

PILGRIMAGE

MUSIC & CULTURAL

FRANKLIN,
★ TENNESSEE ★

— *Festival* —

★ THE PARK AT
HARLINSDALE



PRESENTATION DECK, 10/10/14.

FOR RECIPIENT ONLY

SEPTEMBER 26 & 27, 2015

PILGRIMAGE IS A JOURNEY

Traversing the musical and cultural influences of Nashville, Memphis, New Orleans and throughout the Mississippi Delta, finding its home in Franklin, Tennessee. Pilgrimage is a time machine, located on a picturesque, 200-acre historic farm curated to transport the patron back to the roots of American music culture.



PILGRIMAGE AT A GLANCE

- **September 26 and 27, 2015, 10:00 AM-7:30 PM**
- **Franklin, Tennessee at the historic Park at Harlinsdale, a 200-acre former horse farm, now a city-owned park. Twenty miles from America's music city - Nashville.**
- **Local, regional and national music curation to showcase diversity of America's historical music roots**
- **Acoustic-based performances and unique artist collaborations.**
- **Cuisine from local and regional operators, restaurants and food trucks.**
- **Beverage offerings to showcase beer, wine and spirits from local and regional producers.**
- **Handcrafted fare and wares in the Bazaar.**
- **Family friendly festival that includes the "Little Pilgrims" stage and bazaar.**
- **60 musical acts on 4 stages**
- **Lineup announced April 2015, tickets on sale May 2015.**
- **15,000 estimated attendance per day.**
- **estimated pricing \$75/day; \$135/two-day pass; \$350 two-day VIP pass.**
- **On-site and off-site parking.**
- **Inspired by the similarly formatted and curated music festivals including the New Orleans Jazz and Heritage Festival.**
- **Sponsor will include local, regional and national partners.**
- **The Pilgrimage Foundation, the non-profit arm of Pilgrimage, will apply resources toward community projects.**
- **The extensive architecture - barns, stables and shacks - to the extent they are available, will be used as stage backdrops, hospitality venues and authentic scenery.**

THE MISSION

Pilgrimage Music & Cultural Festival's mission is to produce a successful annual destination event for the region and to further establish Franklin as a cultural nexus. The festival and its spectacular setting will be a place where people seek an elevated experience of music and culture in a way that creates many happy returns. The City of Franklin and the community will benefit from the evolution of Pilgrimage and its mission: to produce a world class event.

THE MUSIC

The music of the festival will be driven by a variety of artists that are inspired by, or originate from, the musical mecca of the Golden triangle - Nashville, TN, the Mississippi Delta, New Orleans, LA and many points in between. Presented in a primarily acoustic format, the genres will include rock and roll, jazz, blues, country, bluegrass, zydeco and more. Not only will many musical acts perform acoustically, many will be paired for unique, one-of-a-kind sets onstage - the Pilgri-Mashup®. The beautiful setting of Harlinsdale Farm, authentic stage architecture and great sound designed by local studio engineers will make for a first-of-its kind festival.

THE MOOD

Pilgrimage Music & Cultural Festival will serve as a kind of time machine, transporting the patron back to the roots of American music culture. Artists and music lovers will enjoy the free-flowing sights, sounds, and experiences that will urge them to make the Pilgrimage year after year.

THE FARM

The Park at Harlinsdale is approximately 200 gently rolling acres just north of downtown Franklin, and has been called one of the most significant historic horse farms in the country. Established in 1935, the farm has served mainly as a breeding operation, run by the Harlin family and many of the barns, stables and out-buildings have been preserved or are slated for preservation. In the mid-2000s, the City of Franklin purchased the farm with the mission of preservation, while including the wants and needs of the public. (Adapted from Harlinsdale Master Plan, February 2006, City of Franklin)



FESTIVAL STAGES

MAIN STAGES

A creative mix of headliners will represent the festival on each of the two Main Stages. The artist curation will lean toward acts that have an authentic sound with a roots influence that makes them top of their game.

SONGWRITER STAGE

The Songwriter Stage will celebrate the deep talent pool of songwriters in Franklin and Nashville. Unique songwriter rounds and guitar pulls will feature amazing pairings of some of our finest songwriters such as Tom Douglas, Rodney Clawson, and Hillary Lindsey.

CHILDREN'S STAGE & LITTLE PILGRIMS' LANDING

The Children's Stage will feature a variety of musical and visual arts that will entertain and enlighten the younger audiences. Little Pilgrims' Landing will feature interactive artwork, kiddie refreshments and fun for the entire family.

