



## Year of Chicago Music - Festivals & Special Events

Your Festival is important to the Music Fiber of Chicago! **2020 is the Year of Chicago Music** and our goal is to make Chicago a destination for Music in the US. We need you to find creative ways to bring music to the disenfranchised areas of the South and West side steered by Mayor Lightfoot. Below we have crafted a document of ideas you can utilize for your festival.

The Co-Chairs, Lucas King and Juan Teague are spearheading these efforts and would love to speak or meet about other ways you can incorporate the Year of Music in your festival!

### Ideas to Incorporate into your Festival and/or Event

- Adding more local artists to your line up
- Branded Stage: Year of Chicago Music, if this is not an option on your listing list the local talents under YOCM
- Host an audition to win a spot on stage co-branded with YOCM. Example: battle of the bands
- Program local artists in non-traditional or experiential activations within your festival's footprint. For examples:
  - Pop up stage (if there are no opportunities on a dedicated stage)
  - Bucket Boys on the street or grass area
  - Gospel Choir
  - Be creative!!
- Incorporate the Year of Chicago branding/Logo: YOCM and Music in the Key of Chicago
  - Utilizing the TOOL KIT: [chicago.gov/musictoolkit](http://chicago.gov/musictoolkit). (See below) and/or connect your Marketing team with DCASE Director of Marketing for other ways
- Adding these hashtags to your website: #yearofchicagomusic, #chicagomusic, #"**yourfestival**"inkeychicago
- Feature local artist participating in after-shows and pre-shows co-branded with YOCM

- Create social media piece listing the Chicago Artist on your festival with their times
- YOCCM – co-branded local artist marketing initiative. Highlight all the local artists playing the festival. Create unique YOCCM/co branded festival marketing assets to push on socials and digital
- Create an event to bring awareness to your festival on a different side of town than your festival. **Please discuss with Juan**
- Bring awareness to the Year of Chicago Music and its mission to support our local artist by posting the website [www.yearofchicagomusic.org](http://www.yearofchicagomusic.org) on festival social media, websites, blogs etc.
- Embrace Mayor Lightfoot’s West & South Side Initiatives:
  - Host Pre or Post Party on West and/or South side
  - Incorporate artist from these neighborhoods in your festival
- Hold a drawing for musicians to do a behind the scenes tour to see build out of your festival grounds/events/concert
- Have a YOCCM table at your festival to give out information

#### **Event Listings on [yearofchicagomusic.org](http://yearofchicagomusic.org)**

Share information about your music event or festival at the submission form on [choosechicago.com](http://choosechicago.com) for consideration for [yearofchicagomusic.org](http://yearofchicagomusic.org). Include as much information as possible - images, full lineup, lots of detail - and submit at least two weeks before the start of the event. All events must take place in Chicago.

#### **Share Your “Music In the Key of Chicago”**

Whether you’re an artist, a music venue or an arts organization, tag and share your events as part of “Music In the Key of Chicago.” Download the Year of Chicago Music marketing toolkit with logos, suggested copy and more at [chicago.gov/music toolkit](http://chicago.gov/music toolkit).

Contact: Juan Teague [juan@juanandonlyevents.com](mailto:juan@juanandonlyevents.com) to give us an update on what your festival will be doing to celebrate Year of Chicago Music.

#### QUESTIONS:

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