festival attendees to vote onsite via SMS texts. All of the nominees performed at the festival and they were Forrest Day, Birds and Batteries, Santero, The Jazz Mafia All Stars, The Park, Joe Bagale, Boca do Rio, A.B. & the Sea, the Oakland Faders feat. Zeph, Platur & Enki, Ghosts on Tape, Disco Shawn, Mozaic, Afrolicious DJ Set, The Brass Mafia, Mister Loveless, Ty Segall, Grass Widow, The Rondo Brothers with the Foreign Globester, the Ferocious Few, Citay, Bare Wires, Tiny Television, Personal & the Pizzas, Odessa Chen, Sonny & the Sunsets, Crystal Monee Hall, Swoop Unit, Eric Sharp and Derek Hena. All Shook Down also featured more than 20 food, art and merchandise vendors.

COMMUNITY PARTNERS:

All Shook Down benefitted For the Bayou, a non-profit dedicated to helping restore and protect Louisiana's wetlands and wildlife and to aid and assist in the humanitarian needs of its citizens in the event of a disaster. Please visit www.forthethebayou.org for more information.

SF Weekly tapped North Beach Jazz Fest veterans Sunset Promotions to assist with production support for All Shook Down.

SF Weekly teamed up with promotional partners Eye Heart SF, Nate Mezmer Presents, Crawl SF and 1M Entertainment to help drive ticket sales and inform the people of San Francisco about this great festival.

EVENT STATS:

DATE // Sunday, July 25, 2010

HOURS // 12pm-7pm outdoors // 12pm-2am indoors

ATTENDANCE // 6,000+

8 indoor venues

1 outdoor stage



**CONTACT: MELISSA GLASS**

Marketing Coordinator
Melissa.Glass@sfweekly.com
Phone: (415) 536.8102
Fax: (415) 541.9096

185 Berry Street
Lobby 5, STE 3800
San Francisco, CA 94107
www.sfweekly.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

*SF Weekly Announces Lineup For New Music Festival 'All Shook Down'
Headliners Include Neon Indian and Janelle Monáe as Festival Brings Music Back
to the Heart of North Beach on July 25*

SAN FRANCISCO, June 23, 2010 — San Francisco's historic North Beach neighborhood will once again come alive as host to the city's newest music festival, "All Shook Down" on July 25. Presented by *SF Weekly*, the Bay Area's premiere music, arts and entertainment news source, and Scion, "All Shook Down" is a showcase of eclectic local, national and international music. With production support provided by North Beach Jazz Fest veterans *Sunset Promotions*, the event will feature live music from more than 30 artists in several centrally located intimate venues on Grant & Green streets and an outdoor stage within the neighborhood.

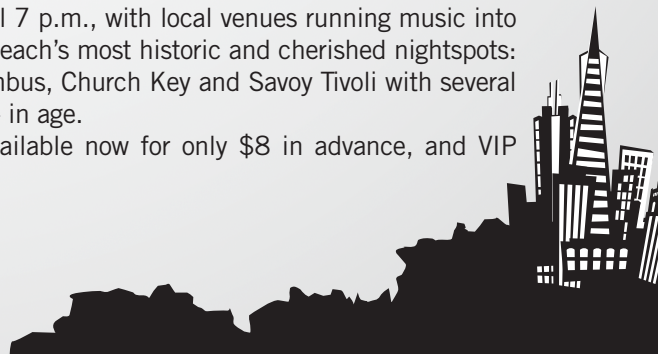
Headlining the event on the outdoor stage will be internationally acclaimed indie-pop artist Neon Indian and future-soul diva Janelle Monáe. All Shook Down will also unveil the nominees for the 2010 *SF Weekly* Music Awards, and attendees will be able to submit their votes on-site. Many of the nominees will be performing at the festival. The outdoor stage and festival area will be all ages.

Among the confirmed local artists are Forrest Day, Birds & Batteries, Santero, The Jazz Mafia All Stars, The Park, Joe Bagale, Boca do Rio, A.B. & The Sea, The Oakland Faders feat. Zeph, Platur & Enki, Ghosts on Tape, Disco Shawn, Mozaic, Afrolicious DJ Set, The Brass Mafia, Mister Loveless, Ty Segall, Grass Widow, The Rondo Brother w/ The Foreign Globester, The Ferocious Few, Citay, Bare Wares, Tiny Television, Personal & the Pizzas, Odessa Chen, Sonny & the Sunsets, Crystal Monet Hall, Swoop Unit, Eric Sharp, Derek Hena and more to be announced.

"It was important for us to carry on the legacy of the North Beach Jazz Festival, which was always a wonderful event for the neighborhood, and really an ode to the cultural importance of North Beach," said *SF Weekly* music editor Ian Port. "We hand-picked the artists playing the festival to showcase a huge range of great local artists and provide something for everyone. All Shook Down is designed to be a benefit and tribute to the neighborhood for years to come."

In addition to the musical festivities, All Shook Down will also feature more than 20 food, art, and merchandise vendors. The daytime portion of the event will run from noon until 7 p.m., with local venues running music into the evening. Among the participating venues are some of North Beach's most historic and cherished nightspots: Amante, Grant & Green, Maggie McGarry's, Mojito, Royale, Columbus, Church Key and Savoy Tivoli with several more to be announced. These venues will only admit persons 21+ in age.

The whole festival is accessible with one single-price ticket, available now for only \$8 in advance, and VIP





packages are also available for \$40. General admission tickets will be available for \$10 once the presale has concluded. Tickets are available now at <http://allshookdown.eventbrite.com/>. More information will be available at sfweekly.com, sfallshookdown.com and sunsetpromotions.com as the festival approaches.

A portion of the proceeds will benefit "For the Bayou," a non-profit organization helping restore and protect Louisiana's wetlands and wildlife and to assist in the humanitarian needs of its citizens in the event of a disaster. Please visit www.forthethebayou.org for more information.

Special thanks to our sponsors and partners for helping to make this event possible: Scion, New Belgium, Infinium Spirits, Medithrive and LikeMe.net. Promotional support provided by: Crawl SF, Nate Mezmer Presents, Eye Heart SF, 1M Entertainment and MOG Radio.