KITCHEN STAGE

The Kitchen Stage is where concert meets kitchen. Local restaurants prepare and offer their most beloved dishes, to be enjoyed at adjacent communal tables at scheduled intervals. (When the hot chicken is gone, it's gone!)

PILGRI-MASHUPS

"Pilgri-Mashups" will happen on any stage, at any time and feature unique, unlikely pairings of artists.

LOCAL VENUE PROGRAMMING

Local venues will be invited to join Pilgrimage in curating shows that complement the festival schedule from Friday, September 25 through Sunday, September 27. Legendary rooms will feature local and regional talent – and festival acts – to establish Pilgrimage as a true community-based festival, including:

Pucketts Boathouse

Gray's on Main

Pucketts in Leiper's Fork

Lawn Chair Theater in Leiper's Fork

The Factory

Kimbro's

The Franklin Theatre

The Whiskey Stage at

Landmark Booksellers

Green's Grocery



WHAT PILGRIMAGE VALUES:

- Authenticity and creative curation in all aspects including the unique features of The Park at Harlinsdale
- Serving as a musician's and taste-maker's festival with the town setting serving as the perfect backdrop
- Franklin and regional culture, heritage and roots in arts, craftsmanship and music
- Showcase for authentic local and regional food operators; and craft and boutique beer and spirit producers
- Working closely with the people who keep the wheels of Franklin and Williamson County turning: the Mayor and Aldermen; Convention Bureau; Fire, Police, and Health Departments; and Traffic Management, to name a few
- Partnership with a reputable production company that brings 3-dimensional booking, production, and marketing experience to the table
- Develop stakeholders and evangelists out of our patrons
- Convenience of VIP parking on-site and good ingress and egress to The Park at Harlinsdale for foot traffic and shuttles from remote parking lots.
- Managing crowd size in our first years so that everyone has a great experience and that the impact on Harlinsdale Farm and Franklin is positive
- Driving patrons to local hotels, restaurants, venues and stores
- Creating win/win relationships with a small group of sponsors
- Exceeding expectations with a great return on ticket and concessions pricing
- Applying sustainable and eco-friendly practices in all aspects of Pilgrimage
- Build trust and respect in the community by being a citizen and thinking long term

THE BAZAAR

**HANDCRAFTED
 FARE AND WARES**

In the midway of Pilgrimage, festival-goers will find the Bazaar, a marketplace inspired by the Jazz and Heritage Festival of New Orleans, that will feature what Franklin, Williamson County, and the region are known for. Local restaurants will sell individual portions of their signature dishes, while the local antiques dealers and artisans will showcase their wares and products. Chefs and local farmers will be on hand to conduct demonstrations, serving to familiarize festival-goers with the unique stores and products that Franklin offers throughout the year. The midway of the Bazaar and the Harlinsdale main horse stables will feature a wine, spirits and beer garden with the finest local products.

- **Marketplace for artwork and wearables**
- **Local & regional restaurants selling greatest hits**
- **Artisans & craftsmen demonstrating local crafts**

- **Local & regional wine, beer & spirits showcased**
- **Sponsor activation of food and beverage demonstrations, sampling and selling**

ARTIST-CLOTHING - JEWELRY

- Imogene & Willie**
- Otis James**
- Prophetik**
- Billy Reid**
- David Arms/David Arms Gallery**
- Gallery 202/Kelly Harwood**
- Avec Moi**
- Made South**
- Cooper Fox**
- Philosophy**



CUISINE | LIBATIONS

IN THE BAZAAR

A GENERAL SAMPLE OF LOCAL AND REGIONAL FAVORITES.

FRANKLIN

Puckett's
 Puckett's Boathouse
 Gray's on Main
 55 South

Red Pony
 Merridee's Bread Basket
 Mack and Kate's
 Sopapilla's
 Sperry's

NASHVILLE AREA

Pinewood Social
 Loveless Cafe
 Urban Grub
 Hattie B's
 Frothy Monkey

Husk
 Mas Tacos Por Favor
 Edley's Bar-B-Que
 Jeni's Ice Cream
 Josephine
 Capitol Grille

FOOD TRUCKS

The Grilled Cheeserie
 Riff's Fine Street Food
 Biscuit Love Truck
 Julia's Sweet Truck

