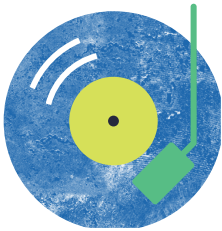




SUPPORTER PACKET

JULY 8-9, 2022 / WESTERN GATEWAY PARK / DES MOINES, IA

After two quiet summers, the annual 80/35 Music Festival is plugging back in and turning up the volume for our 13th edition, welcoming over 30,000 people to downtown Des Moines to celebrate the return of live music with established and emerging local, national, and international acts in the heart of Des Moines.



PARTNER WITH 80/35

Your partnership with 80/35 helps bring the musical heartbeat of downtown Des Moines to life. With a mix of free and paid stages, the festival is an opportunity to reach a diverse consumer base in a fun, family-friendly environment through building relationships with the shared language of music.

80/35 is organized by the Des Moines Music Coalition (DMMC), a non-profit which seeks to build a stronger, more diverse music scene in Greater Des Moines. DMMC supports not only the musicians on stage at our festival but also the myriad aspiring music industry

professionals behind the scenes, all of whom contribute to a nascent music economy in Des Moines that is recovering from the impact of the COVID-19 pandemic.

Previous 80/35 festivals have included such artists as Weezer, Ke\$ha, The Avett Brothers, Wu-Tang Clan, Wilco, Elle King, and more. From hip hop to rock to pop to electronic to folk music, we invite lovers of live music in all genres to come for artists they love and discover a new favorite artist on the same day.

CONTACT

MICKEY DAVIS, EXECUTIVE DIRECTOR,
DES MOINES MUSIC COALITION

mickey@desmoinesmc.com
515.676.0005 / 80-35.com

WHO IS 80/35?

80/35 is a **people-powered** music festival, with over 500 volunteers engaged year-round to make the festival happen. Crucially, the festival also injects much-needed capital into the local music economy: every band – local, regional, and national/international – is paid for their performance, and local sound, lighting, and production professionals rely on festivals like 80/35 to contribute to the growing number of aspiring music industry professionals in Des Moines.

The power of the festival is made even more important by the impact of the COVID-19 pandemic. The music industry was the first to close and is one of the last industries to reopen, making support for the musicians on stage and professionals making the music happen paramount.

In a recent survey of Des Moines musicians and industry professionals, **over half of respondents said their music-related income decreased due to the pandemic, with the average amount being 50%.** Your support of the festival cannot come at a more important time.

80/35 BY THE NUMBERS IN 2019

25,000 PEOPLE

500 VOLUNTEERS

5 STAGES 1 PAID, 4 FREE TO THE PUBLIC

40 BANDS

23 IOWA BANDS

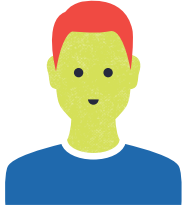
10 AFTER PARTIES

16 FOOD VENDORS

20 COMMUNITY VILLAGE ORGANIZATIONS



80/35 BY THE NUMBERS IN 2019



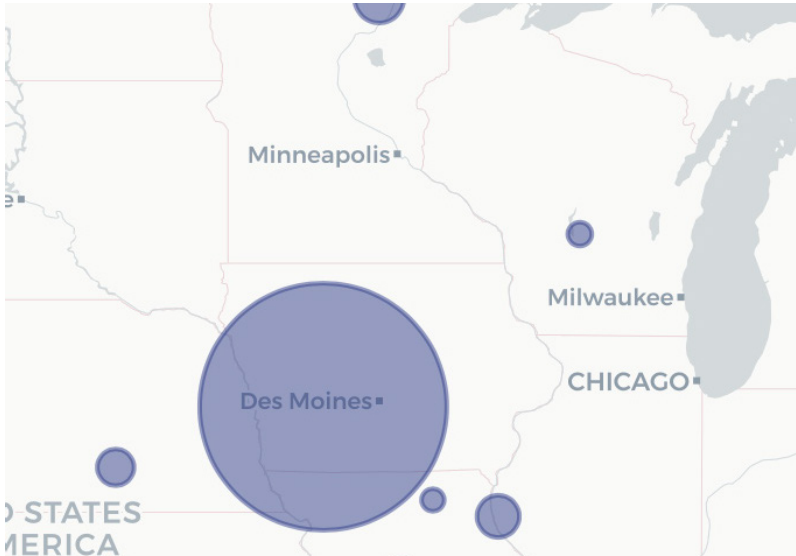
The 80/35 audience is a big tent, diverse in age and socioeconomic background. Primarily coming from the Greater Des Moines region but with attendees from across the Midwest, the audience is united in a shared love of live music in the heart of the city many of them support. Our audience is community-driven and believe in the power of music, believe in the power of 80/35, and believe in the power of Des Moines. They see the value of the festival of what it brings to the community and support it.