If you are interested in being a participating vendor, please contact info@sunsetpromotions.net. For more information on this event and available sponsorship opportunities, please contact: Melissa Glass at Melissa.Glass@sfweekly.com or call 415.536.8102

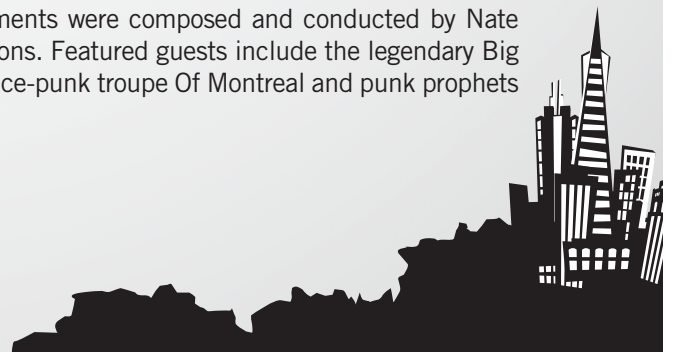
More information on headlining artists:

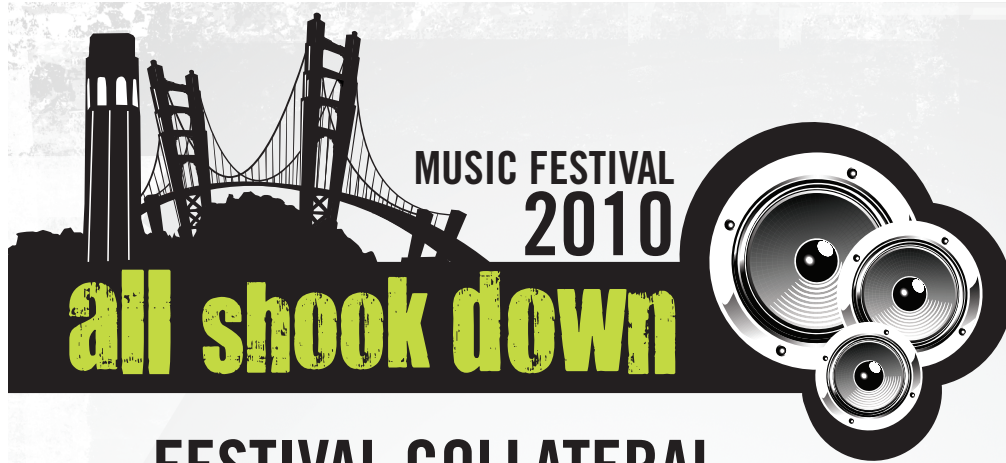
Neon Indian - An elusive new project from composer Alan Palomo, Neon Indian delivers equal parts synthetic nostalgia, dreampop lullabies, and grinding guitar noise to create something eerier than the sum of its parts. Forged after a hazy winter gathering in Texas, this initial batch of tracks was the result of field recordings, record samples and a collection of bizarre synth sounds. Orbiting around the themes of drug-induced heartbreak, weary afternoons, and lost chances, this music provides a lush soundtrack to the deadbeat exploits of teenage ennui.

Neon Indian's bedroom ballads have already forged the upcoming *Psychic Chasms*, set for release this summer. They've been compared to New Order, Future Bible Heroes, and most recently said to sound like a saw-wave cutting a Doobie Brother's song in half. Expect much racket to be had from this fresh-faced crew.

Janelle Monáe - She's been called "a different kind of diva" by *Vogue Magazine* and "a true visionary... one of the most important signings of my career" by Sean "Diddy" Combs. For singer, songwriter, and high funkstress Janelle Monáe, however, the impetus remains the same as it's been since before her Grammy-nominated debut EP *Metropolis, Suite I: The Chase* captured the imaginations of fans and fellow artists. As she readies her first full-length LP, *The ArchAndroid*, her focus remains on stirring your soul, moving your feet and simply, creating good music.

The ArchAndroid is a soaring, orchestral trip enlivened with blockbuster vocals, mysterious imagery, and notes of 60's pop and jazz. "It's an organic symphonic sound," says Monáe, who enlisted the talents of the Wondaland ArchOrchestra to realize her sound. Elaborate orchestral arrangements were composed and conducted by Nate "Rocket" Wonder and Roman GianArthur for Wondaland Productions. Featured guests include the legendary Big Boi of OutKast, renowned poet Saul Williams, the psychedelic dance-punk troupe Of Montreal and punk prophets Deep Cotton.





FESTIVAL COLLATERAL

SCION PRESENTS

JULY 25TH 30+ BANDS 10 VENUES
GRANT AND GREEN ST // NORTH BEACH

NEON INDIAN
JANELLE MONAE

FORREST DAY // BIRDS & BATTERIES // SANTERO // THE JAZZ MAFIA ALL STARS // THE PARK
JOE BAGALE // BOCA DO RIO // A.B. & THE SEA // THE OAKLAND FADERS feat. ZEPH, PLATURN & ENKI
GHOSTS ON TAPE // DISCO SHAWN // MOZAIK // AFROLICIOUS DJ SET // THE BRASS MAFIA
MISTER LOVELESS // TY SEGALL // GRASS WIDOW // THE RONDO BROTHERS w. THE FOREIGN GLOBESTER
THE FEROCIOUS FEW // CITAY // BARE WIRES // TINY TELEVISION // PERSONAL & THE PIZZAS
ODESSA CHEN // SONNY & THE SUNSETS // CRYSTAL MONEE HALL
SWOOP UNIT // ERIC SHARP // DEREK HENA

GET TICKETS AT
SFALLSHOOKDOWN.COM

\$14 WRISTBANDS
\$18 AT THE DOOR // \$40 VIP
ON SALE NOW AT SFALLSHOOKDOWN.COM

all shook down
MUSIC FESTIVAL 2010

SPONSORS: SWEET TEA, CRYSTAL HEAD, LIKEME.NET, MEDITHRIVE, CORRALEJO, SCIONIFY, SWEET TEA, CRYSTAL HEAD, LIKEME.NET, MEDITHRIVE, CORRALEJO, SCIONIFY.

PROMOTIONAL PARTNERS: SUNSET, SF, M, SP, MOG.

PARTIAL PROCEEDS TO BENEFIT IMMEDIATE GULF COAST RELIEF PROVIDED BY FORTHEBAYOU.ORG

// FULL PAGE AD



// LOGO

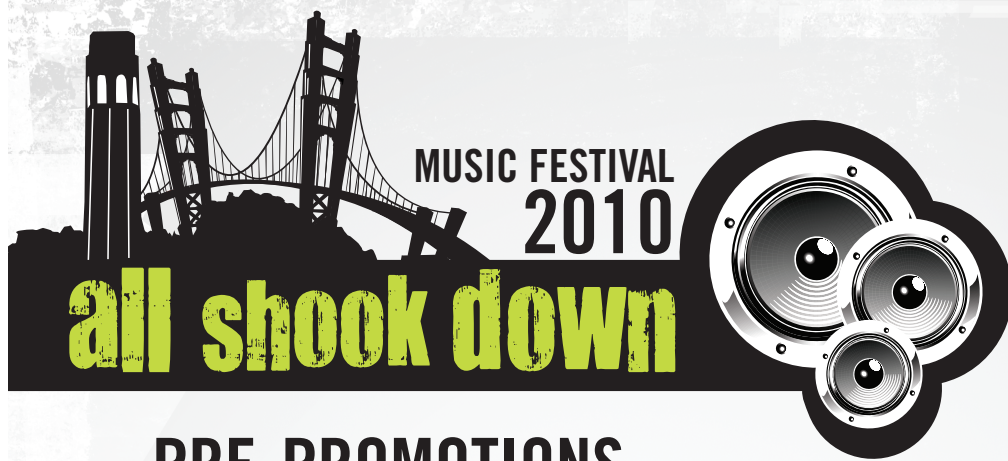


// FOR THE BAYOU LOGO

###

SF Weekly is San Francisco's smartest publication. That's because we take journalism seriously, but not so seriously that we let ourselves be guided by an agenda. In fact, we cherish our political independence. Over the past decade, we've earned dozens of regional and national journalism awards. Add to our array of public-interest stories and humor columns a comprehensive entertainment guide and you'll see why *SF Weekly* has acquired a loyal readership of active, urban professionals, an audience as diverse as the city we cover





PRE-PROMOTIONS

Working with local radio stations and blogs, we were able to have multiple ticket giveaways for All Shook Down leading up to the event, along with posts that included the schedule for the music at the festival, artist bios and music samples.



