



Presented by Tosco Music
June 14-16, 2019
FABFESTCHARLOTTE.ORG

Overview

Tosco Music will host a Beatles weekend event in 2019 that will:

- Expand on 15 years of a successful, annual Saturday night Tosco Music Beatles Tribute with consistent sell-out audiences at the 1,200-seat Knight Theater in Charlotte, NC
- Collaborate with city-wide initiative "Music Everywhere Charlotte" launched April 2017
- Bring Beatles fans from across the Southeast to Charlotte
- Become the first comprehensive annual Beatles weekend event in the Southeast

An email survey of 1,858 past Tosco Music Beatles Tribute ticket buyers had a 14% response rate:

- 82% responded that they would attend daytime activities
- 70% aged 55-74
- 40% household income \$150,000-\$250,000+



Venues

KNIGHT THEATER AT LEVINE CENTER FOR THE ARTS

- 430 S. Tryon Street, Charlotte, NC 28202
- Evening events on Friday, June 14 and Saturday, June 15
- Blumenthal Performing Arts Theater
- 1,191 seats

FRIDAY EVENING – The Fab Four: The Ultimate Tribute

SATURDAY EVENING – Tosco Music Beatles Tribute

- 15 acts performing Beatles songs in a variety of musical genres
- Beatles singalongs throughout the evening



FAIRFIELD BY MARRIOTT

- 201 S. McDowell Street, Charlotte, NC 28204
- Daytime activities on Saturday, June 15 and Sunday, June 16
- 9,500 Sq. Ft. of exclusive event space
- One mile from Knight Theater
- Complimentary shuttle service within three miles of hotel
- \$119 per night event room rate for FABFEST patrons
- \$5 daily event parking in covered and secured parking garage



Vendor Space

Marketplace room is 2,202 Sq. Ft. at Fairfield Inn & Suites Marriott with easy load-in access:

- Vendor tables are for both days (no single-day rates available, no guarantee for sales)
 - 5.5' x 2' tables (\$100)
 - limited number of 5.5' x 4' tables (\$150)
- Vendors are required to sign a liability release form

Weekend Schedule June 14-16, 2019

Friday June 14, 2018	Saturday June 15, 2018	Sunday June 16, 2018 (Father's Day)
	10am-5pm Daytime Activities Fairfield Inn & Suites	12-5pm Daytime Activities Fairfield Inn & Suites
5:30pm VIP Dinner Location TBD	5:30pm VIP Reception Location TBD	
8:00pm Beatles Tribute Band: The Fab Four Knight Theater	7:30pm Beatles Tribute Knight Theater	

Daytime Activities featuring: Peter Asher, The Cyrkle, Vivek Tiwary

Saturday 10am-5pm & Sunday 12pm-5pm	
Main Stage	Bands, Guitar Mash, Singalongs, Costume & Trivia Contests, Name that Tune, Art Display & Contest, Raffles, Door Prizes, Author's Panel
Marketplace	Artists, Authors, Memorabilia, Vinyl, Appraisals
Presentation Room	Speakers: Authors, Beatles Experts
Video Room	<i>Deconstructing the Beatles</i> , rare Beatles footage, etc.
Family Fun Room	Kids' Music & Crafts (Yellow Submarine, Octopus's Garden, etc.)

Tickets

	Saturday 10am-5pm	Sunday 12pm-5pm	Friday 8pm Knight Theater	Saturday 7:30pm Knight Theater
Single Tickets	\$30	\$25	\$25.50 - \$55.50	\$19.50 - \$44.50
VIP Package	All-inclusive weekend with VIP benefits: \$500			
Saturday & Sunday	\$50			
Ages 5-17	50% off			
Kids under 5	Free			

Contact

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