2019 FESTIVAL GROUNDS



THE 80/35 AUDIENCE

WHERE ATTENDEES COME FROM



GENDER

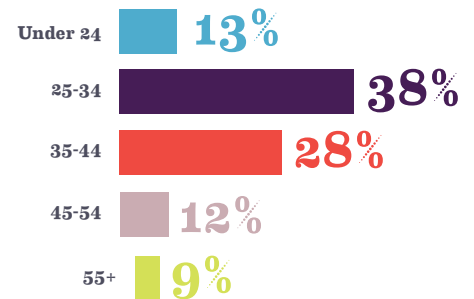
Female

54%

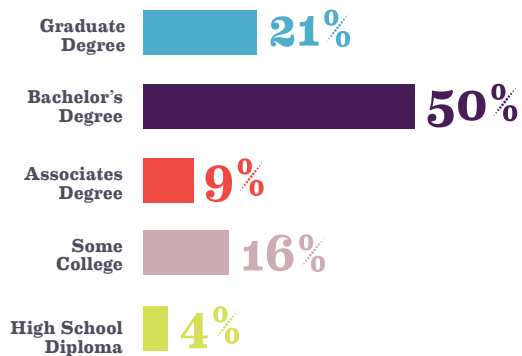
Male

46%

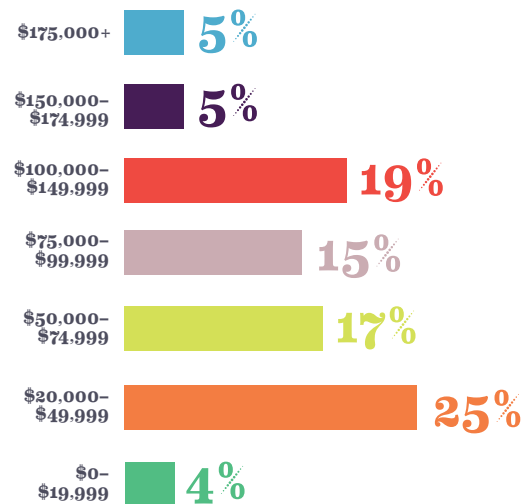
AGE



EDUCATION



INCOME



SOCIAL IMPRINT



83,766 UNIQUE WEBSITE VISITS FEB-JULY



26,635 FACEBOOK LIKES



24,522 TWITTER FOLLOWERS



7,293 INSTAGRAM FOLLOWERS



20,758 E-NEWSLETTER SUBSCRIBERS

*Data compiled from 80/35 survey sent to attendees and ticketing reports.

80/35 IN 2019



2019 SCHEDULE

80/35 SCHEDULE

WHERE HARMONIES MEET HAPPINESS.

Discover mind-bending music. Engage with eye-popping art. Devour delicious fest foods. Savor sweet brews. Shop local faves. Learn about community non-profits. Hula-hoop to your heart's content. (And that's just the start.)

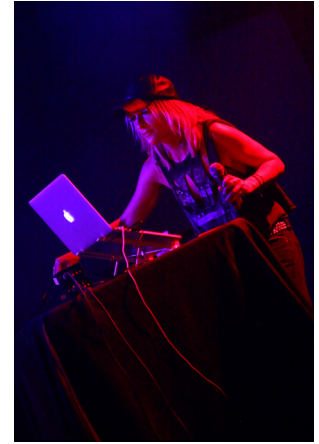
80-35.COM

FRIDAY/JUL 12, 2019

	TICKETED HY-VEE MAIN	TICKETED KUM & GO	FREE NATIONWIDE	FREE GEN Z SHOWCASE	FREE IPR LIVE SESSIONS	
4:30 PM						4:30 PM
5:00 PM				JOLIE SEITZ	LEFT IS WEST	5:00 PM
5:30 PM	YUNGBLUD		HEX GIRLS		LISSIE	5:30 PM
6:00 PM		MURDER BY DEATH	SQUIRREL FLOWER		CONDOR & JAYBIRD	6:00 PM
6:30 PM				PLUMERO	LAVISH	6:30 PM
7:00 PM			MARKAUS		SQUIRREL FLOWER	7:00 PM
7:30 PM	METRIC				YOUNGER	7:30 PM
8:00 PM			JOSH HOYER & SOUL COLOSSAL	QUEEN KENZIE	THE OTHER BROTHERS	8:00 PM
8:30 PM		LISSIE				8:30 PM
9:00 PM						9:00 PM
9:30 PM						9:30 PM
10:00 PM	ELLE KING		CLOSED FORMAT PRESENTS DISCO DEMOLITION			10:00 PM
10:30 PM						10:30 PM
11:00 PM						11:00 PM
11:30 PM						11:30 PM
12:00 AM						12:00 AM

OFFICIAL 80/35 AFTER PARTY

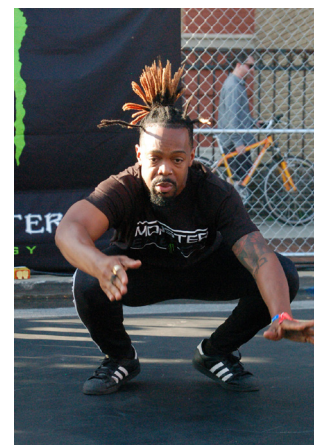
DJ Set by Emily Haines of Metric at Wooly's at 10:30 p.m.