LIVE 105

Win passes to SF Weekly's
All Shook Down Music Festival
July 15, 2010



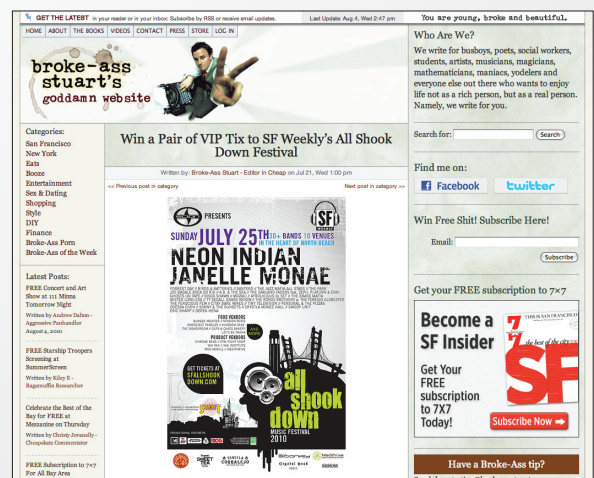
EPIC SAUCE

Win Tickets to the All Shook Down Music
Festival with Neon Indian, Ty Segall,
Grass Widow, Ghosts on Tape and more
July 20, 2010



FUNCHEAP SF

SF WEEKLY'S "ALL SHOOK DOWN" MUSIC
STREET FESTIVAL | NORTH BEACH



BROKEASSSTUART BLOG






SCIONIFY.US

MOG.COM


Music Playlists



[MOG](#)
[+ Sign Posts](#)
[+ Win a Free Pair of VIP Passes to SF Weekly's All Shook Down Festival](#)


[Music](#)
[News & Reviews](#)
[Playlists](#)
[MOGcreative](#)

[Main](#)
[All](#)
[Rock](#)
[Electronic](#)
[Hip-hop](#)
[Folk](#)
[Jazz](#)
[R&B/Soul](#)
[Blues](#)
[World](#)
[Country](#)



MOG FEATURES

[\(Remove\)](#)



Win a Free Pair of VIP Passes to SF Weekly's All Shook Down Festival!

Posted about 15 hours ago

Artist: [Janella Monáe](#)
 Album: [ArchAndroid](#)
 Track: [1](#) [Tightrope](#)

Future soul funkstress Janella Monáe and chillewave wonderkid Non Indian are coming to San Francisco. Want in for free? Easy! Enter MOG's contest to win a pair of VIP passes to SF Weekly's All Shook Down Festival on Sunday, July 25th.

Head right in the middle of San Francisco's historic North Beach District, the festival will feature more than 30 performers – some featured on the main outdoor stage, and others inside the many music venues lining the North Beach streets. In addition to the aforementioned headliners, the likes of [Gryffindor](#), [Boca Do Rio](#), [The Jazz Mafia All Stars](#), [Odessa Ocean](#), and [Ghosts On Tape](#) are all in attendance.

The pair of VIP passes will give you access to the exclusive VIP lounge, free refreshments, a gift bag packed full of free swag, and preferred entry into the indoor venues. While the outdoor parts of the festival are open to all ages, you must be 21 or enter one of the indoor venues.


So... how do you win? Simple! Just check out the complete list of performers [here](#), then visit our [Facebook](#) page and tell us who you're looking forward to seeing the most (and then you want to see them). The contest will run until Friday, July 16th, and a winner will be announced on Monday July 16th. The most creative/interesting response will win. Good luck!

[READ MORE FEATURES, NEWS, AND REVIEWS](#)


[Permalink](#)
[\(Comments\) 0](#)

[+ add to del.icio.us](#)
[+ tweet](#)
[+ digg this](#)


[+ share on facebook](#)




Janella Monáe: [Coldwar \(Wondamix\)](#)
[by](#) [YouTube.com](#) 16 days ago




New Video: Janella Monáe: Fast, B.O.B & Luce Piasco : Tightrope (Wondamix)
[by](#) [S.L.M. Magallane](#) 6 days ago



VIDEO: Janella Monáe's "Open Happiness"
[Coca-Cola commercial](#)
[by](#) [YouTube.com](#) 1 days ago




[Download] Janella Monáe - "Cold War (Wondamix)"
[by](#) some kind of awesome 7 Big boys




Music: Janella Monáe ft. Bi by (Organized Music Remixed)
[by](#) [AtlantaJrkmix](#) 8 days ago


[MORE LIKE JANELLA MONÁE POSTS >](#)




Recent Reviews




What's Buzzing in My Ears - Songs of William
[by](#) [Songs of William](#)




H108 Boston - Boston (1976)
[by](#) [Boston](#)



H112 Eric Clapton - 461 Ocean Boulevard
[by](#) [Eric Clapton](#)



Real Thing by Faith No More (1989)
[by](#) [Real Thing](#)



Wayback Wednesday - The Youngbloods
[by](#) [Get Together: The Essential Youngbloods](#)
[by](#) [The Youngbloods](#)

[MORE ALBUM REVIEWS >](#)

21

MOOGED IT UP



PRE-PROMOTIONS

The All Shook Down kick-off party that raised money for our festival charity "For The Bayou" (forthebayou.org) took place at the Great American Music Hall on Friday, July 23, 2010 and featured New Orleans funk superstars Ivan Neville's DUMPSTAPHUNK and Bay Area heroes Joe Bagale and Crystal Monee Hall.

SUNSET PROMOTIONS **SF WEEKLY** **FOR THE BAYOU**

PRESENT A BENEFIT FOR GULF COAST RELIEF
FEATURING NEW ORLEANS FUNK HEROES

IVAN NEVILLE'S DUMPSTAPHUNK

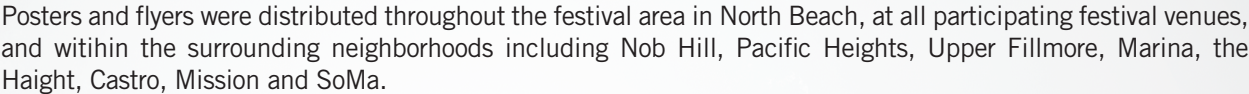
all shook down
MUSIC FESTIVAL 2010

AND PERFORMANCES BY JOE BAGALE & CRYSTAL MONEE HALL

ALL SHOW PROFITS TO BENEFIT FOR THE BAYOU
WWW.FORTHEBAYOU.ORG

FRIDAY, JULY 23
GREAT AMERICAN MUSIC HALL
850 O'FARRELL ST., SF | 8:00PM DOORS - TIX AT GAMA BOX OFFICE
WWW.SUNSETTICKETS.COM

SCIONIFY **Sweet Tea Vodka** **Crystal Head VODKA** **TEQUILA CORRALEJO** **Medithrive MEDICAL MARIJUANA PROVIDER** **LikeMeNet**





PRINT PROMOTIONS

RACK CARDS // PRINT ADS

// RACK CARD

The rack cards were printed and displayed on over 1700 of SF Weekly racks throughout the city of San Francisco.

