

PRODUCERS, PROMOTERS & ENTERTAINMENT CONSULTANTS

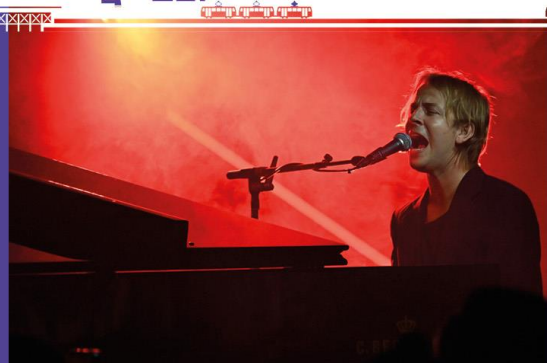


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Martin Blore martin@fitthebill.com

FIT THE BILL



THE BRITISH COUNTRY MUSIC FESTIVAL



BLACKPOOL BORN LEGENDARY SONGWRITER
GRAHAM NASH



Produced by Fit The Bill Limited and Blackpool Entertainment Company Limited

THE BRITISH COUNTRY MUSIC FESTIVAL

THE SONGWRITERS' FESTIVAL | 1-3 SEPT 2023 | WINTER GARDENS BLACKPOOL

GRAHAM NASH
DONNA TAGGART MEGAN McKENNA
CAMPBELL JENSEN JADE HELLIWELL
THE DUNWELLS SOUND OF THE SIRENS
JOHN BRAMWELL & THE FULL HARMONIC CONVERGENCE
KIRSTEN ADAMSON ROBBIE CAVANAGH
SIMEON HAMMOND DALLAS KYLIE PRICE
MAIREAD SHEA RAFFERTY ISABELLA COULSTOCK
ROBYN RED THE HEARTLAND ROOTS BAND
THE COALTOWN DAISIES PRESTON D BARNES
CHLOE JONES THE OFTEN HERD SIMON HOWARD
THE WESTLANDS ELIZABETH & JAMESON SAM TURNER
CHRIS FOX SARAH YEO PHIL HOOLEY SCOTT BECKETT
LINCOLN SKINS JENNIFER JUCKES
hosts **MATT SPRACKLEN & SALLY NADEN**



100+ ARTISTS | 4 STAGES | SONGWRITERS' CAROUSEL | ILLUMINATIONS MUSICAL TRAM RIDE



FIT THE BILL



VISIT BLACKPOOL

www.britishcountrymusicfestival.com | box office 0844 770 0593



West End production values for our festival.

Indoor festival creates a unique experience.

No "Wild West" references.



Production team and crew all Lancashire based.

Heritage tram tour of the illuminations with live music on board.



USP's

Reclaiming Anglo-Celtic settlers influence on country music.

The only platform for UK singer-songwriters.



PLACE MAKING

The candlelit Empress Ballroom.

Wurlitzer organ plays country.

Sticks of Blackpool rock merch.



Replaced artist riders with local produce.

Created logo hybrid to promote town.

Commissioned renowned, Lancs based concert photographer.



"Great music, great atmosphere, thanks for a great weekend."



"Showing Britain's finest can match America."



"A weekend like no other... a wonderful atmosphere, the live music was of the highest standard. Top weekend."



"What an amazing line-up for this festival... So varied and some serious musical education, This really excites me."



"Wonderful celebration of UK country music, great organisation, atmosphere and country family vibe!!!"



"...the three day event was a brilliant showcase... Never mind the future, the present is bright with UK country music talent."



"So amazing that I was inspired and have bought my own ukulele and I'm having singing lessons! Thank you !!!"

