

IRON N

BLOSSOM

music festival

September 2025
Richmond Training Grounds
Richmond, VA

*Produced in
Partnership By:*

IMG OING

 **STARR HILL**
PRESENTS





A CELEBRATION OF MUSIC, FOOD & LIBATIONS

2 Days. 2 Stages.

20+ Artists.

20,000+ Fans.

While surrounded by the lush greenery of downtown Richmond, Iron Blossom Music Festival showcases a world-class musical lineup.

Discover everything uniquely Richmond, from its flavorful food and hand-crafted libations to its passion for preservation and community, throughout this unforgettable weekend.

LINEUP

IRON BLOSSOM
music festival

AUGUST 26-27, 2023
BON SECOURS TRAINING CENTER
RICHMOND, VA

SATURDAY **LORD HURON • NOAH KAHAN** **AUGUST 26**

FAYE WEBSTER • RAYLAND BAXTER • COLONY HOUSE
DEVON GILFILLIAN • CELISSE • MIPSO
TROUSDALE • JOSIAH & THE BONNEVILLES • BRISCOE

SUNDAY **HOZIER** **AUGUST 27**

ELLE KING • NEAL FRANCIS • THE HEAVY HEAVY
NIKKI LANE • SON LITTLE • DANIELLE PONDER • AMYTHYST KIAH
MATTHEW E. WHITE • ANGÉLICA GARCIA • THE LEGENDARY INGRAMETTES

CRAFT BEER, COCKTAILS + WINE & ARTISAN BAZAAR CULINARY VILLAGE

IRON BLOSSOM
music festival

SATURDAY, SEPTEMBER 21

MT. JOY • TURNPIKE TROUBADOURS

TRAMPLED BY TURTLES • INDIGO DE SOUZA • THE CALIFORNIA HONEYDROPS
SUMBUCK • SUSTO • JULIA PRATT • SARAH SHOOK & THE DISARMERS
VICTORIA CANAL • KENNEKA COOK

SUNDAY, SEPTEMBER 22

CAAMP • NATHANIEL RATELIFF & THE NIGHT SWEATS

HIPPO CAMPUS • ROYEL OTIS • JOY OLADOKUN
CHANCE PEÑA • SAY SHE SHE • RIVER WHYLESS • SG GOODMAN
DOGPARK • JACK WHARFF & THE TOBACCO FLATTS

UNIQUE EATS ARTISAN BAZAAR

SEPTEMBER 21+22 • 2024
ON THE GROUNDS OF
THE TRAINING CENTER ON LEIGH
RICHMOND, VA
IRONBLOSSOMFESTIVAL.COM

CRAFT BEER, COCKTAILS + WINE

20+ artists. 2 stages with no overlapping sets!
2025 Lineup Coming Soon!

EXPERIENCE IRON BLOSSOM

CELEBRATIONS OF LOCAL CULTURE IN EACH NOOK OF THE FESTIVAL



Exclusive Iron Blossom Craft Cocktails from the greatest Local & National Distilleries.



Craft Beer offerings will be a cross section of all the great craft beers of the region.

VIP Offers will include incredible views and exclusive amenities.

TARGET AUDIENCE

TOP 10 MARKETS

- ▶ Richmond, VA
- ▶ Norfolk-Hampton Roads, VA
- ▶ Charlottesville, VA
- ▶ Washington, DC
- ▶ Baltimore, MD
- ▶ Raleigh, NC
- ▶ Greensboro, NC
- ▶ Philadelphia, PA
- ▶ Wilmington, DE
- ▶ Charlotte, NC

DEMO

Age

- ▶ 05% | 18-24
- ▶ 35% | 25-34
- ▶ 35% | 35-44
- ▶ 15% | 45-54
- ▶ 10% | 55+

Gender

- ▶ 45% Male / 55% Female

Family Friendly

- ▶ 50% have a child under 18 in household

Disposable Income

- ▶ 60% have annual household income over \$75,000

Educated

- ▶ 75% completed a 4-year degree, 40% of those being graduate level

- PROJECTED MEDIA -
OVER 30 MILLION IMPRESSIONS



\$150k+
advertising
spend



10,000+
Likes



10,000+
Followers



2,000+
Followers



25,000+
Subscribers

PARTNER BENEFITS

▶ Naming Rights

- ▶ Entitlement of one of the various festival assets
 - ▶ Stages
 - ▶ VIP Lounge
 - ▶ Vendor Village

▶ Experiential

- ▶ Access to VIP Lounge prior to and throughout festival
- ▶ Opportunity to activate promotional programs on festival grounds

▶ Branding & Visibility

- ▶ Name recognition in festival press release, distributed to local and regional media outlets
- ▶ Logo/brand placement on official electronic tickets
- ▶ Logo/brand placement on signage in designated locations
- ▶ Logo/brand placement on video screens located on either side of the main stage (pre-show, intermissions, post-show)

▶ Digital Marketing & Social Media

- ▶ Logo/branding on festival website
- ▶ Opportunity for social media promotions highlighting activations of partnership. Based on availability and approval of festival staff

ALL ROADS LEAD TO IRON BLOSSOM

One of the “7 Rising U.S. cities that should be on your 2019 travel bucket list”

- TRIPADVISOR

“Richmond named the best craft beer city in the Northeast

- WANDERU

“One of the 52 places to go in 2020”

- NEW YORK TIMES

Names one of The South’s Best Food Towns

- GARDEN & GUN

On *National Geographic’s* list of “Where to travel for food”



WHO WE ARE



IMGOING is a live event entertainment company that produces concerts and events throughout the state of Virginia. IMGoing operates Atlantic Union Bank Pavilion (Portsmouth, VA) since 2005; and the Resort Management Agreement for Virginia Beach since 2009. IMGoing has produces events at most of the larger venues in VA including the Altria Theater and Carpenter Theatre. In addition to nationally touring artists and festivals it has produced, IMGoing has produced many community and military events. It's Live! On Atlantic program for the City of Virginia Beach produces over 500 events annually. No matter the size of the events, IMG's team of highly experienced professionals is up to the task. The company is based in Virginia Beach.



STARR HILL PRESENTS is an independently owned and operated concert promoter based in Charlottesville, Virginia promoting over 300 events each year, ranging from small club shows to multi-day festivals. The company operates multiple local venues and is a partner in festivals across the country including Bonnaroo, Outside Lands, Austin City Limits, Lollapalooza, Forecastle Festival, Wanderlust Festival, and SXSW.

**FOR CUSTOM PARTNERSHIP
OPPORTUNITIES:**

CONTACT:

Angela Fisher

Angela.Fisher@imgoingevents.com

919-971-9513