// PRINT AD

Ads began over a month out from All Shook Down, resulting in a total of six full page print ads, including one in the special Summer Guide issue.





ONLINE/DIGITAL PROMOTIONS

SFALLSHOOKDOWN.COM

SF Weekly created a special microsite for the festival at sfallshookdown.com which allowed viewers to check out the festival sponsors, promotional partners, venues, VIP experience, map and schedule, vendors, For the Bayou charity, information on how to vote for your favorite bands via SMS texts and where to buy tickets.

All Shook Down was also featured on www.sfweekly.com in the Promotional Events and Free Stuff section, along with multiple Promotional e-newsletters.

VENUE	TIME	ARTIST
Crystal Head Hall	12:45 p.m.	Crystal Head
	1:00 p.m.	The Jazz Mafia All Stars
	2:30-3:45 p.m.	Forrest Day
	4:20-5:30 p.m.	Janelle Monáe
Neon Indian	6 p.m.	Neon Indian
	8 p.m.	Neon Indian
Mojito	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
The Park	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
Grant & Green Saloon	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
Crystal Head	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
Sweet Tea	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
Mojito	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day
Savoy Tivoli	10:30-11:30 p.m.	Forrest Day
	11:30-12:30 a.m.	Forrest Day

SFALLSHOOKDOWN.COM





ONLINE/DIGITAL PROMOTIONS SOCIAL MEDIA

All Shook Down was also posted on multiple Social Media websites.

SCIONIFY.US



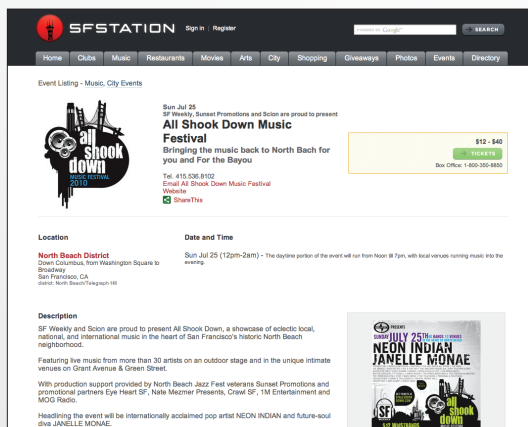
TWITTER



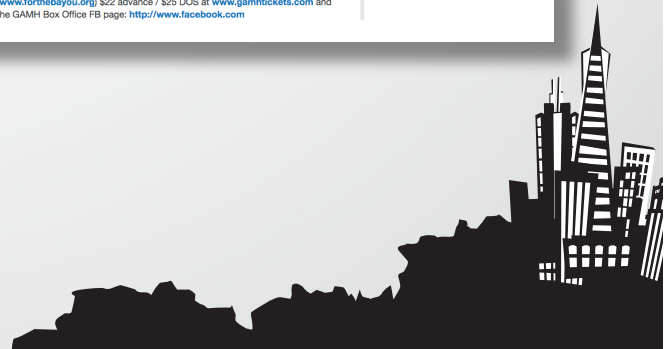
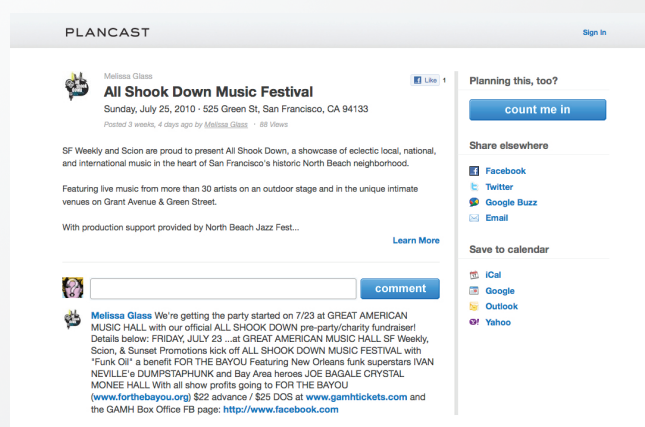
GOING.COM

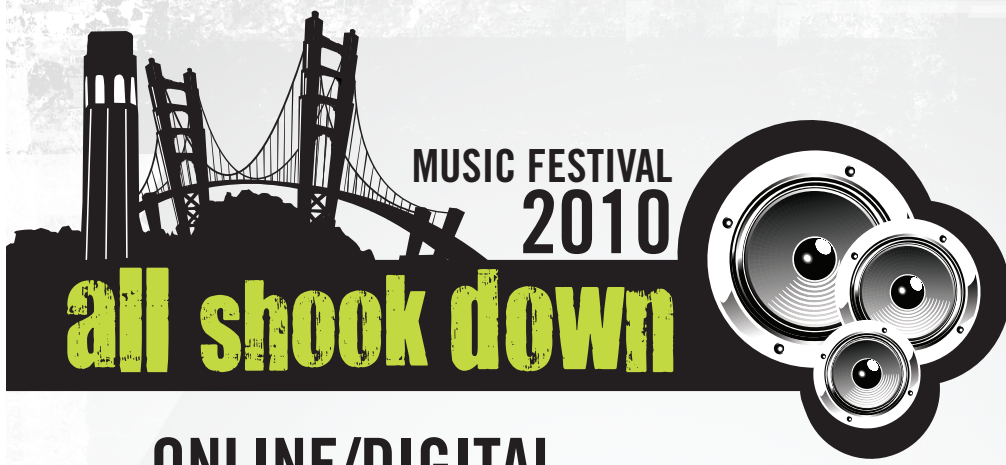


SFSTATION.COM



PLANCAST





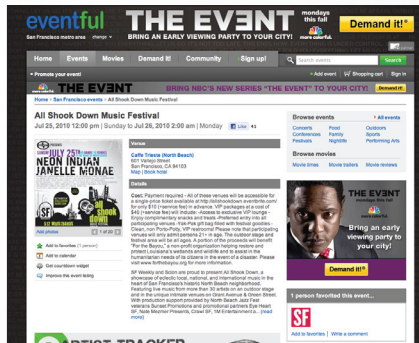
ONLINE/DIGITAL PROMOTIONS SOCIAL MEDIA

All Shook Down was also posted on multiple Social Media websites.

