



LOVE

FROM PHILLY

[FRIDAY](#)
(CLICK TO VIEW)

[SATURDAY](#)
(CLICK TO VIEW)

[SUNDAY](#)
(CLICK TO VIEW)

THE OBJECTIVES

- Generate donations to support Philadelphia's entertainment community, one of the hardest hit by the Covid-19 pandemic.
- Showcase Philadelphia's premier musical talent to a global audience.
- Create intimate, personal experiences for artists and fans alike, in a time when physical concerts are unattainable and human connection on the whole is being redefined.
- Humanize the event's sponsors, by highlighting the real-life individuals and stories that make up these brands.



MISSION STATEMENT

Love From Philly is a virtual city wide music & arts festival created to bring hope, inspiration, resources and love to Philly's entertainment and arts community in these difficult times. The festival will showcase 3 days of Philadelphia's unique culture to promote public donations for the unparalleled talent who build memorable moments for patrons in our city and around the world. **All festival proceeds will benefit 30amp Circuit's grants for Philly musicians, entertainment professionals, venues, and charitable organizations.** Equally important, the event will provide a platform allowing our artists to be seen and heard in a moment when it's needed most. Love From Philly will be remembered as Philadelphia's response to the care and well-being of entertainment and arts professionals in a time where social and economic continuity was halted.



DAILY LINEUPS SUBJECT TO CHANGE



FRIDAY MAY 1, 2020

ALI AWAN • ALEXIS AND THE MEDICINE
 ANDREW LIPKE • AMH FAMILY BAND
 BARNEY CORTEZ • BRIAN FITZY
 BUTCHY SOCHOROW (SPLINTERED SUNLIGHT)
 CHARLIE INGUI (THE SOUL SURVIVORS) &
 DON LEE VAN WINKLE (THE AMERICAN DREAM)
 DARLA • ERIC13 • FOXTROT AND THE GET DOWN
 GABRIELLE DELISI • HEPNER'S REBELLION
 ILL DOOTS • JULIAN BOOKER (WXPN)
 LAUREN HART • MARC SINGER (STEAL YOUR PEACH)
 MUSCLE TOUGH • NIK GREELEY & THE OPERATORS
 NOAH GUY • SLOMO SAPIENS
 ST. JAMES & THE APOSTLES
 SWIFT TECHNIQUE • TIEDYE KY
 TOM HAMILTON • TRAP RABBIT
 WORLDTOWN • ZEEK BURSE

ALL DONATIONS BENEFIT
 PHILADELPHIA'S ENTERTAINMENT
 COMMUNITY

STREAMING AT
www.lovefromphilly.live

DAILY LINEUPS SUBJECT TO CHANGE



SATURDAY MAY 2, 2020

ARNETTA JOHNSON • CHRISTIAN MCBRIDE
 GERALD VEASLEY • HENRY TIRFE
 JAMAALADEEN TACUMA • JEFF BRADSHAW
 JOEY DEFRANCESCO • KEVIN EUBANKS
 KUF KNOTZ & CHRISTINE ELISE
 KURT ROSENWINKEL
 MARC BROWNSTEIN (DISCO BISCUITS)
 MATT CAPPY W/ CHILL MOODY
 MB AND THE MISPHITS
 MICHELLE LORDI • MINAS BRAZILIAN BAND
 MIKE GREENFIELD (LOTUS) • ODEAN POPE
 SPAGA (FT. ARON MAGNER) • TIM MOTZER
 TOM MOON • URI CAINE • URSULA RUCKER

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DAILY LINEUPS SUBJECT TO CHANGE



SUNDAY MAY 3, 2020

BAHAMADIA • BEN ARNOLD
 COSMO BAKER (DJ SET) • DICE RAW
 ERIC BAZILIAN (THE HOOTERS)
 ERIC SLICK (DR. DOG) • G. LOVE
 JEFFREY GAINES • JOHN OATES
 KEVIN HANSON (HUFFAMOOSE) • KURT VILE
 LAUREN HART • LOW CUT CONNIE
 MAN MAN • MO LOWDA & THE HUMBLE
 MONDO COZMO • MUTLU
 NICK BOCKRATH (CAGE THE ELEPHANT) & KATIE SCHECTER
 PHIL NICOLO • PHILADELPHIA FREEWAY
 RES • ROBBY GROTE (THE DISTRICTS) • SCHOOLLY D
 SEAN HOOTS (HOOTS & HELLMOUTH)
 TOMMY CONWELL

ALL DONATIONS BENEFIT
 PHILADELPHIA'S ENTERTAINMENT
 COMMUNITY

STREAMING AT
www.lovefromphilly.live



This is our viewing party setup!!



@lovefromphillylive

Spread some
#PhillyLove and tag us
in yours!!



#PhillyLove is
all around the world
tonight!!

Where are you watching from??

East Haven, CT

Where are you watching from??

Russia

Where are you watching from??

