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Dreamy Draw 2023 Press Summary

Dreamy Draw 2023		Campaign Breakdowns		
Campaign	Editorial Breakdown	Reach (Unique Monthly Views via SimilarWeb)	Total AVE (Ad Value Equivalency)	Social Impressions
Announcement	VIEW REPORT	6,945,635	\$64,247.11	178,024
Pre-Coverage	VIEW REPORT	548,055,501	\$548,055,501.00	5,697,761
Post-Coverage	VIEW REPORT	71,492,275	\$661,303.57	12,042,106
Year To Date Totals		626,493,411	\$548,781,051.68	17,917,891

Post-Coverage Highlights:

Rolling Stone: [Watch Midland Christen the Inaugural Dreamy Draw Festival With 'Cheatin' Songs'](#)

Forbes: [Dreamy Draw: A Country Themed Music Festival Debuts In Scottsdale, AZ](#)

Holler: [Logan Halstead Shows Off His Appalachian Charms At Dreamy Draw Festival 2023](#)

Holler: [Stephen Wilson Jr. Turns Up The Heat At Dreamy Draw Festival 2023](#)

Holler: [Grady Spencer & The Work Provide the Vibes at Dreamy Draw Festival 2023](#)

Holler: [American Aquarium Deliver A Triumphant Set at Dreamy Draw Festival 2023](#)

Holler: [JD Clayton Steals The Show At Dreamy Draw Festival 2023](#)

Holler: [Nolan Taylor Takes the Dreamy Draw Stage By Storm](#)

Holler: [Hailey Whitters' Cornstar Country Reigns Supreme at Dreamy Draw Festival 2023](#)

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Holler: [Midland Brings A Little Bit Of Texas To The Phoenix Desert At Dreamy Draw 2023](#)

MusicRow: [In Pictures: Dreamy Draw Music Festival Makes Debut In Old Town Scottsdale](#)

Holler (13.9K): [We caught up with Kentucky-hailing singer-songwriter @natmyersyall at @dreamydrawfest. 🍁 Here's his Quick 10!](#)

Holler (13.9K): [We caught up with @coreyharper at @dreamydrawfest to chat songwriting, dream collabs and country music royalty 👑](#)

Honky Tonk Heroes: [JD Clayton](#)

Honky Tonk Heroes: [Ryan Young from Trampled By Turtles](#)

Honky Tonk Heroes: [Logan Halstead, like us, f*cks with Canes sauce @raisingcanes](#)

The Vinyl District: [TVD Live Shots: Dreamy Draw Music Festival, 11/4](#)

The Vinyl District: [TVD Live Shots: Dreamy Draw Music Festival, 11/3](#)

No Depression: [THROUGH THE LENS: Shakori Hills & Dreamy Draw Wrap Up the 2023 Festival Season](#)

Music Festival Wizard: [The Scene: Country Music in the Sonoran Desert @ Dreamy Draw 2023](#)

KAMP Radio (UoA): [Dreamy Draw Music Festival \(11/3-4/23\) | Photo Gallery](#)

The Lumberjack (NAU): [Dreamy Draw Music Festival defines American music](#)

HVNLY: [DREAMY DRAW FESTIVAL ARIZONA 11/03 - 11/04/2023](#)

Dirt Country Music (136K): [@midland took the stage at @dreamydrawfest recently and here's their performance of "Out of Sight" 🤘](#)

Pre-Coverage Highlights:

Phoenix New Times: [Your ultimate guide to Dreamy Draw music festival](#)

Fox 10 Phoenix: [Events, things to do in Phoenix this weekend: Nov. 3 - 5](#)

Yahoo News: [Events, things to do in Phoenix this weekend: Nov. 3 - 5](#) - Syndicated
Fox 10

Thrillist: [Food Festivals in Phoenix Are in Full Swing This November](#)

KTAR News: [Weekend guide: Here are the biggest events around metro Phoenix for Nov. 3-5](#)

ABC15: [What's happening this weekend in Phoenix | November 3-5](#)

AZCentral: [Ultimate guide to Arizona's newest music festival: Dreamy Draw 2023 in Scottsdale](#)

Modern Luxury Scottsdale: [November 2023](#)

12 News (KPNX-TV): [New festival in Scottsdale celebrating local talent this weekend](#)

KNIX Country: [Dreamy Draw Music Festival 2023](#)

AZCentral | The Arizona Republic: [Top concerts playing Phoenix in November: Doja Cat, Lainey Wilson, Pitbull, Kim Petras](#)

