

## **Brackfest 2025: The First Brackenridge Park Music Series**

**Tentative Date:** November 8, 2025

**Location:** Brackenridge Park Baseball Field

### **Introduction**

Brackenridge Park is our largest urban city nature park with a deep rooted history that has for generations shaped the way we view and experience the city of San Antonio. After surveying the local community, we have identified a strong public interest for a local music series at Brackenridge Park.

### **Survey Results**

[https://www.surveymonkey.com/stories/SM-WVmBLQwe2ypg0U3CjYm67g\\_3D\\_3D/](https://www.surveymonkey.com/stories/SM-WVmBLQwe2ypg0U3CjYm67g_3D_3D/)

### **Concept Overview**

Join us for Brackenridge Park's first music series, 'Brackfest', where you can experience San Antonio's premier artists and musicians.. Experience San Antonio's top talent at San Antonio's largest and oldest urban nature park.

Brackfest is a free one day music series. It is a carefully curated live music experience focused on supporting the local music industry in support of sustainability and walkability within the Brackenridge community and surrounding areas.

### **Why a music series at Brackenridge Park?**

Brackenridge Park is centrally located and adjacent to a number of local businesses and community partners. It is part of the cultural corridor that connects Downtown San Antonio to Broadway North.

The Brackfest Music Series can provide new cultural experiences and can enhance local economic activity. Our goal is to support sustainability and create additional opportunities for our local music and culinary arts community in San Antonio.

- Increase environmental awareness
- Create additional economic opportunities for local talent and local business
- Support and promote current sustainability and walkability efforts
- Collaborate with local partners to establish new programming for the park

## **Tentative Run of Show**

### **Saturday, November 8th, 2024**

- 2pm, VIP tent set up begins
- 5pm, welcome remarks by CEO, followed by first performance
- 6:30pm, 2nd performance
- 8pm, 3rd performance
- 9:30pm, headliner
- 10:45pm, music ends

## **Logistics**

**Transportation & Parking:** Participants are responsible for their transportation to and from Brackenridge Park. We will ask attendants to walk, cycle, shuttle or rideshare to the event inline with our City's sustainability efforts.

**Food:** Food truck options

**Fees:** Event is free and open to the public

### **Promotional Strategies:**

- Social media campaign (4 months)
- Partner with City of San Antonio Sustainability Office and local organizations
- Email campaigns to local businesses, organizations, and social media influencers

### **Safety Measures:**

- Certified first aid personnel on-site
- Emergency evacuation plan
- Pre-event safety briefing
- Toilets & water provided free of charge

## **Conclusion**

Brackfest promises a live local music experience free and open to the public while promoting sustainability and environmental awareness. We invite you to be a part of this unique live music experience, forging connections with nature with fellow live music supporters. Let's create memories that will last a lifetime while advocating for sustainability and walkability in San Antonio.

**Michael Cirlos** is a tenured content producer and placemaker in San Antonio, Texas who oversees the digital marketing and content production at IDEA Public Schools. While employed

at Centro San Antonio in 2018, Michael initiated the first community urban activation in Peacock Alley, a local music event that became the catalyst for both the Peacock Alley Music Series and the downtown development public art program, Art Everywhere. Michael currently serves in Leadership San Antonio 49, is a best selling author at Trinity University, and a former Pecha Kucha Speaker. michaelcirlos.com 210-908-1912, [mcirlos@gmail.com](mailto:mcirlos@gmail.com)

## FOR IMMEDIATE RELEASE

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# Inaugural BrackFest Brings Local Sounds to San Antonio's Historic Brackenridge Park

## *5 Musical Acts Scheduled to Perform November 2025*

**SAN ANTONIO (January 22, 2025)** - The community-driven BrackFest, a sustainability themed music event, will highlight the best of San Antonio with all-local musicians, vendors, and community partners. The two-day festival will take place in November 2025 on the grounds of the city's historic Brackenridge Park. General admission is free and VIP tenting areas with overnight camping privileges are \$100. The festival will also include local food and artisan craft vendors, community partner booths, and more. More information is available at [www.brackfest.com](http://www.brackfest.com).

The festival will boast some of San Antonio's most talented musicians with performances by BAND NAME, BAND TWO NAME, BAND THREE NAME, and several others.

"The inaugural BrackFest will be a true showcase of San Antonio," said NAME, TITLE, ORGANIZATION. "This festival was developed by the community to celebrate San Antonio talent on the grounds of one of the city's iconic cultural and historical locations. This inaugural event should not be missed."

BrackFest was developed in 2024 after several community members came together and expressed a desire to create a music festival at one of San Antonio's most iconic public gathering spaces for locals and visitors, alike.

"QUOTE," said NAME, Brackenridge Park spokesperson.

For more information, visit [www.brackfest.com](http://www.brackfest.com).

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