



**Connect with thousands of outdoor enthusiasts at a  
4-day camping festival on the Colorado River.**

# YARMONY 2019!





**WHEN:** AUGUST 8 -11, 2019

**WHERE:** RANCHO DEL RIO,  
COLORADO

2.5 HOURS FROM DENVER  
LESS THAN 3 HOURS FROM DIA  
LESS THAN 1 HOUR FROM VAIL

**WHO:** 1500 OUTDOOR  
ENTHUSIASTS ATTEND EACH DAY

**WHAT:** A PREMIER CAMPING  
MUSIC FESTIVAL SET ON THE  
BANKS OF THE COLORADO RIVER

**WHY:** THIS UNIQUE FESTIVAL  
GIVES ATTENDEES A CHANCE TO  
ENJOY HIGH-CALIBER MUSICAL  
ACTS ALONG WITH A VARIETY OF  
COLORADO'S BEST OUTDOOR  
ACTIVITIES

"It is hard to find a more beautiful  
setting for a music festival."

~Live For Live Music



**COLORADO'S PREMIER RIVER MUSIC FESTIVAL  
IS GOING TO BE *MORE EPIC* THAN EVER!**



**YARMONY**

**River • Music • Floating • Camping**

**AUG. 8-11, 2019 · RANCHO DEL RIO, CO**



**Yarmony** has been Colorado's premiere boutique camping festival since 2006. After stops in **Yarmony Creek Ranch** and **Copper Mountain**, the festival settled on its home of the last ten years, **Rancho del Rio**.

Yarmony and Rancho del Rio offer a **unique Colorado festival experience** like none other. Literally positioned on the banks of the **Colorado River**, Yarmony provides attendees with the **perfect blend of music and outdoor adventure**.

Started as YarmonyGrass, the festival enters a new era with a re-branding as, simply, Yarmony. The change reflects the growing move towards a more **rounded lineup of musicians**, extending beyond the genres of bluegrass and newgrass to include more rock, funk, Americana and jam.

Yarmony will also enjoy improved amenities and activities to better serve the increase in festival size.

With an entire extra day of music, an abundance of available outdoor activities and an extremely well-rounded lineup of artists, Yarmony heads into 2019 and beyond as the **premier Colorado outdoor music festival**.



# YARMONY 2019 LINEUP

For 2019, Yarmony has curated the hottest local and national artists in rock, funk, bluegrass and Americana.

**Grammy  
Award Winning  
National  
Headliner  
Announcement  
Coming Soon!**



**Grammy-Award Winners  
The Travelin' McCourys**



**Paul Hoffman and Anders Beck  
(of Greensky Bluegrass)**



**Roosevelt Collier's  
Colorado Get-Down**



**Jeff Austin Band**



**The Drunken Hearts**



HOSTED BY:

**THE DRUNKEN  
HEARTS**

FEATURING:

**PHAB DUO**  
(PHOFFMAN & ANDERS BECK)

**HEADLINER ANNOUNCEMENT TBA**

**THE TRAVELIN' MCCOURYS • JEFF AUSTIN BAND  
YARMONY MYSTERY BAND • KITCHEN DWELLERS**

**JON STICKLEY TRIO • ROOSEVELT COLLIER'S COLORADO GET-DOWN  
GRANT FARM • DANIEL RODRIGUEZ (ELEPHANT REVIVAL) • SILAS HERMAN  
TENTH MOUNTAIN DIVISION • THE HOLLER! • BRAD PARSONS & STARBIRD  
JACK CLOONAN BAND • JACKIE & THE RACKET • TIMBER!  
HAWTHORNE ROOTS • OPAL AGAFIA • ...AND MORE TO BE ANNOUNCED**