FACEBOOK



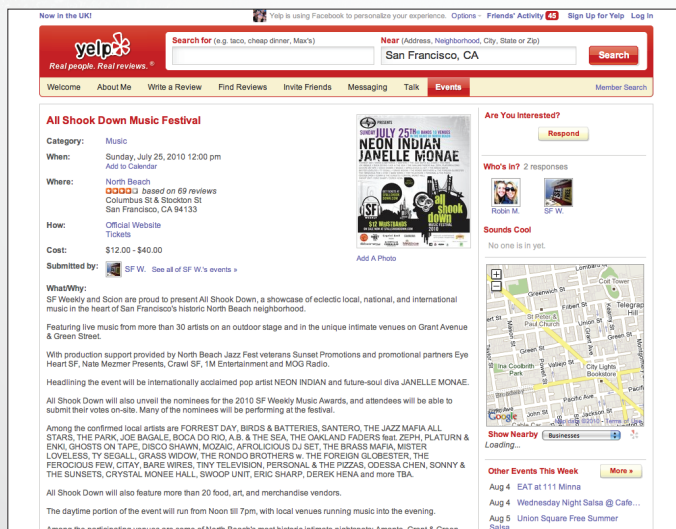
EVENTFUL



UPCOMING.COM

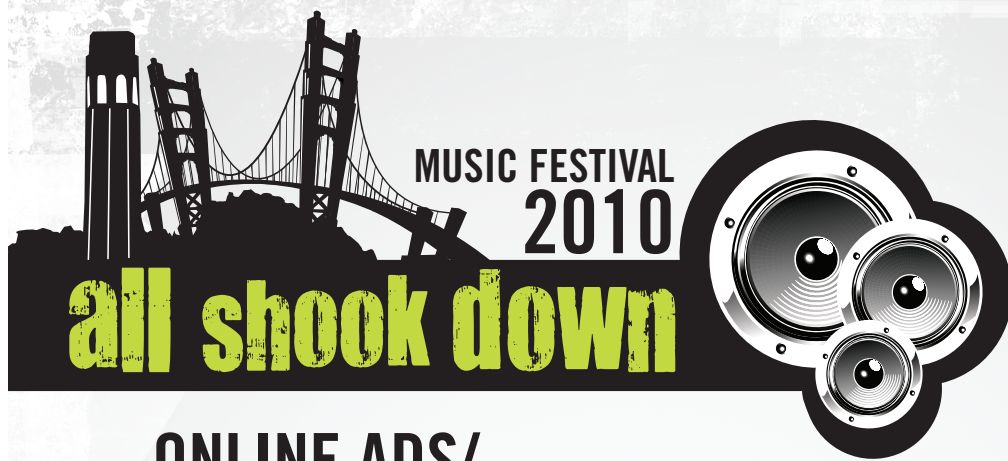


YELP.COM



TWEETVITE





ONLINE ADS/ NEWSLETTER ADS

Ads ran on www.sfweekly.com, MOG.com and in SF Weekly e-newsletter leading up to All Shook Down.

THE RAD REPORT
CALIFORNIA KNOWS YOUR TASTE

Interviews • alternative rock • punk rock • indie • concerts

The Beach Boys to reunite for concert
SUBMITTED BY EDORE ON THU, 07/22/2010 - 08:14

The living members of the Beach Boys are set to reunite for a massive free concert, possibly in San Francisco's Golden Gate Park. The surf rock pioneers will be celebrating the 50th anniversary of the band. Founding member Al Jardine has told Rolling Stone that Brian Wilson, Mike Love, Bruce Johnston, and himself are planning to reunite for at least one show. A nationwide tour could follow.

"We're definitely doing at least one show. It's a big deal. I don't know where it will be yet, but it probably be free. Golden Gate Park was mentioned, as was the Mall in Washington, DC, and the north shore of Chicago by the beach."

Love, Johnston, and Wilson have toured separately for years.

myplay Featured Artists VIDEOS SHOP CONTESTS NEWSLETTERS

Korn

NEWS • MUSIC • BIO • TOUR • MESSAGE BOARD
VIDEOS • KORN TV • KORN.COM

FEATURING **NEON INDIAN** AND **JANELLE MONÁE**

DOWNLOAD KORN DIGITAL MUSIC:

KoRn Family Values 2006 Summer Tour Dates!
Click here for the dates!

MOG All Access
The Most Sophisticated, User-Friendly Music Player on the Web.

- Millions of songs for one flat monthly fee (vs. per-track on iTunes)
- Radio you can control (unlike Pandora)
- Unrivaled Discovery & Easy Sharing

TRY IT FREE

MOG is where your music listening dreams come true. All of them. Weird.

Enter an artist, album, or song

This search does more than you can imagine! WATCH THE VIDEO » | or just watch the MOG OVERVIEW »

"ARTIST ONLY" RADIO Or search for any artist above to create your own station!

Rock	Pop	Hip-Hop	We Like!
• Aerosmith	• Rihanna	• Ludacris	• The Arcade Fire
• Janis Joplin	• Jason Derulo	• David Banner	• Aloe Blacc
• Motörhead	• Kanye	• Wiz Khalifa	• The Smiths
• The Dead Weather	• Regina Spektor	• E-P	• The Roots
• The Strokes	• Dixie Chicks	• KRS-One	• Caribou

FEATURING NEON INDIAN AND JANELLE MONÁE

New Releases

powered by **Energize**

Disconnect From Desire
100 Miles From Memphis
The War Report Part II
Dark Night Of The Soul
MAYA (Deluxe) (Parents)
by School Of Seven Bells
by Sheryl
by Cascone-N
by Sparkhorse
by M.I.A.

Mogger Playlists

• Arena Rock
19 plays
by DavidDove
All songs featured in your

SF WEEKLY PROMO NEWSLETTER

A 13 & ZOMBIE PRODUCTION
GORILLAZ SATURDAY, OCTOBER 30
ESCAPE TO PLASTIC BEACH TOUR ORACLE ARENA ON SALE FRIDAY AT 10AM!

{ FEATURED EVENT }

ALL ELECTRIC! • HOT & HYBRID! • NO GAS! • NO EMISSIONS!
wheego
LET ME TELL YOU ABOUT MY
TRY ONE FOR YOURSELF!
CLICK HERE TO LEARN MORE

{ WEEKLY PROMOTIONS }

Private Outdoor Hot Tubs
\$200 for 2 people. Escape to Mill Valley to experience an outdoor hot tub, cedar or infrared sauna, and therapeutic massage. Hot Tubs are shaded by Redwood trees and secluded in their own peaceful space with total privacy. Six minutes from the Golden Gate. Mention SF Weekly for promotion.

{ CHECK OUT MORE }

All Shook Down Music Festival
SF Weekly presents its All Shook Down Music Festival on Sunday, July 25th, at Grant Avenue & Green Street in the heart of North Beach. Over 30 local bands, food and retail vendors and an outdoor stage featuring 2 national headliners: Neon Indian (sold out at Mezzanine to 1000 people last month) and Janelle Monáe (singing hit songs from her newly released album ArchAndroid). Get your tickets today at allshookdown.com

{ WANT MORE }

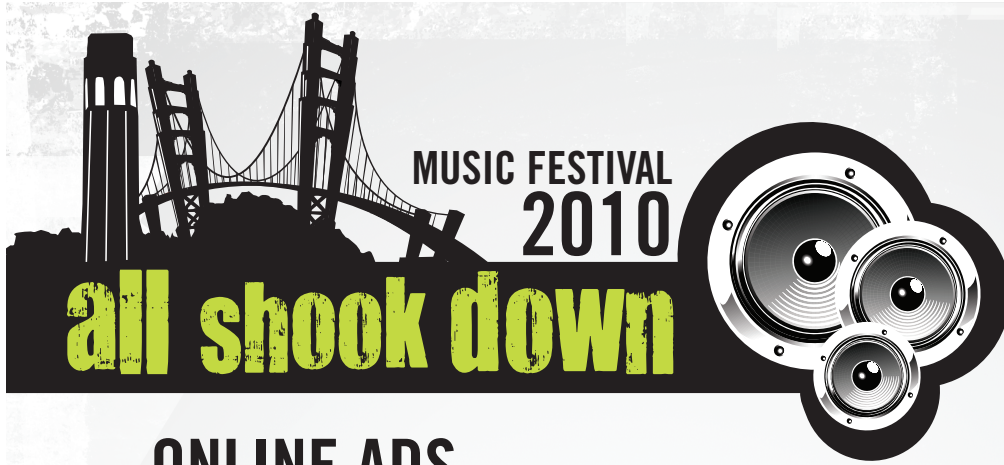
It's A Party In Your Inbox
Dining • Music • Events
Sign up for more email newsletters