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Phoenix Magazine: [Things To Do in the Valley This Week \(Oct. 30-Nov. 5\)](#)

Visit Phoenix: [Things To Do In Phoenix This Fall](#)

The Entertainer Mag! (Phoenix.org): [Top 15: November 2023](#)

Patch! (Scottsdale, AZ): [American Pride Library Program + Dreamy Draw Music Festival](#)

Luxury Travel Mag: [Experiential Travel in Scottsdale, Arizona](#)

Drivin' & Vibin: [Is Scottsdale, Arizona, Really a Secret Country Music Destination?](#)

KTAR News (92.3): [Contests: Dreamy Draw Music Festival](#)

East Valley Tribune: [‘Mellowpalooza’ ushers in The Season](#)

Yahoo Entertainment: [‘Mellowpalooza’ ushers in The Season](#) - Syndicated East Valley Tribune

Holler: [Dreamy Draw Music Festival 2023: Frequently Asked Questions](#)

Holler: [Exclusive: Evan Honer Discusses New Music and Arizona Roots Ahead of Dreamy Draw Festival Appearance](#)

Holler: [Exclusive: Nolan Taylor Talks New Single Ahead of Dreamy Draw Festival Performance](#)

So Scottsdale: [Fest Of The West](#)

The Arizona Republic (AZ Central): [Everything to know about Scottsdale’s newest concert venue — and how to see the debut show](#)

Phoenix Magazine: [3 Music Festivals to Check Out in Arizona This Fall](#)

AZ Family (KTVK/KPHO): [Good Morning America w/ John Rieble & The Senators - Tuesday, September 26 at 9:45 a.m PT](#)

News Announcement:

Experience Scottsdale: [DREAMY DRAW COUNTRY MUSIC FESTIVAL](#)

Visit Phoenix: [DREAMY DRAW MUSIC FESTIVAL](#)

Experience Scottsdale: [DREAMY DRAW FESTIVAL ANNOUNCES DEBUT LINE-UP IN HISTORIC OLD TOWN SCOTTSDALE](#)

Billboard: [A Roundup of Country & Americana Festivals in 2023 \(Updating\)](#)

Arizona's Family (KTVK/KPHO) - Good Morning Arizona: [In-studio live segment ft. RJ + Evan Honer, 9:05 am PST on Wed, 7/19 + Evan’s Performance](#)

Arizona's Family (KTVK/KPHO): [New Music Festival Coming To The Valley This Fall](#)

The Arizona Republic: [A new 2-day music festival is coming to Old Town Scottsdale. Here's everything we know](#)

Phoenix New Times: [Dreamy Draw Music Festival debuts in Scottsdale in November. Here's everything to know](#)

Holler: [Midland, Luke Grimes and More to Perform at Inaugural Dreamy Draw Festival](#)

Holler: [Dreamy Draw Music Festival 2023](#)

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Glide Magazine: [Midland, Lord Huron, Trampled By Turtles, Margo Price Lead Scottsdale's Dreamy Draw Festival](#)

All Country News: [Dreamy Draw Festival Announces Debut Line-Up In Historic Old Town Scottsdale November 3rd & 4th](#)

Country Evolution: [Dreamy Draw Festival Makes Grand Debut in Historic Old Town Scottsdale, Showcasing Stellar Country Music Line-Up](#)

Our Community Now: [Midland, Lord Huron, Trampled By Turtles, Margo Price Lead Scottsdale's Dreamy Draw Festival - Syndicated Story by Glide Mag.](#)

Ground.News: [Dreamy Draw Music Festival debuts in Scottsdale in November. Here's everything to know - Syndicated story by Phoenix New Times](#)

Social Highlights:

Dirt Country Music (136K): [@midland took the stage at @dreamydrawfest recently and here's their performance of "Out of Sight" 🎸](#)

Welcome to AZ (900K): [Post-festival images](#)

Holler (13.9K): [We caught up with Kentucky-hailing singer-songwriter @natmyersyall at @dreamydrawfest. 🍁 Here's his Quick 10!](#)

Holler (13.9K): [We caught up with @coreyharper at @dreamydrawfest to chat songwriting, dream collabs and country music royalty 🎵](#)

Country Reels (232.9K): [Marks denim jumpsuit is 🔥 @Midland #countryreels #dreamydrawfest #midland](#)

Country Reels (232.9K): [She ain't a 🍑 you oughta be pickin' 🎵 #countryreels #haileywhitters #dreamydrawfest #everythingsheaint](#)

Country Reels (232.9K): [What a performance by @Nolan Taylor Music 🔥🎵 #countryreels #nolantaylor #dreamydrawfest #radiowv](#)