**FLOATING STAGE RAFTING CAMPING FISHING WORKSHOPS COMMUNITY YOGA**



**AUG. 8-11, 2019 • RANCHO DEL RIO, CO**

# PREVIOUS YARMONY LINEUPS



**YARMONYGRASS**  
THE DRUNKEN HEARTS & CORAL CREEK PRESENT

AUGUST 9-12, 2018 \* RANCHO DEL RIO, CO

**BILLY STRINGS • TROUT STEAK REVIVAL  
THE DRUNKEN HEARTS • CORAL CREEK  
RAPIDGRASS • GASOLINE LOLLIPOPS • MAMA MAGNOLIA  
TENTH MOUNTAIN DIVISION • THE GOOD TIME TRAVELERS  
RAGGED UNION with Darle Calloway • TIMBER! • YARMONY ALLSTARS  
AND MANY MORE TO BE ANNOUNCED...**

RIVER • MUSIC • CAMPING • FLOATING | WWW.YARMONYGRASS.COM



20 17  
12TH ANNUAL FESTIVAL  
**YARMONY GRASS**  
RIVER • MUSIC • FLOATING • CAMPING

**RAILROAD EARTH** • VINCE HERMAN & DREW EMMITT  
TODD SNIDER • HEAD FOR THE HILLS  
THE DRUNKEN HEARTS (X2) • CORAL CREEK (X2)  
THE MAGIC BEANS (X2) • THE GRANT FARM FT. ANDY THORN  
BONFIRE DUB • KITCHEN DWELLERS (X2)  
JAY ROEMER BAND FT. DAVE CARROLL • BRAD PARSONS BAND  
LIVER DOWN THE RIVER • YARMONY ALL-STAR  
THE RUMHICKING • EMILY CLARK & THE PASSING FANCY  
UPTOWN TODDELOO STRING BAND  
THE SWEET LILLIES • TIMBER! • SIXTY MINUTE MEN  
YARMONYGRASS.COM

**AUGUST 10-13**  
RANCHO DEL RIO COLORADO



20 16  
**YARMONY GRASS**  
RIVER • MUSIC • FLOATING • CAMPING

**AUGUST 18-21** RANCHO DEL RIO COLORADO

**JEFF AUSTIN BAND** • **PETER ROWAN & FRIENDS**  
**THE DRUNKEN HEARTS** • **CORAL CREEK**  
**ANDY HALUS JOINT SET** • **GRANT FARM** • **ROOSEVELT COLLIER**  
**RAPIDGRASS QUINTET** • **RAILSPLITTERS**  
**DEAD WINTER CARPENTERS** • **CARIBOU MOUNTAIN COLLECTIVE**  
**WHITewater RAMBLE** • **KITCHEN DWELLERS**  
**UPTOWN TODDELOO STRING BAND**  
**WHISKEY THING** • **MISSED THE BOAT** • **LONESOME DAYS**  
**MILE HIGH EXPRESS** • **ROG MAGLINTY**  
**LEDS DOWN THE RIVER**  
YARMONYGRASS.COM





**YARMONY**

**Press:**

"WE ARE TRULY BLESSED TO HAVE MUSIC FESTIVALS SUCH AS YARMONYGRASS WHERE WE CAN WITNESS GIFTED MUSICIANS GRACIOUSLY AND SELFLESSLY SHARING THEIR ART WITH ALL WHO CARE TO WATCH AND LISTEN."

~FESTY GONUTS

"THE SETTING — HIGH IN THE HILLS NORTHEAST OF THE VAIL VALLEY — MAKES FOR A CONSISTENTLY INTIMATE WEEKEND, WHICH IS ONE OF THE FESTIVAL'S GREATEST QUALITIES. MOST ATTENDEES ARE NOT ONLY LOCALS BUT TRUE MUSIC FANS."

~303 MAGAZINE

"AT YARMONYGRASS, WATER ISN'T THE ONLY THING FLOWING DOWN THE RIVER. MELODIES, LOVE AND GOOD VIBES ARE RIGHT THERE WITH IT. THE EVENT, WHICH TAKES PLACE ALONG THE COLORADO RIVER, IS A BLUEGRASS AND NATURE UTOPIA"

~EVERFEST

"THIS INTIMATE VENUE IS ABSOLUTELY PERFECT! NESTLED IN THE GORGEOUS ROCKIES, ALONG THE COLORADO RIVER, RANCHO IS MY FAVORITE VENUE LOCATION. EVERYTHING IS WITHIN A 5 MINUTE WALK, INCLUDING YOUR TENT, YOUR CAR, THE MAIN VENUE AND STAGE, AND THE RIVER."

