



Special Events Theme Parties

BEST INNOVATIVE EVENT - \$100,001 - \$200,000

Music Fest

How is an outdoor Music Festival for 2700 people with sponsored areas created while easing the fear of inclement weather? Destination Nashville transformed indoor space to truly bring the outdoors - in! From backstage with red carpet paparazzi and meet and greet with entertainers, to tailgating for "general admission", guests rushed through turnstiles into a true concert atmosphere. Sponsors hosted the "Beer Garden", "Graffiti Zone" and the hip "Arena" while serving signature drinks to customers. Area enhancements were interactives, live entertainment and takeaways. The night was topped off with headliner entertainment - Huey Lewis and KC & the Sunshine Band!

Destination Management