Country Reels (232.9K): [Kayce is that you? 🎵🎵 #countryreels #dreamydrawfest #lukegrimes #kaycedutton](#)

Holler (13.9K): [@nolantaylormusic - 'Life/Love' - acoustic version 🎵 Ahead of the release of his spellbinding new single, 'Life/Love', which is out today, Nolan spoke to us to discuss the creative process behind his latest song, his forthcoming appearance at @dreamydrawfest in Arizona, and his dream collaborations.](#)

Honky Tonk Heroes: [We will see you at Dreamy Draw in Scottsdale! How can you not be pumped for this lineup? And it's in the great state of Arizona? Say less. I better see you there. Get your tickets below.](#)

KAMP Radio (UOA): [GIVEAWAY TIME: Dreamy Draw \(Nov 3-4\)](#)

So Scottsdale: [October is here and we are so excited to feature @carolyn.likas on the cover. She's riding into town for the 12th Annual Bentley Scottsdale Polo Championships, aka @thepoloparty 🐎 we're also featuring five spirited stars behind the Valley's best bars and two inaugural events in @balletarizona Fashion & Fizz and](#)

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[@dreamydrawfest](#) 🎵 Also look out for delicious regional ciders to drink this fall and a look at midcentury modern [@theeleanoraz](#)

Influencer Highlights:

Brynn Rumfallo (3M):

- Pre Coverage: [IG Stories - LIVE 7/20](#)
- On-site: [IG Stories - LIVE 11/4](#)

Kambriella Smith (156K):

- Pre Coverage: [IG Stories - LIVE 8/7](#)
- On-site: [IG Stories - LIVE 11/3](#) + [IG Stories - LIVE 11/4](#) + [GRWM Day 1 TikTok](#) + [GRWM Day 2 TikTok](#) +
- Post Coverage: [IG Post](#) + [Festival Recap TikTok](#)

Nicole Smith (40K):

- Pre Coverage: [IG Stories - LIVE 10/19](#)
- On-Site: [IG Stories - LIVE 11/4](#) + [IG Reel](#)

Cierra Bright (15K):

- Pre Coverage: [IG Stories - LIVE 7/19](#)
- On-site: Unable to attend due to emergency

Radio Partnerships:

KNIX Country 102.5FM: LIVE, did an on-air ticket giveaway - 15 pairs of GA weekend passes

KMLE Country 107.9FM: LIVE, did an on-air ticket giveaway - 5 pairs of GA weekend passes

92.9 The Bull (KHUD): LIVE, did an on-air ticket giveaway - 20 pairs of GA weekend passes

KTAR News 92.3 FM: LIVE, did an on-air ticket giveaway - 15 pairs of GA weekend passes

KAMP Radio (University of Arizona): LIVE, did a Instagram ticket giveaway - 2 pairs of GA weekend passes

Media Partnerships:

Holler: Executed announcement support, pre-coverage, on-site festival recap, daily performance reviews and has forthcoming Holler Sessions to be published

Honky Tonk Heroes: Executed 45-min podcast interviews with JD Clayton and Trampled by Turtles

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Outstanding Press Coverage:

Holler: Confirmed, they had a chance to conduct on-site video performances with American Hustler, Corey Harper, Stephen Wilson Jr., Logan Halstead, Nolan Taylor and Will Worden. Will be gradually rolling out content starting November - TBD

The Vinyl District: Confirmed, attended the festival and has published photo galleries for both days. Waiting for his artist interviews to go live, expected to roll out from mid-November - December

Fat Nugs Magazine: Confirmed, attended the festival and interviewed Trampled By Turtles to explore the subculture within the Country and Americana music scene and its intersection with cannabis - expected to make February's print edition

Anthem City Lifestyle Magazine: Confirmed, attended the festival and interviewed Trampled By Turtles on-site. The expected run date for the general festival recap will be published in December's issue on 11/25 and interviews will be published in January's issue on 12/25

Deluxe Version Magazine: Confirmed, attended the festival and interviewed The Senators for the magazine. Chasing for run dates - TBD :

Lowkey Country (178K): Pending, interested in receiving close-up great quality festival performances to repost on Instagram. Chasing for their approval - TBD

The Country Music Wire (139K): Pending, interested in receiving close-up great quality festival performances to repost on Instagram. Chasing for their approval - TBD

Post-Coverage Social Successes:

Outlet	Type	Platform	Followers	Date
Holler	Post-coverage	Twitter	1,983	11/4/23
Holler	Post-coverage	Facebook	15,000	11/4/23
Holler	Post-coverage	Facebook	15,000	11/4/23
Holler	Post-coverage	Facebook	15,000	11/4/23
Holler	Post-coverage	Facebook	15,000	11/4/23
Holler	Post-coverage	Facebook	15,000	11/4/23
Holler	Post-coverage	Instagram	13,586	11/4/23
Music Festival Wizard	Post-coverage	Instagram	6,620	11/4/23
Holler	Post-coverage	Instagram	13,586	11/4/23
The Vinyl District	Post-coverage	Facebook	15,000	11/6/23
The Vinyl District	Post-coverage	Twitter	25,734	11/6/23
Holler	Post-coverage	Instagram	13,586	11/7/23

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Country Reels	Post-coverage	Instagram	4,246	11/8/23
Honky Tonk Heroes	Post-coverage	Instagram	4,309	11/8/23
The Vinyl District	Post-coverage	Twitter	25,734	11/8/23
The Vinyl District	Post-coverage	Facebook	15,000	11/8/23
Honky Tonk Heroes	Post-coverage	Instagram	4,309	11/9/23
KAMP Radio	Post-coverage	Instagram	1,878	11/10/23
Deluxe Version Magazine	Post-coverage	Instagram	128,542	11/10/23
Holler	Post-coverage	Twitter	1,983	11/12/23
MusicRow	Post-coverage	Twitter	92,732	11/13/23
Rolling Stone	Post-coverage	Twitter	6,244,475	11/13/23
Rolling Stone	Post-coverage	Facebook	5,200,000	11/13/23
Music Festival Wizard	Post-coverage	Facebook	19,000	11/14/23
No Depression	Post-coverage	Twitter	44,364	11/15/23
No Depression	Post-coverage	Instagram	46,625	11/15/23
No Depression	Post-coverage	Facebook	111,000	11/15/23
@thenicolejsmith	Post-coverage	Instagram	39,280	11/16/23
Honky Tonk Heroes	Post-coverage	Instagram	4,309	11/17/23
Total Potential Impressions			12,042,106	

Pre-Coverage Social Successes:

Outlet	Type	Platform	Followers	Date
azcentral	Pre Coverage	Facebook	595,000	9/28/23
So Scottsdale	Pre Coverage	Facebook	5,300	10/5/23
So Scottsdale	Pre Coverage	Instagram	7,097	10/5/23
Holler	Pre Coverage	Twitter	1,971	10/27/23
Holler	Pre Coverage	Facebook	15,000	10/27/23
Holler	Pre Coverage	Instagram	13,586	10/27/23
Phoenix Magazine	Pre Coverage	Twitter	89,701	10/30/23
Holler	Pre Coverage	Facebook	15,000	10/31/23
Holler	Pre Coverage	Instagram	13,586	10/31/23
Holler	Pre Coverage	Twitter	1,971	11/1/23

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Holler	Pre Coverage	Instagram	13,586	11/1/23
Phoenix New Times	Pre Coverage	Twitter	150,739	11/2/23
Phoenix New Times	Pre Coverage	Facebook	130,000	11/2/23
Fox 10 Phoenix	Pre Coverage	Facebook	2,200,000	11/3/23
Fox 10 Phoenix	Pre Coverage	Twitter	355,578	11/3/23
KTAR News	Pre Coverage	Twitter	57,322	11/3/23
ABC15 Arizona	Pre Coverage	Facebook	1,600,000	11/3/23
AZ Central	Pre Coverage	Facebook	596,000	11/3/23
AZ Central	Pre Coverage	Twitter	431,324	11/4/23
Total Potential Impressions			5,697,761	

News Announcement Social Successes:

Outlet	Type	Platform	Followers	Date
Visit Phoenix	Announcement	Facebook	254,000	7/19/23
All Country News	Announcement	Instagram	252,712	7/19/23
Phoenix New Times	Announcement	Twitter	150,587	7/19/23
Phoenix New Times	Announcement	Facebook	128,000	7/19/23
Visit Phoenix	Announcement	Instagram	93,832	7/19/23
All Country News	Announcement	Facebook	34,000	7/19/23
AZ Central	Announcement	Facebook	17,000	7/19/23
Glide Magazine	Announcement	Facebook	16,000	7/19/23
Glide Magazine	Announcement	Twitter	10,975	7/19/23
Country Evolution	Announcement	Instagram	3,034	7/19/23
Country Evolution	Announcement	Facebook	2,000	7/19/23
All Country News	Announcement	Twitter	1,183	7/19/23
Total Potential Impressions			178,024	