{ FREE STUFF }

Enter to Win tickets for NightLife
(MORE DETAILS)

Enter to win tickets to Summer Festival presented by Robert Mondavi Winery & Napa Valley
(MORE DETAILS)

Win 2 tickets to SF Sketchfest's Summer Nights Cinematic Titanic
(MORE DETAILS)



ONLINE ADS

TOTAL NUMBER OF IMPRESSIONS: OVER 1 MILLION

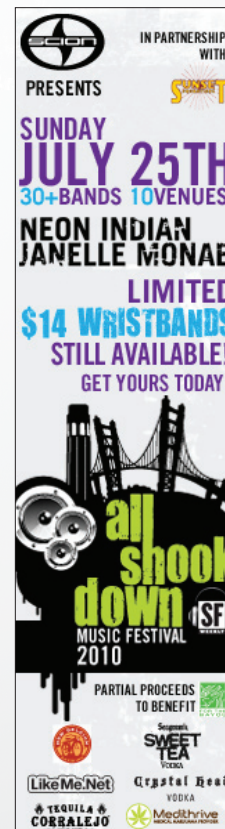


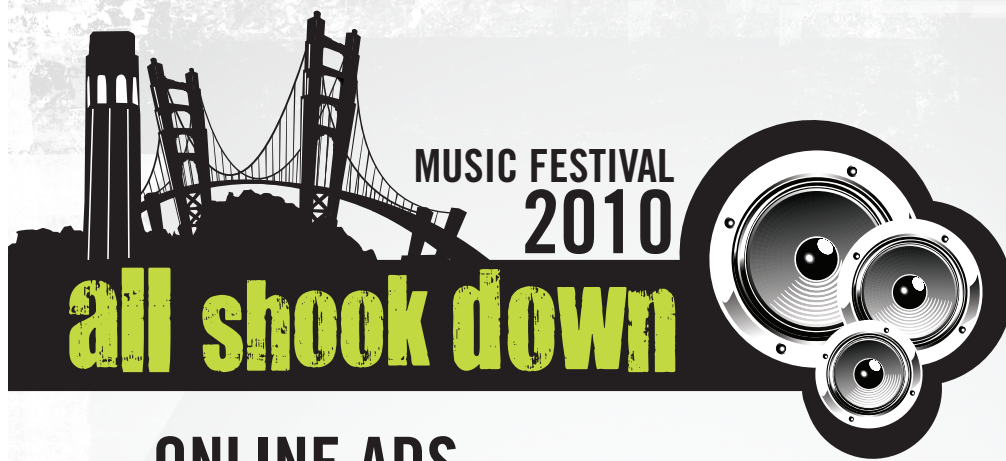
PENCIL

HALF PAGE



SKYSCRAPER



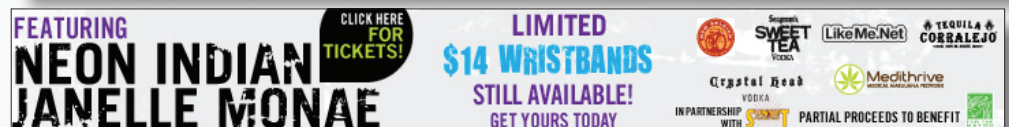


ONLINE ADS

TOTAL NUMBER OF IMPRESSIONS: OVER 1 MILLION



SPOT LIGHT

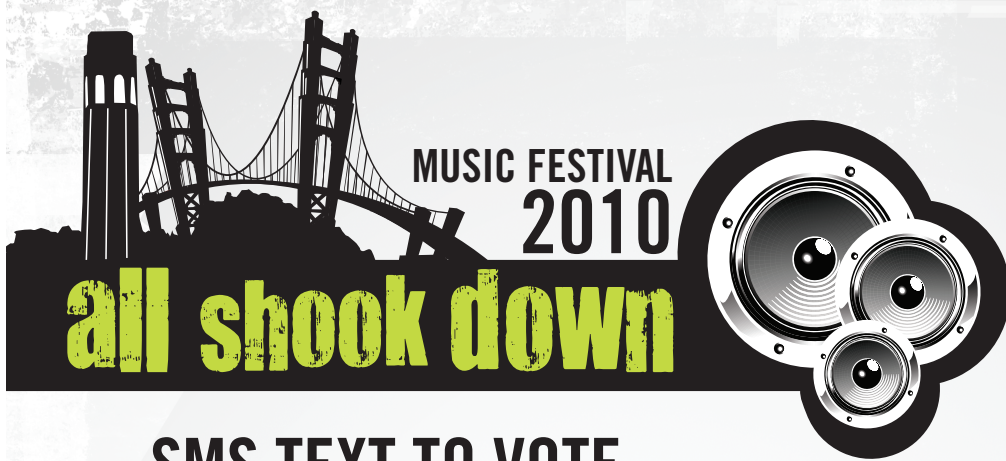


LEADERBOARD



RECTANGLE





SMS TEXT TO VOTE

Attendees could vote for their favorite bands throughout the festival. Once tallied, SF Weekly held a private awards ceremony at the Vitamin Water Social Club and gave the winners a microphone trophy.

VOTE FOR YOUR FAVORITE BANDS! TEXT YOUR PICKS TO 22333

MAIN STAGE	KEYWORDS
Crystal Monee Hall	CRYSTAL
The Jazz Mafia All Stars	JAZZMAFIA
Forrest Day	FORREST
Janelle Monae	JANELLE
Neon Indian	NINDIAN
MOJITO	
Afrolicious DJs	AFRODJS
The Rondo Bothers with the Foreign Globester	RONDOBROS
The Park	THEPARK
Forrest Day	FORRESTD
GRANT & GREEN SALOON	
Brass Mafia	BRASSMAFIA
Swoop Unit	SWOOPUNIT
Joe Bagale	JOEB
MAGGIE MCGARRY'S	
Mister Loveless	MRLOVELESS
Grass Widow	GRASSW
AB & the Sea	ABSEA
Ferocious Few	FFEW
Birds & Batteries	BIRDSBATTS
SAVOY TIVOLI	
Odessa Chen	ODESSAC
Tiny Television	TINYTV
Sonny & the Sunsets	SONNYS
ROYALE	
Oakland Faders	OAKLAND
DJ Zeph	DJZEPH
DJ Platurm	DJPLATURN
DJ Enki	DJENKI
AMANTE	
Santero	SANTERO
Boca do Rio	BOCA
COLUMBUS CAFÉ	
Bare Wires	BWIRES
Personal & the Pizzas	PPIZZAS
Citay	CITAY
Ty Segall	TYSEGALL
CHURCH KEY	
Eric Sharp	ESHARP
Disco Shawn	DISCOS
Ghosts on Tape	GHOSTS
Mozaic	MOZAIC
Derek Hena	DHENA

MUSIC FESTIVAL 2010

all shook down

THE DETAILS

We created a special pocket guide for the event that was handed out to festival goers as they entered All Shook Down. Copies were also placed in all participating venues.