~FESTI ADDICT

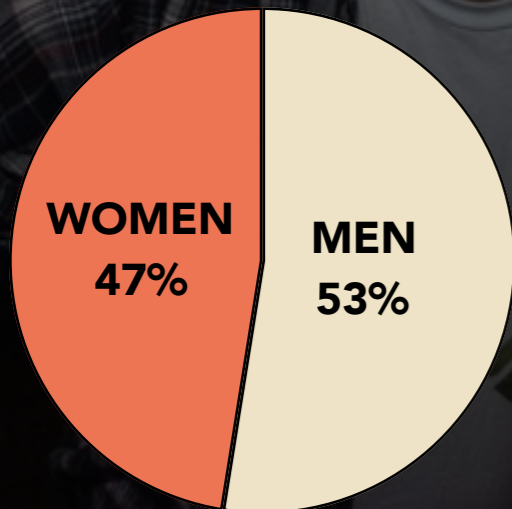


# YARMONY IS...

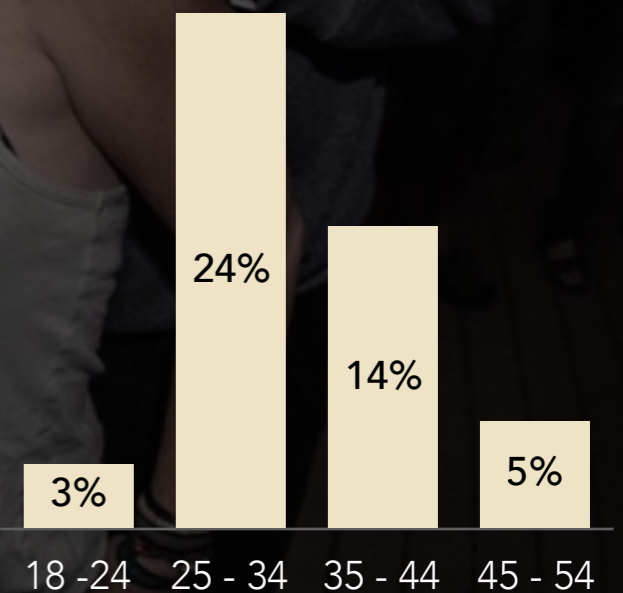


# AUDIENCE DEMOGRAPHICS

Festival patrons are primarily 25 to 44 years old, from Colorado, Utah, Arizona, Wyoming, New Mexico and Kansas.



- Outdoor Lifestyle-centric Males and Females
- Early Adopters - Music, Tech & Fashion
- Active and engaged, Online and Offline
- Highly Digital, Gamers, Mobile and Social Media Junkies
- Environmentally and Sustainably Minded, Highly Socially Conscious



AGE OF ATTENDEES

# Yarmony 2019 Artist Social Reach

	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>
Headliner (to be announced 5/29):	90,000	39,500	20,700
Greensky Bluegrass:	128,000	71,800	26,500
Paul Hoffman:	11,000	18,500	1400
Anders Beck:	4600	12,700	3700
Jon Stickley Trio:	9000	7700	1100
Travelin' McCourys:	44,000	10,800	7600
Jeff Austin Band:	14,000	6600	6000
Kitchen Dwellers:	15,000	6500	1000
Grant Farm:	8300	2700	1000
Roosevelt Coolier:	10,000	9000	2400
The Drunken Hearts:	7300	1200	
Silas Herman:	3300	1200	500
Hawthorne Roots:	2700	4500	3500
Daniel Rodriguez:	1100	3300	100
Tenth Mountain Division:	4000	1600	
Brad Parsons & Starbird:	7300	2500	200
The Holler!:	2400		
Jack Cloonan Band:	4600	1700	
Jackie and the Racket:	6000	2700	
Timber!:	4700		
Opal Agafia:	7800	1500	
<b>Total Potential Reach:</b>	<b>385,000</b>	<b>206,000</b>	<b>75,500</b>

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**666,000 +**



## Partnership Opportunities

**Yarmony provides an event space where attendees/consumers are hungry for experiences.**

With its unique location in one of the most beautiful spaces in Colorado, offering access to an abundance of outdoor activities, Yarmony provides limitless potential for distinct partnership activations and opportunities.

