

Music Festival Report Card

BREAKING DOWN ATTENDEE MEDIAN INCOME AT TOP U.S. MUSIC FESTIVALS

Major brands know that music festivals are epicenters of youth culture, and therefore can become effective venues for initiating and growing relationships with these young consumers. Millions of dollars are spent on sponsorships each year, from industries such as automotive, finance & beverage. Since these brands are competing for the attendees' discretionary income, we've analyzed foot traffic during the 2017 summer season to see which leading U.S. festivals drew crowds with the highest median income.

OUTSIDE LANDS San Francisco, CA

GA Ticket: \$375 / VIP Ticket: \$795

Median Attendee Income:
\$91,450

Taking place in San Francisco's Golden Gate Park, the 10th edition of Outside Lands ran from August 11-13 and featured Metallica, The Who and Gorillaz. Perhaps Outside Lands is attracting top tech CEOs -- because this festival's 200,000+ attendees have the highest median income by a wide margin. With over 30 sponsors, Outside Lands has done a great job of [merchandising this audience](#) -- attracting upmarket alcohol advertisers like **Heineken** and **Hendrick's** in 2017. Outside Lands also has a number of business solution advertisers -- like **Square** and **Dropbox** -- who clearly see the value in reaching this festival's affluent, professional attendee.

This party in the desert spanned two weekends in 2017 (April 14-16 and 21-23), with headliners Radiohead, Lady Gaga and Kendrick Lamar taking the stage. Typically a cross-section of young hollywood and the entertainment industry, Coachella attracts over 250,000 people from all over the world -- bringing plenty of disposable income. Heineken, already demonstrating a clear focus on the upscale festival crowd through its partnership with Outside Lands, is also [partnered with Coachella](#) to reach these attendees -- alongside other luxury brands **BMW** and **Sephora**.

COACHELLA Indio, CA

GA Ticket: \$399 / VIP Ticket: \$899

Median Attendee Income:
\$71,991

Music Festival Report Card

FIREFLY Dover, DE

GA Ticket: \$309 / VIP Ticket: \$699
Super VIP: \$2,499

Median Attendee Income:
\$68,373

Firefly, which launched in 2012, has carved out its niche among top summer music festivals. The 2017 edition of Firefly featured The Weekend, Chance the Rapper and Bob Dylan -- attracting a fanbase with the 3rd highest median income among leading festivals. [At Firefly](#), in contrast to Coachella's upmarket brands, **Bud Light** holds the exclusive beer sponsorship while **Toyota** holds the exclusive auto sponsorship, both mid-market brands. Firefly also attracts regional advertisers like local favorites **WaWa** and **Dogfish Head** -- who can potentially drive immediate foot traffic and sales with this large audience in their backyard.

Lollapalooza got its start as a Jane's Addiction tour in the early 90's and has since settled into Chicago's famous Grant Park, attracting 160,000+ from all over the world. Like Firefly, Lollapalooza 2017 featured Chance the Rapper -- alongside Muse, The Killers and Arcade Fire -- and attracts a similar income bracket to the Windy City. Showing strategic focus on the mid-market space, **Bud Light** and **Toyota** [sponsor both Lollapalooza](#) and Firefly. **Epiphone** is on board as well, targeting the aspiring musicians in attendance.

LOLLAPALOOZA Chicago, IL

GA Ticket: \$335 / VIP Ticket: \$2,200
Platinum: \$4,200

Median Attendee Income:
\$66,710



Music Festival Report Card

ELECTRIC DAISY CARNIVAL

Las Vegas, NV

GA Ticket: \$355 / VIP Ticket: \$699

Median Attendee Income:

\$65,495

Dubbed “American Ibiza,” this EDM-centric party attracts some of the world’s hottest DJs and their fans from all over the world. What began as an open-field rave in the 90’s has grown to a huge, 400,000-plus party in the desert in 2017 -- attracting young attendees with the 5th-highest median income among leading festivals. **Corona** and **Smirnoff** are featured alcohol [brands](#), while mid-market personal care brand Clairol is actively targeting this middle audience. Contrasting Lollapalooza, **Pioneer DJ** is sponsoring to target the aspiring DJs in the crowd.

Gov Ball, which got its start on New York’s Governor’s Island and has since expanded to the larger Roosevelt Island, is surprisingly attracting a lower income bracket than other leading U.S. festivals. With 2017 headliners Tool, Phoenix and Wiz Khalifa, this multi-genre fest is committed to attracting fans of all genres. In contrast to Coachella’s upmarket sponsors like Heineken and BMW, Gov Ball [features](#) **Honda** and **Miller Light** -- which is consistent with its audience.

GOVERNOR’S BALL

New York, NY

GA Ticket: \$305 + fees
VIP Ticket: \$700 + fees / Platinum: \$2,150

Median Attendee Income:

\$56,509



