

2011
SHOWCASE
& AWARDS

CHESTER RACECOURSE

Non Raceday Event

Chester Rocks 2011

Saturday July 2nd & Sunday 3rd 2011



Objectives

- Deliver a brand new two day music festival held at Chester Racecourse as part of the Race Company's Major Events programme.
- Deliver a large scale music event to compliment Chester's existing Summer events programme.
- Create a family focused Pop day (Sat 2nd July) featuring many of the UK's highest profile Pop acts including McFly, The Wanted, The Saturdays, Taio Cruz, Eliza Doolittle and Sugababes.
- Create an Alternative day (Sun 3rd July) showcasing international stars of Rock, Indie and Dance including Iggy Pop & The Stooges, Leftfield, Feeder and Shaun Ryder.
- Provide opportunities for local bands to perform at a large scale music event.



Saturday 2nd July

TAIO CRUZ
MCFLY
THE SATURDAYS
The WANTED
SUGABABES
ELIZA DOOLITTLE
THE CHRISTIANS
STEPHEN LANGSTAFF

plus many more acts



save
£50
with our special
Family Ticket
See website
for details

THRILLS & RIDES
AMUSEMENTS ON BOTH DAYS

Sunday 3rd July

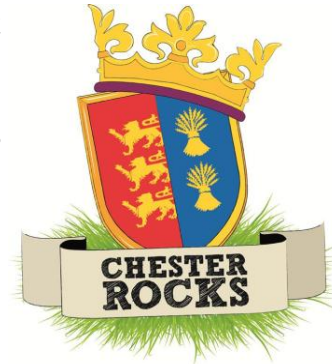
IGGY AND THE STOOGES
LEFTFIELD
THE AUSTRALIAN
PINK FLOYD SHOW
I AM KLOOT
SHAUN WILLIAM RYDER
FEEDER
THE LIGHTNING SEEDS
TOMMY SCOTT AND THE RED SCARE

plus many more acts

chester-rocks.com 01244 304 610

Delivery

- Chester Rocks was supported with a heavy weight online and offline Marketing campaign, the event had its own identity and website (chester-rocks.com).
- Social Media played a key role in driving awareness; 6,000 friends on facebook and 4,000 followers on twitter.
- Media partners included Global (Heart and Xfm), Trinity Mirror and key regional publications.
- Large scale operational delivery program (eg. Staging required a 5 day on-site set up).



Results/Anticipated Results

- Overall attendance of over 15,000 across the two day event.
- Exceptional levels of press and radio coverage on a national, regional and local scale.
- Very positive customer feedback from post event research:
 - 80% rated the line up as 'Very Good' or 'Excellent'
 - 80% of people thought the event was good value for money
 - 88% would buy tickets for Chester Rocks 2012.
- Currently planning for Chester Rocks 2012.