We will work individually with each of our partners to ensure that you are seen, heard and enjoyed by your audience, with your message leaving a lasting impression on the largest possible number of festival attendees and online followers.



# Unique Sponsorship Locations

**There are several opportunities for our partners to set their brand apart by sponsoring a unique item or location.**

## **Floating Stage Sponsor**

The Floating Stage is a tradition at Yarmony, setting this river Music Festival apart from the competition. Artists perform on the custom built stage that floats in the Colorado River, as festival attendees enjoy the music while resting on rafts and inflatables in the river, or comfortably lounging on the sandy shore.

## **Dry Bag Sponsor**

Each Yarmony ticket holder will be given a custom branded Yarmony dry bag to keep their belongings safe while enjoying the beautiful Colorado River.

## **Reusable Cup Sponsor**

Have your name/logo on reusable festival cups given to all attendees.

## **VIP/Backstage Sponsor**

The Backstage area of Yarmony sits adjacent to the Colorado River. Sponsorship opportunities exist in the VIP and Green Room areas, with unique exposure to artists, management, crew, photographers and other VIPs.

## **Beach Lounge Sponsor**

At one end of the Rancho del Rio campground is the 'get out,' where tubers,rafters and swimmers coming from the floating stage area will exit the river. A Beach Lounge will be provided as a place for attendees to gather and relax before heading back upriver to the Main Stage.

## **Wristband Sponsor**

Have your name/logo on all festival wristbands.



# Booth Sponsorship Opportunities

## Basic Booth Package: \$899

- 10x10 Space in Vendor Area near Main Stage
- Two (2) 4-Day Festival Passes (\$470 value)
- WiFi Access (\$30 Value)

## Upgraded Booth Package: \$1199

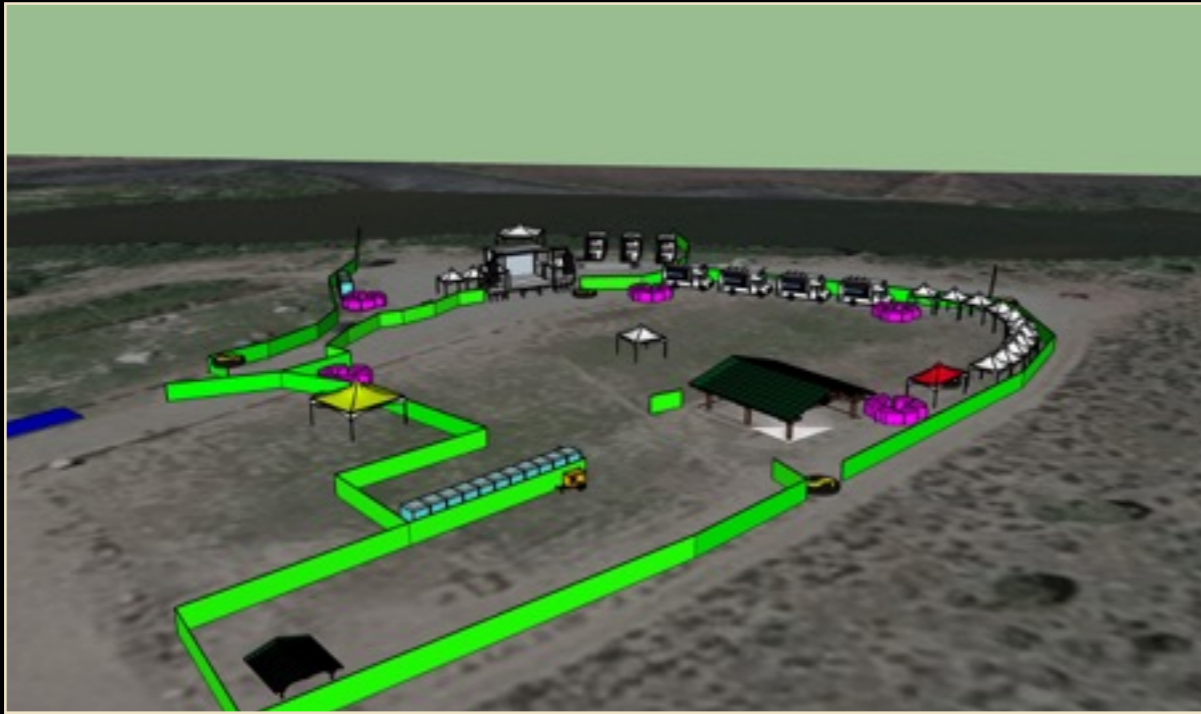
- 10x10 Space in Vendor Area near Main Stage
- Sponsor booth/signage included in official Yarmony 2019 recap video
- Logo and link on [YarmonyMusic.com](http://YarmonyMusic.com) webpage
- Sponsor welcome post on Social Media platforms
- Two (2) 4-Day Festival Passes (\$480 value)
- WiFi Access (\$30 Value)