Crepe A Diem
 YaYo's OMG
 I Dream of Weenie
 Retro Sno
 Smoke Et Al



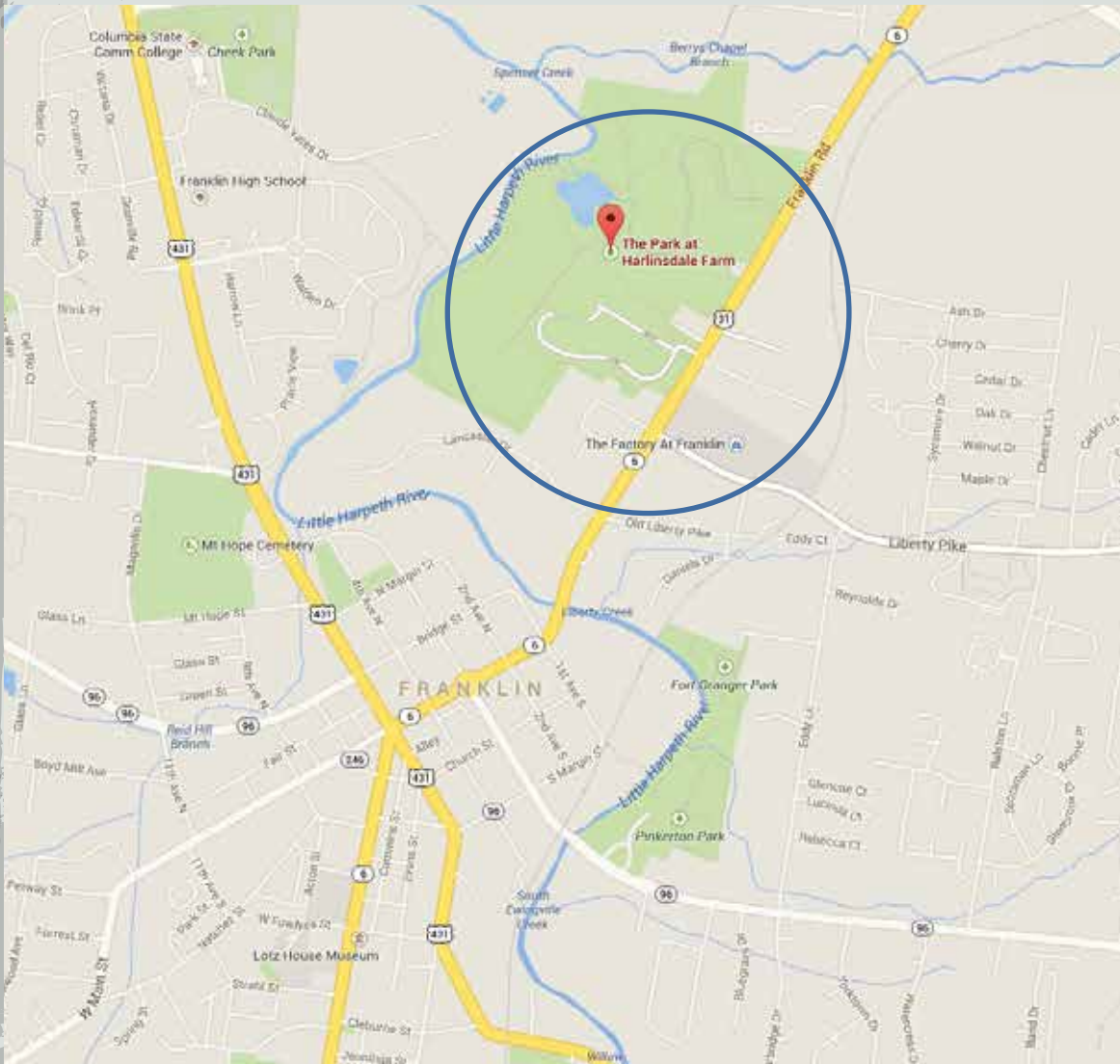
MAPS & DEMOGRAPHICS

Quick Facts:

<i>Population</i>	<i>Population</i>	<i>Population</i>
Franklin, TN (2012): 66,280	Williamson County, TN: 198,901	Greater Nashville, TN: 1,876,933
Median Income: \$83,365	Median Income: \$91,146	Median Income: \$45,063

