

# FESTIVAL BRIEF

## Festival Name

## Key Information

Date/Time/Location etc.

## Festival Theme

What is your festival theme? e.g. music, food etc.

## Attractions

What are the 5 key attractions at your festival?

## Dream Acts

If you could have any acts, bands or performers, who would they be?

## Market Research

Who is your target audience?

Who are your key festival competitors?