## Ultimate Booth Package: \$1999

- 10x10 Space in Vendor Area near Main Stage
- Banner in Main Stage area
- Sponsor booth/signage included in official Yarmony 2019 recap video
- Logo and link on [YarmonyMusic.com](http://YarmonyMusic.com) webpage
- Logo Inclusion on festival posters and flyers
- Brand Mention in Press Releases, Newsletter and Email blasts
- One (1) post per month on Social Media platforms
- Four (4) 4-Day Festival Passes (\$960 value)
- WiFi Access (\$30 Value)



# Booth Sponsorship Locations



The sponsor booths at Yarmony are located within the main festival area, looking out on the stage. Festival attendees will have plenty of time to visit your booth and interact with your product/brand without having to miss a beat of the music!

Our sponsor booth spots are limited to *eleven* 10x10 spaces, so you won't be lost in the crowd.

Food and drinks will also be available in this area, so attendees will stick around between sets of music to peruse your booth and enjoy your sponsorship activations.

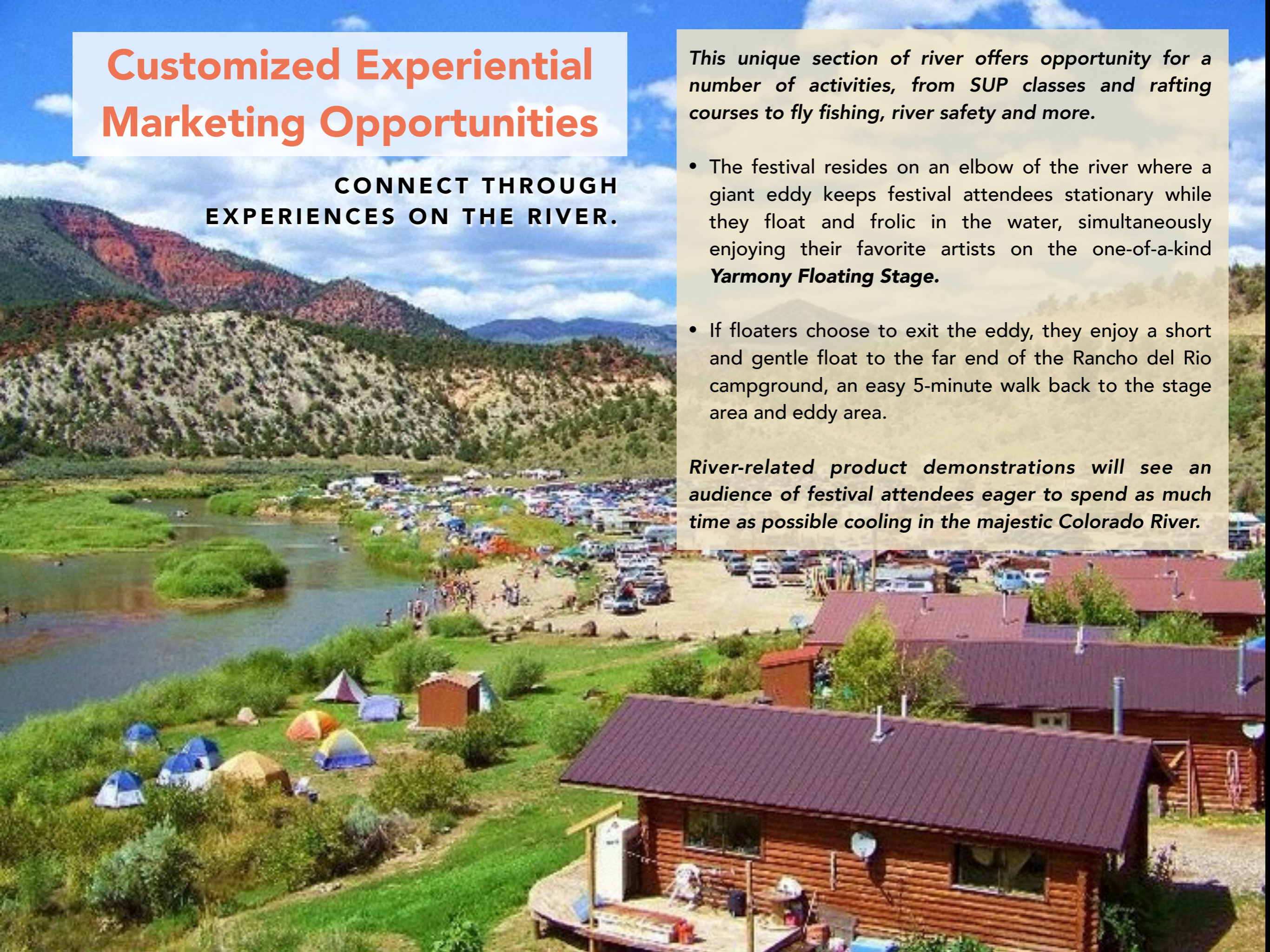
# Customized Experiential Marketing Opportunities