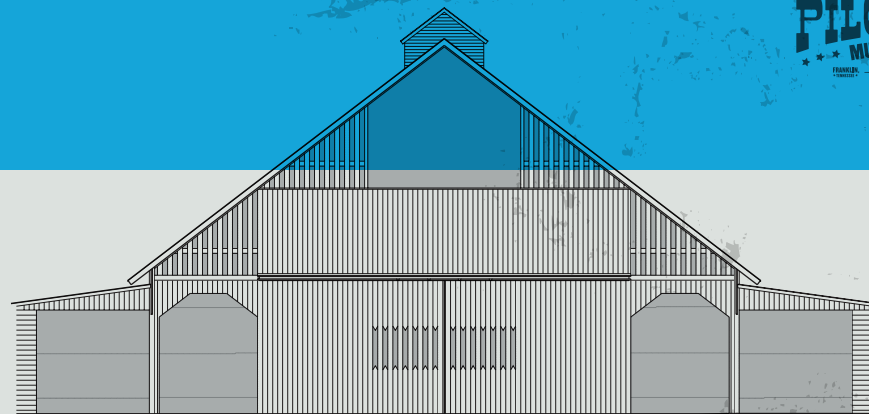
Distance from Nashville to Franklin: 22 miles

Distance from I-65 to Harlinsdale Farm: 3.5 miles



HARLINSDALE BARN | VENUES

PILGRIMAGE
MUSIC & CULTURAL
Festival



PILGRIMAGE FOUNDERS

W. BRANDT WOOD **NEW ORLEANS/DALLAS**

Over 20 years experience in creating, developing and operating entertainment and hospitality companies. Wood was President of The Entertainment Collaborative for over 10 years, owning and running 14 properties, including the venues Trees and Gypsy Tea Room. Wood co-developed the national live music program at Harrah's Entertainment with C3 Presents and has festival production credits that include Trees Outdoor Music Festival, Dallas 2000 and 2001, and Live at the Drive-In Music Series with Jimmy Buffett which broadcast the show live to 87 drive-ins around the country from his own drive-in, Coyote Drive-in, in Fort Worth, Texas. Wood also currently operates Woodhouse, LLC in Dallas that is developing projects for the Dallas Cowboys at AT&T Stadium.

KEVIN GRIFFIN **NEW ORLEANS/FRANKLIN**

Kevin Griffin has enjoyed a twenty plus year career in the entertainment industry. As the singer and songwriter of multiplatinum, New Orleans based act Better Than Ezra, Kevin has gained invaluable experience in the music business from recording to touring to production. Kevin is also a go-to hit songwriter and producer for some of today's hottest acts including: Sugarland, Taylor Swift, Christina Perri, and more. Whether working at his studio in Franklin, TN or traveling to LA or London, Kevin continues to work with the most successful labels, management, and agencies in the music world.

MICHAEL WHELAN **NEW ORLEANS**

Steeped in business management, finance and marketing, Whelan has global operational and capital expertise from New York to New Orleans. He spent 12 years building a global commodities warehousing business that was registered by the London Metal Exchange for storage of non ferrous metals traded on the exchange. In 2009 the business was sold to Goldman Sachs and Michael agreed to stay on through 2013. Today he is in the early phase of starting a new company that will focus on commodity finance and warehousing. Michael has experience in the not for profit foundation space having been a founding board member for Sean Payton's Play It Forward Foundation and the Better Than Ezra Foundation. He was directly involved in the creation of both foundation's signature fund raising events.

PILGRIMAGE PRODUCTION PARTNER:
HUKA ENTERTAINMENT
NEW ORLEANS/WORLDWIDE

Founded in 2004, New Orleans-based HUKA Entertainment is an industry leader in custom event planning and execution. HUKA has established itself as a national competitor in the live event space by producing unique experiences of varying size, type and scale, including award-winning festivals. Its festival credits include Hangout Music Festival (Gulf Shores, AL), Buku Music & Arts Project (New Orleans, LA), Tortuga Music Festival (Ft. Lauderdale, FL), and Pemberton Music Festival (Pemberton, British Columbia, Canada).

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SHOWING

**Rock and Roll | Jazz | Blues | Country
Bluegrass | Zydeco | Southern Gospel**

ARTISTS TO BE ANNOUNCED **SPRING 2015**

LIVE on STAGE

The BAZAAR
handcraft wares and fare

at **THE PARK AT HARLINSDALE**
in historic **Franklin, Tennessee**

10 AM til 7:30 PM

**FOR YOU AND FOR YOUR
Little Pilgrims
BEER GARDEN**

SEPT 26 & 27 2015

general admission
DAY PASSES and **VIP tickets**
on-site **PARKING**
and **SHUTTLES** available

make your pilgrimage

to see our **ONE-OF-A-KIND**

**PILGRI-mash
UPS**

♦♦♦♦♦ the best of the **LAND** ♦♦♦♦♦
♦♦ the **PEOPLE** and the **CULTURE** ♦♦

**craft wine
& spirits**

Mountain Handmades

CHEFS, COOKS & FOOD CRAFT

**GET TICKETS
& INFO**

pilgrimagefestival.com

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