



**BATTLE, AXE
& TRACKS**

Presented by E720

Oct. 1-2, 2022

THE WHO

- E720 is a Northern Nevada based Company with over 25 years event, VIP and arts experience, E720 has recently formed to create this unique experience combining music with the assets that make our area great. Rancho San Rafael Park is a natural and perfect location to produce this first ever music festival for the area.

THE WHAT

- The area's newest multi-day music festival combining the best emerging and established rock and blues musicians on the scene today. "Battle, Axe & Tracks" is scheduled for Oct. 1-2, 2022.

THE WHY

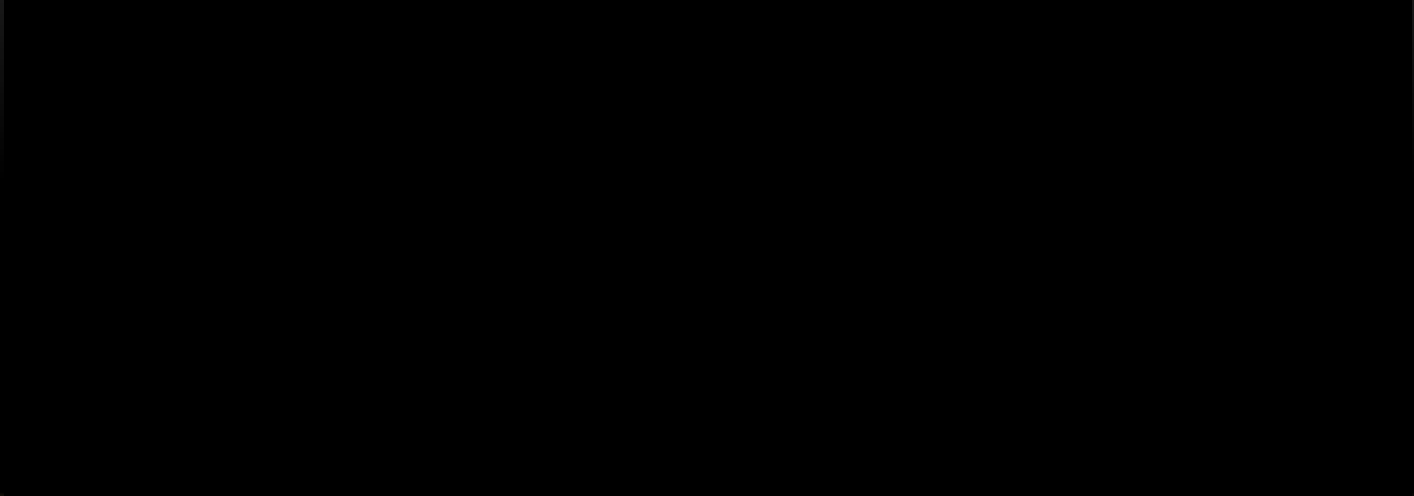
- The goal of the festival is to strengthen Northern Nevada's reputation as a regional music, art and culture destination while utilizing the unique resources within Rancho San Rafael Park and our proximity to historic locations and attractions in Reno, Carson City and Virginia City.

THE HOW

E720 is bringing together the innovators and business leaders of the area for this first time ever event to promote and support our love of music, culture and history of our communities.

The Line Up

Kenny Wayne Shepherd







Artist Reach

Includes Spotify, Instagram, Facebook, Band in Town

Kenny Wayne Shepherd	2,016,044
The Allman Betts Band	162,477
N. Mississippi All Stars	559,033
Samantha Fish	636,355
Los Coast	77,001
Ally Venable	113,936
Carolyn Wonderland	109,022
Ian Moore	31,463
Ron Artis II	14,542
Antsy McClain	9,396
Dennis Johnson	4,118

Total Reach

Over 4.5 million

Projected Economic Impact

- E720 expects to sell at least 2,500 tickets up to a maximum of 4,000
- 20% of attendees staying two nights in local hotel/motels and RV's
- Spending an average of \$220/day on accommodations, food and beverage, retail, recreation, gaming, and transportation in addition to ticket sales thereby infusing the local economy with \$690,900 for two and a half days of events.

Other activities

Wilbur May Museum

Axe Throwing

Guitar Competition

Food Trucks

Beer Garden

VIP Opportunities