**CONNECT THROUGH EXPERIENCES ON THE RIVER.**

*This unique section of river offers opportunity for a number of activities, from SUP classes and rafting courses to fly fishing, river safety and more.*

- The festival resides on an elbow of the river where a giant eddy keeps festival attendees stationary while they float and frolic in the water, simultaneously enjoying their favorite artists on the one-of-a-kind **Yarmony Floating Stage**.
- If floaters choose to exit the eddy, they enjoy a short and gentle float to the far end of the Rancho del Rio campground, an easy 5-minute walk back to the stage area and eddy area.

*River-related product demonstrations will see an audience of festival attendees eager to spend as much time as possible cooling in the majestic Colorado River.*





**Connect Through Experiences in Nature.**



## Customized Experiential Marketing Opportunities

- Outside of the River, Rancho del Rio connects to a large network of mountain biking and hiking trails, perfect for demonstrations and tours to showcase your active lifestyle products.
- Within the campground there are ample opportunities for experiential connections with consumers that are thirsty for product knowledge that will enhance their camping and festival experience.

With over a decade of combined experiential and event marketing experience, Yarmony's partner at GoNuts Marketing is uniquely positioned to assist in creating a one-of-a-kind experiential marketing package for your brand.



# Customizable Sponsorship Opportunities

Yarmony Music Festival offers an array of custom sponsorship opportunities and packages.

The following opportunities are available to be added on to any Standard Sponsorship Package, or combined to create a complete unique, custom sponsorship package that fits with your brand identity:

- 10x10 or Larger Space in Vendor Area near Main Stage
- Your Banner in Main Stage area
- Sponsor booth/signage included in official Yarmony 2019 recap video
- Your logo and link on [YarmonyMusic.com](http://YarmonyMusic.com) webpage
- Mentions in Press Releases, Newsletter and Email blasts
- Your logo on Entrance Banners and/or Ticket Booth Banners
- Festival Programs
- Festival Schedule Posters
- Banners around festival grounds
- Stage Mentions by MC



# YAAARRRRRR!





## GoNuts Marketing

Contact us to discuss  
sponsorship opportunities



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jelly@gonutsmarketing.com

## Learn More About Yarmony



YarmonyMusic.com



@yarmonymusicfestival



@yarmonymusicfestival