SF all shook down MUSIC FESTIVAL



Janelle Monáe

Atlanta's neo-soul star is on the rise with a futuristic mix of R&B, rock, and pop, and a killer live show.

BY IAN S. PORT

It has been a good year for Janelle Monáe. Not only has the 24-year-old's second full-length album, *The ArchAndroid* (Quincy III and J2), reached #1 on the charts, but her live show is also being recognized as one of the best around. In it, Monáe — whose stage uniform is

a standard white tuxedo shirt and black pants — improves electrifying dance moves inspired by her music, unleashes her virtuosic voice, and generally flies off the hook. You might worry that a woman whose breakthrough 10-track album is about a futuristic robot would be sterile, but Monáe — who started out in musical theater — pours out every

bit of the emotion in her songs for her audience.

The Kansas City, Kan., native has come a long way to get here. She studied musical theater in New York, moved to Atlanta, and founded her own label, the Wondaland Arts Society. Eventually,

she was discovered by Diddy (aka Sean Combs, who signed Monáe to his

Bad Boy Records imprint) and the members of Out-

Kast, who liked her so much they included her

on the album *Idolw@ld*.

OutKast's Big Boi rhymes on her irresistible single, "Tightrope."

Now rising quietly, Monáe has been labeled the Lady Gaga

of R&B — a comparison that should flatter Gaga,

who should flatter Gaga.

all shook down MUSIC FESTIVAL // JULY 2010 // SFWEEKLY.COM

CAFE DIVINE
WINNER BEST OF SF

BREAKFAST, LUNCH, DINNER & DESSERT
1600 Stockton Street on Washington Square
San Francisco CA 94133
Tel. 415.986.3414 • www.cafedivine.net
Hours: Everyday 9am-10pm

Top 10 Burger Joints in the USA
by Gayot.com for M&M June 2010

Join Us At One Of Our Six Bay Area Locations!

BERKELEY • 2137 Shattuck Avenue • 510.848.1700
ALAMEDA • 2219 Central Avenue • 510.865.3012
COLLE VALLEY • 85 Cal Street • 415.566.1274
CASTRO • 138 Church Street • 415.437.2874
NORTH BEACH • 759 Columbus Ave • 415.296.9807
DAILY CITY • 501 Westlake Center • 650.725.1641

Let Us Host Your Next Event:
catering@burgermeins.com 415.990.8182
www.burgermeins.com

BurgerMeins
A Taste You Can Trust!

SF WEEKLY.COM // JULY 2010 // all shook down MUSIC FESTIVAL

SCHEDULE & MAP SF all shook down MUSIC FESTIVAL

MAIN STAGE	
Crystal Monee Hall	Noon-12:45 P.M.
The Jazz Mafia All Stars	1:05-2:10 P.M.
Forrest Day	2:35-3:45 P.M.
Janelle Monáe	4:20-5:30 P.M.
Neon Indian	6-7 P.M.
MOJITO (SOUL/R&B/FUNK)	
Afrolicious DJs	DURING BAND BREAKS
Rondo Brothers	2-4 P.M.
The Park	5-8 P.M.
Forrest Day	9-10 P.M.
Forrest Day	10:30-11:30 P.M.
GRANT & GREEN SALOON (JAZZ/BLUES)	
Brass Mafia	2:20-3 P.M. / 3:30-4:30 P.M.
Swoop Unit	5:30-8 P.M.
Joe Bagale	9 P.M.-MIDNIGHT
MAGGIE MCGARRY'S (INDIE ROCK/POP)	
Mister Loveless	3-4 P.M.
Grass Widow	5-6 P.M.
AB and the Sea	7-8 P.M.
Ferocious Few	9-10 P.M.
Birds and Batteries	11 P.M.-MIDNIGHT
SAVOY TIVOLI (FOLK/COUNTRY/AMERICAN)	
Odessa Chen	3-4 P.M.
Tiny Television	5-6 P.M.
Sonny & the Sunsets	7-8 P.M.
ROYALE (RAP/HIP-HOP)	
Oakland Faders	
DJ Zeph	2 P.M.-MIDNIGHT
DJ Pluturn	
DJ Enki	
AMANTE (INTERNATIONAL)	
Santero	3-5:30 P.M.
Boca do Rio	6:30-7:30 P.M. / 8-9 P.M.
COLUMBUS CAFE (PUNK/PSYCH/HARD ROCK)	
Bare Wires	2:30-3:30 P.M.
Personal and the Pizzas	4:45-5:45 P.M.
Citay	7-8 P.M.
Ty Segall	9-10 P.M.
THE CHURCH KEY (DANCE/ELECTRONIC)	
Eric Sharp	2-4 P.M.
Discor Shawn	4-5 P.M.
Ghosts on Tape	6-8 P.M.
Mozaic	8-10 P.M.
Derek Hena	10 P.M.-MIDNIGHT



THANK YOU TO ALL OUR SPONSORS!

SCION **Medithrive** MEDICAL MARIJUANA PROVIDER

TEQUILA CORRALEJO **Crystal Head** VODKA

NOR CAL **SCIONIFY** **Sweet Tea** VODKA

LikeMe.Net **SF** **Nate Mezmer** presents

MOG **M**

PARTIAL PROCEEDS TO BENEFIT IMMEDIATE GOLF COAST RELIEF PROVIDED BY GOLFERS.COM

all shook down MUSIC FESTIVAL // JULY 2010 // SFWEEKLY.COM

medithrive.com
HOME BY THE 4 GRAM BY THE 1/8!