SATURDAY/JUL 13, 2019

	TICKETED HY-VEE MAIN	TICKETED KUM & GO	FREE NATIONWIDE	FREE GEN Z SHOWCASE	FREE IPR LIVE SESSIONS	
11:30 AM				BMNC SUMMER CAMPS: ROCK		11:30 AM
12:00 PM	AND THE KIDS		LADY REVEL			12:00 PM
12:30 PM		SIDEWALK CHALK	LEFT IS WEST	BMNC SUMMER CAMPS: HIP-HOP	ELLISA SUN	12:30 PM
1:00 PM					CRYSTAL CITY	1:00 PM
1:30 PM	XL (SADAT X & EL DA SENSEI) W/ DJ KAOS		YOUNGER		SIDEWALK CHALK	1:30 PM
2:00 PM		DRESSY BESSY	DICKIE	GIRLS ROCK! DSM	AND THE KIDS	2:00 PM
2:30 PM					MARKAUS	2:30 PM
3:00 PM	DESSA		THE OTHER BROTHERS	GRETA & ADALINE AKERS	HEX GIRLS	3:00 PM
3:30 PM		THE HARMALEIGHS	CRYSTAL CITY		DRESSY BESSY	3:30 PM
4:00 PM					DICKIE	4:00 PM
4:30 PM	LIZ PHAIR		DRUIDS	ELEANORGRACE	THE HARMALEIGHS	4:30 PM
5:00 PM		THE BETHS	LAVISH		DESSA	5:00 PM
5:30 PM			THE ENVY CORPS	COLDSTAIN	SURF ZOMBIES	5:30 PM
6:00 PM		OPEN MIKE EAGLE				6:00 PM
6:30 PM						6:30 PM
7:00 PM	MISTERWIVES					7:00 PM
7:30 PM						7:30 PM
8:00 PM						8:00 PM
8:30 PM						8:30 PM
9:00 PM						9:00 PM
9:30 PM						9:30 PM
10:00 PM	PORTUGAL. THE MAN		DJ RAJ AND FRIENDS			10:00 PM
10:30 PM						10:30 PM
11:00 PM						11:00 PM
11:30 PM						11:30 PM
12:00 AM						12:00 AM

Artists and schedule subject to change. Head to 80-35.com for updates.



2019 SUPPORTERS

THANK YOU TO OUR SPONSORS



WILLIS AUTOMOTIVE



IOWA PUBLIC RADIO



GREATER DES MOINES PARTNERSHIP



GREATER DES MOINES



JASPER WINERY



UnityPoint Health
Des Moines



American Enterprise



COMMUNITY FOUNDATION
GREATER DES MOINES

WESTERN GATEWAY PARK | DES MOINES, IOWA



ORGANIZED BY



dmcc
GREATER DES MOINES COMMUNITY CENTER



IMPACT OF SUPPORTING 80/35



WHILE 80/35 IS A TWO-DAY FESTIVAL, ITS VISION REACHES FAR BEYOND ONE WEEKEND OF CELEBRATION.

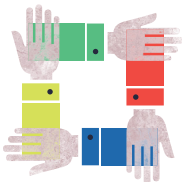
The festival was founded by the 501(c)(3) non-profit Des Moines Music Coalition in 2008 to support the organization's mission: growing and cultivating Des Moines' music economy. In the years since, the Des Moines music scene has played a pivotal role in the city's cultural redevelopment. New music venues, festivals, bands, and industry professionals have emerged in the city, adding to a nascent music ecosystem in the Greater Des Moines region.

Like every music ecosystem across the globe, the pandemic had a devastating impact to not only the musicians and workers in the industry but also the fans who were missing something so important to them. The 2022 festival is a celebration of the return of live music and the people who make live music happen all year.



YOUR SUPPORT HELPS 80/35:

- + Cultivate more live music fans in Des Moines
- + Build recognition of Des Moines as a music city in the larger music industry
- + Foster and champion the next generation of local musicians
- + Continue to keep ticket prices affordable and offer free stages to make music accessible to everyone in our community.



PROCEEDS FROM 80/35 ARE REINVESTED IN THE MUSIC COMMUNITY. HERE'S HOW:

- + **Youth Music Education:** after school programs and summer rock and hip-hop camps for middle school-age students, encouraging our next generation of artists
- + **Music University:** a conference connecting Des Moines musicians with music industry experts, support and resources to help them achieve their professional and artistic goals.
- + **Advocacy:** working within central Iowa to highlight important issues affecting the Des Moines music economy and community.



LEARN MORE AT DESMOINESMC.COM