



BYRON BAY

GUITAR

*Festival*

11-12 NOV 2017



## THE BYRON BAY GUITAR FESTIVAL

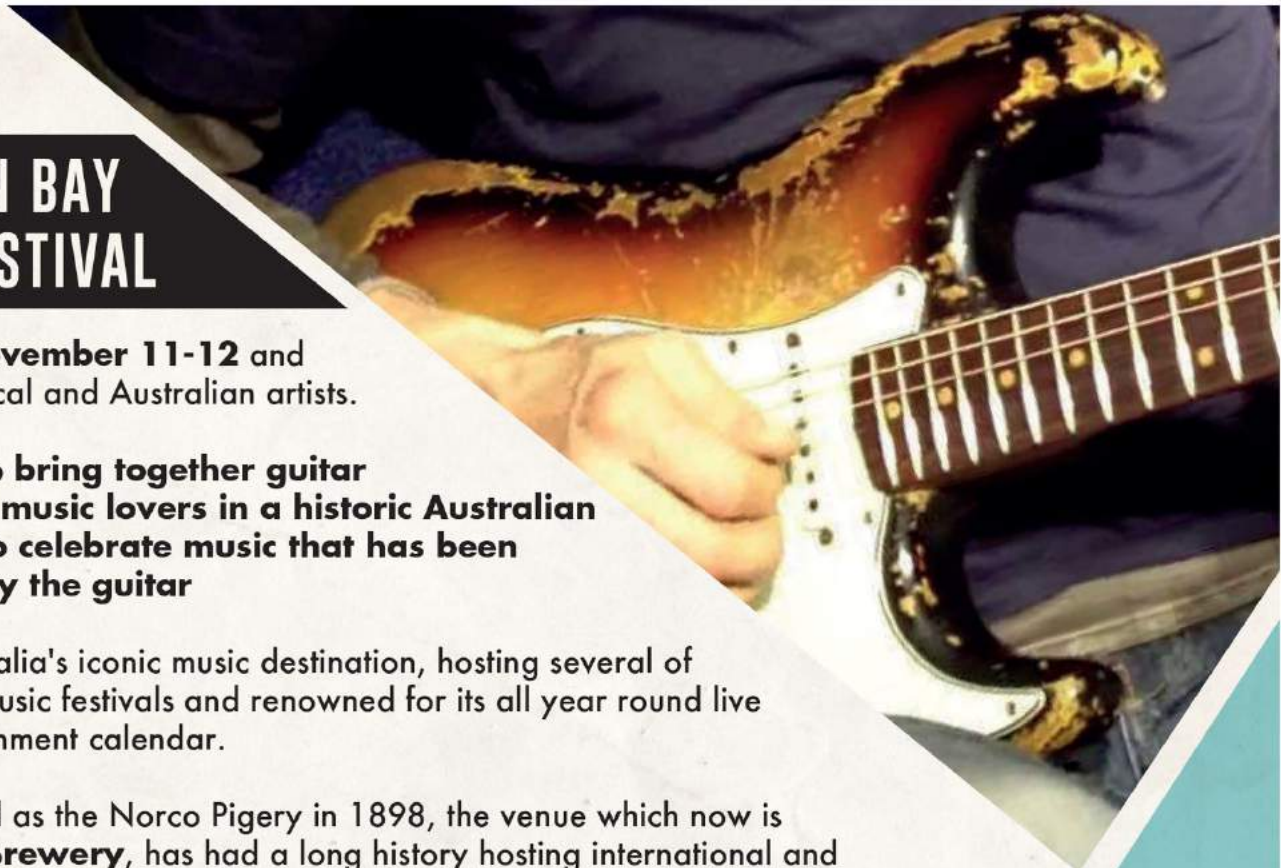
will be held on **November 11-12** and feature over 25 local and Australian artists.

This festival aims to **bring together guitar enthusiasts and music lovers in a historic Australian music location to celebrate music that has been revolutionised by the guitar**

Byron Bay is Australia's iconic music destination, hosting several of the World's best music festivals and renowned for its all year round live music and entertainment calendar.

Initially established as the Norco Pigery in 1898, the venue which now is **The Byron Bay Brewery**, has had a long history hosting international and local touring acts. The BBB is the ideal venue for entertainment, hospitality and of course beer!

The Byron Bay Guitar Festival is proudly presented by **Byron Music** - servicing the local and travelling musician since 1985!





# WHAT'S GOING ON

## FRIDAY | 4 - 11PM @ THE BREWERY

- OPENING VIP PARTY
- BAY FM LIVE BROADCAST
- 6 LIVE ACTS IN THE BEER GARDEN

## SATURDAY | 2 - 12PM @ THE BREWERY

- 20 LIVE ACTS ON 2 STAGES!
- VINTAGE & NEW GUITAR DISPLAYS IN AMONGST THE BREWS
- ARTIST Q&A'S & PRODUCT SEMINARS IN THE PIGHOUSE FLIX
- THE ULTIMATE GUITARIST RAFFLE - CHARITY FOR MMAD & BUDDI