Medithrive MEDICAL MARIJUANA PROVIDER

FREE MEDICAL JOINT
FOR ALL NEW PATIENTS WITH PURCHASE

1933 MISSION ST. BETWEEN 15TH AND 16TH

PLENTY OF STREET PARKING

OPEN DAILY 11AM - 9PM

415.556.2000

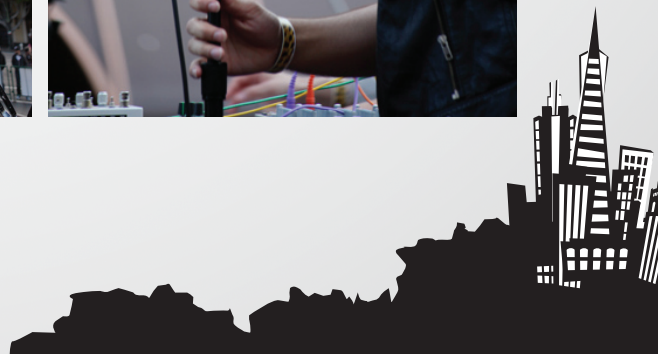
VOTED BAY AREA'S #1 DISPENSARY

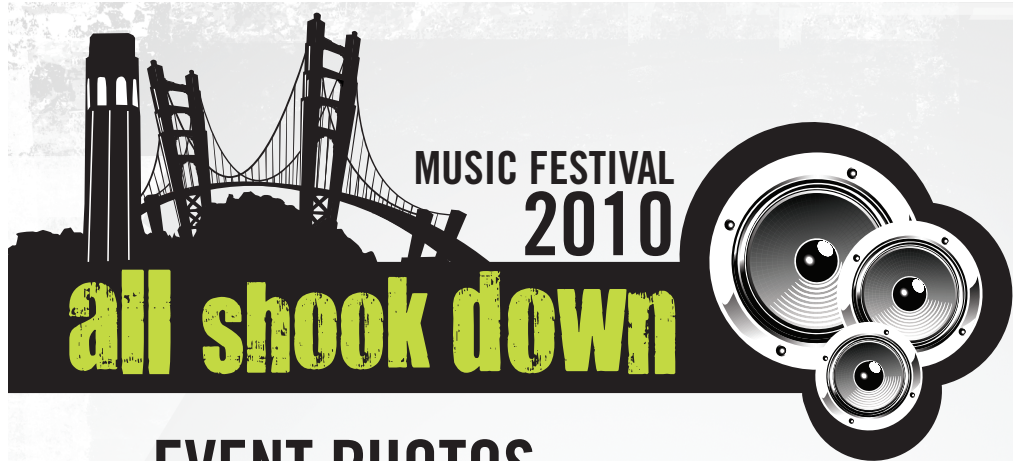
NEEDMAYS
Only individuals with legally recognized Medical Cannabis ID cards or a verifiable, written recommendation from a physician for medical cannabis may obtain cannabis from medical cannabis dispensaries. Special discount offers can not be applied.

SF WEEKLY.COM // JULY 2010 // all shook down MUSIC FESTIVAL



EVENT PHOTOS





EVENT PHOTOS



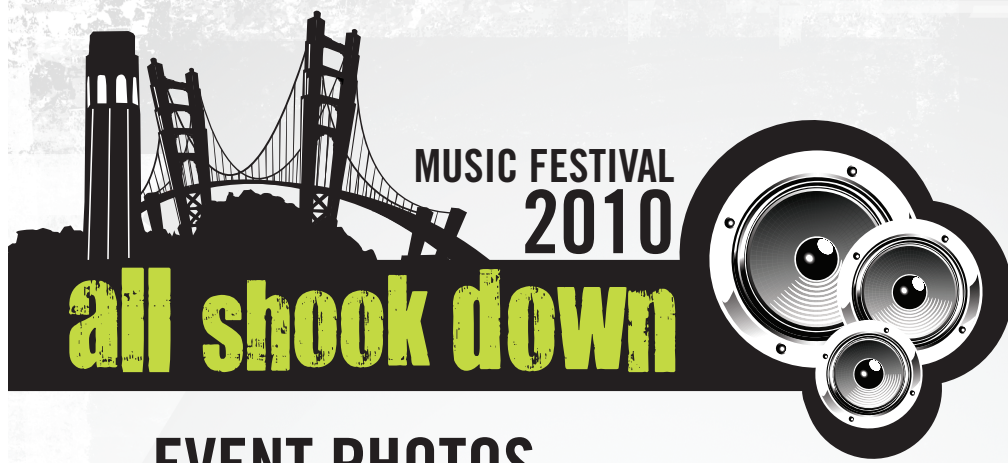


EVENT PHOTOS



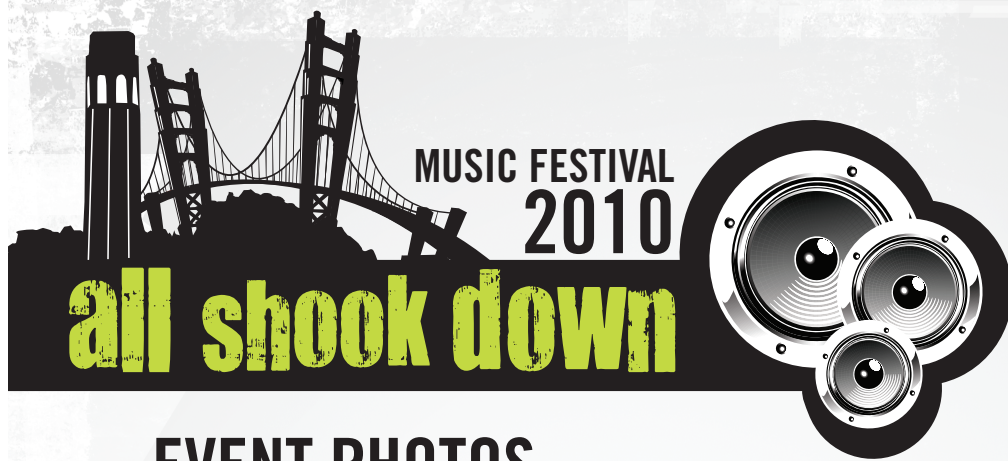
MUSIC FESTIVAL 2010

all shook down



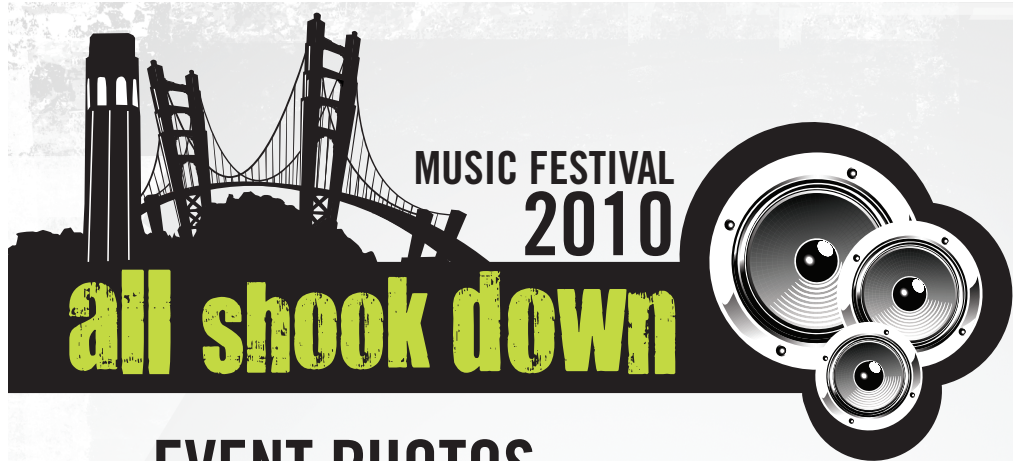
EVENT PHOTOS





EVENT PHOTOS





EVENT PHOTOS





CONTACT INFO

MELISSA GLASS

Marketing Coordinator
Melissa.Glass@sfbweekly.com
415.536.8102

JOSH FROMSON

Publisher
Josh.Fromson@sfbweekly.com
415.536.8103

THANK YOU FOR BEING A PART OF THE INAUGURAL "ALL SHOOK DOWN MUSIC FESTIVAL." WE LOOK FORWARD TO WORKING WITH YOU AGAIN SOON!