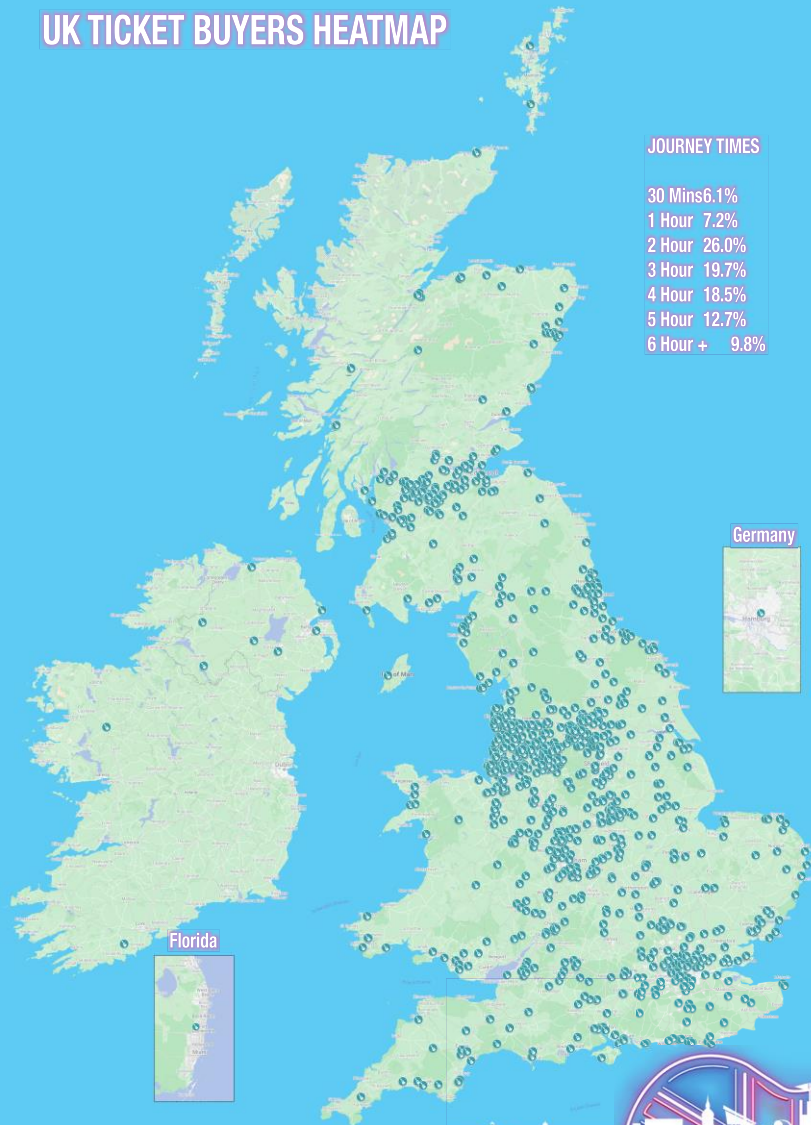


"...Brought the UK's hottest acts to Blackpool... helping push this genre in such a stylish way."



"So far ahead of other festivals it's unreal. What a gorgeous setting for great artists to entertain an appreciative crowd."

UK TICKET BUYERS HEATMAP



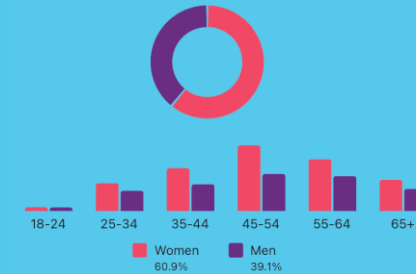
SOCIAL FOLLOWERS

Facebook 14,563

Email Subscribers 13,187

Instagram 6,194

Twitter 4,170

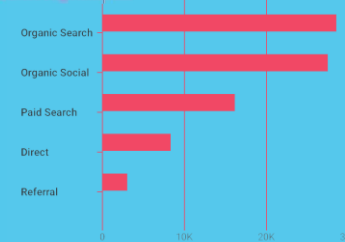


TOTAL FOLLOWERS 38,114

TOTAL ENGAGEMENTS 1,728,720

WEBSITE USERS

Traffic Acquisition



SEO Success

Organic Google search clicks
26,550 v 8,833 up 198%

Organic Google search impressions
952,677 v 250,344 up 280%

Ranking Number 1 for 163 Google Search
Term Positions including

UK Country Music Festival
Country Music Festival 2023
British Country Music

TOTAL USERS 72,400

PAGE VIEWS 170,000

TOTAL EVENTS 425,000

WEBSITE TICKET PURCHASES 87%

TICKET AGENTS & VENUE 13%



BLACKPOOL BUSINESS LEADERSHIP GROUP

SPECIAL OFFER 25% OFF

USE COUPON CODE: BBLG

www.britishcountrymusicfestival.com