## SUNDAY | 9AM - 4PM @ BYRON MUSIC

- HUGE CARPARK SALE
- LIVE MUSIC BY BYRON MUSIC SCHOOL
- FOOD STALLS

## 4 - 10PM @ THE BREWERY

- 10 LIVE ACTS ON 2 STAGES
- LOCAL LEGENDS - GUITAR JAM



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BYRON BAY GUITAR FESTIVAL | BYRON BAY BREWERY

**FIRST ANNOUNCEMENT**

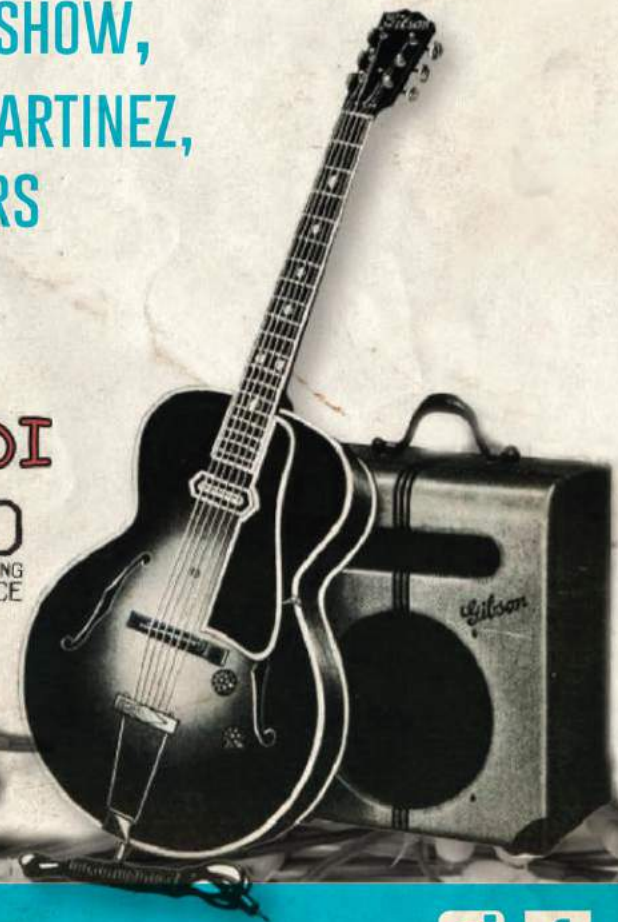
PHIL EMMANUEL, KEVIN BORICH FEAT LUCIUS BORICH  
STEVE EDMONDS HENDRIX SHOW,  
FIONA BOYES, KALLIDAD, MARTINEZ,  
TASH WOLF, GANG OF BROTHERS

+ MANY MORE



BÜDDI

MMAD  
MUSICIANS MAKING  
A DIFFERENCE



# 2017 BBGF PARTNERSHIP PACKAGES

## PREMIER \$5000

- Continuous highlighted and featured branding and marketing leading into and throughout festival, including website, social media, print advertising, editorials, posters/flyers, radio, television and program
- 6x4m Sales/Display area located at the front desk of the event
- Branding used on both stages throughout festival
- 1 full page ad in festival program
- 1 hour seminar spot
- Opening VIP Party dinner and drinks invite
- 10 VIP event passes

## MAJOR \$2500

- Continuous featured branding and marketing leading into and throughout festival, including website, social media, print advertising, editorials, posters/flyers, radio, television and program
- 3x3m Sales/Display area located in the entrance of the event
- Branding used on both stages throughout festival
- 1/2 page ad in festival program
- 1 hour seminar spot
- 5 VIP passes

## FEATURED \$1000

- Continuous branding and marketing leading into and throughout festival, including website, social media, print advertising, editorials, posters, flyers, radio, television and program
- Product displays located inside the event
- 1/4 page ad in festival program
- 3 VIP passes

## FRIEND \$200 - \$500

- Branding throughout festival, including website, social media, print advertising, editorials, posters/flyers, radio, television and program
- 1 VIP pass



SUNDAY 12TH NOVEMBER - 9AM TO 3PM  
144 JONSON ST, BYRON BAY

AUSTRALIAN  
GUITAR BUILDERS  
ON SHOW

LIVE MUSIC  
FROM BYRON MUSIC  
SCHOOL

FREE RE-STRING  
JUST BUY A PACK OF  
STRINGS & BRING  
YOUR GUITAR



# CARPARK MARKET

FOOD STALLS

HUGE STORE SALE  
UP TO 40% OFF

GUITAR DEMOS  
IN THE DOUBLE  
BASEMENT

SUPPORTING  
BUDDI & MMAD

The Byron Bay Guitar Festival will partner with Musicians Making A Difference (MMAD) and Byron Underage Drinking and Drug Initiative (BUDDI) for this year. Our social commitment is to support organisations and individuals with positive purposes that engage the community through music.



Musicians Making A Difference (MMAD) Inc is an Australian charity that exists to change young lives through music. MMAD uses the power of music, dance & mentoring to inspire young people to make their lives remarkable.

They provide creative support to young people, (especially those who have suffered emotional abuse, neglect and disadvantage) in overcoming challenges such as homelessness, destructive patterns of behaviour, exclusion from school, family breakdown, drug and alcohol dependency, unemployment and reoffending.

**"Our goal is not only to break negative cycles, we empower our young people to go on and make their own difference within the community."**

[www.mmad.org.au](http://www.mmad.org.au)

BUDDI stands for Byron Underage Drinking and Drug Initiative and is a CDAT (Community Drug Action Team) formed under NSW Health's Community Drug Strategies Program and is overseen by the Alcohol & Drug Foundation.

The BUDDI CDAT is a volunteer group working to find solutions to the problems associated with youth drinking and drug use in Byron Bay and provide social alternatives & education programs to young people, their parents & people working with youth.

Each year BUDDI provides youth programs, forums, youth events and also the volunteer network that helps to manages these programs. Some of the initiatives of BUDDI have included the YACROCKCAFE, formerly known as 'Friday Nights @ the YAC', which was a weekly music-based drop-in safe socialising program for teens at the Byron Youth Activities Centre.

<https://www.facebook.com/buddicdat/>