Brewerytown ❤️

thewarondrugs

MAY 1-3 2020

LOVE FROM PHILLY

ALL DONATIONS BENEFIT PHILADELPHIA'S ENTERTAINMENT COMMUNITY

VIRTUAL MUSIC, ART, AND CONNECTION

**KURT VILE • PHILADELPHIA FREEWAY
THE WAR ON DRUGS • G. LOVE
JOHN OATES • ROBBY GROTE (THE DISTRICTS)
MAN MAN • MONDO COZMO • ERIC BAZILIAN (THE HOOTERS)
MARC BROWNSTEIN (DISCO BISCUITS) • SCHOOLLY D
NICK BOCKRATH (CAGE THE ELEPHANT) & KATIE SCHECTER
KURT ROSENWINKEL • CHRISTIAN MCBRIDE • URSULA RUCKER
ERIC SLICK (DR. DOG) • DICE RAW • RES • BAHAMADIA
LOW CUT CONNIE • TOM HAMILTON • COSMO BAKER (DJ SET)
JOEY DEFRANCESCO • KEVIN EUBANKS • SPAGA (FT. ARON MAGNER)
ODEAN POPE • GERALD VEASLEY • TOMMY CONWELL • JEFFREY GAINES
BEN ARNOLD • MUTLU • MO LOWDA & THE HUMBLE
MIKE GREENFIELD (LOTUS) • SEAN HOOTS (HOOTS & HELLMOUTH)
JEFF BRADSHAW • LAUREN HART • JAMAALDEEN TACUMA • URI CAINE
TIM MOTZER • KUF KNOTZ & CHRISTINE ELISE • KEVIN HANSON (HUFFAMOOSE)
MATT CAPPY w/ CHILL MOODY • TOM MOON
MB AND THE MISPHITS • BARNEY CORTEZ • PHIL NICOLO
CHARLIE INGUI (THE SOUL SURVIVORS) & DON LEE VAN WINKLE (THE AMERICAN DREAM)
ALI AWAN • ARNETTA JOHNSON • TIEDYE KY • ILL DOOTS • SWIFT TECHNIQUE • TRAP RABBIT
ZEK BURSE • ANDREW LIPKE • DARLA • WORLDTOWN • FOXTROT AND THE GET DOWN
HENRY TIRFE • MUSCLE TOUGH • NIK GREELEY & THE OPERATORS • SLOMO SAPIENS
ST. JAMES & THE APOSTLES • BRIAN FITZY • NOAH GUY • MICHELLE LORDI
BUTCHY SOCHOROW • HEPNER'S REBELLION • USE TRIO • JULIAN BOOKER • MARC SINGER
MINAS BRAZILIAN BAND • BRITT THOMAS • NAMARAH & DEIA • ALEXIS AND THE MEDICINE
ARDMORE MUSIC HALL FAMILY BAND • JASON FRATICELLI • ERIC13 • GABRIELLE DELISI**

STREAMING AT www.lovefromphilly.live

Like by the_ejsmont and 5,430 others

thewarondrugs All weekend long. We're on SUNDAY NIGHT 8:15 pm EST @lovefromphillylive #lovefromphilly

View all 172 comments

May 1

• Audience engagement stories

• Organic growth posts from TWOD



- Christon _ yes lauren
- Ursula Rucker TOP NOTCH!!!!!!!!!!!!!! 🏆🏆🏆🏆
- Andi Bricklin Oh yay!
- j schneck Aw, Lauren. Love her! ❤️
- Barbara Link Love you, Lauren!!!
- Nik Greeley ❤️👉💙❤️👉💙
- Kenya Cryor ❤️👉❤️👉❤️👉❤️👉
- Sandra Kece Looking good, Lauren!
- Elisha Lowe 💕 beautiful

- Nik Greeley Worldtown making us all get up & dance 🕺🕺
- 215music This band slays
- Margaret Hager I'm lovin this, mask off!
- AliastraSunstrider 🙌🎵🙌🎵🙌🎵
- Taylor Kelly I CAN'T HANDLE THE HEAT!!!!!!
- AliastraSunstrider 🕺🙌🎵
- Taylor Kelly @Nik Greeley I'm definitely up rn
- Tonya Whiteside Sounds great!
- Stephan Burse DANCE PARTY!!!!
- Nik Greeley @Taylor Kelly i'm up with you bae
- Olivia Cesar time to pull out the fans!!! this is fire!!
- MusicSaves Ditto...on my feet!
- gary dann Ayyyy
- Steven Fenn praying for their return to beardfest this summer!

- Hilary Campbell 🙌
- Kenya Cryor 🙌🙌🙌🙌🙌
- Shaun Fonner 🔥
- Mark Netzer Might be quarantined but FEELING FREE rn!!!
- Sarah Greis Kahn 😍
- Hilary Campbell This is so FLY!!!
- B-GIRL RECORDS 🟡🟢💙💜
- Shaun Fonner Why do I feel like kicking open my front door?
- Renee Joyner 🔥🔥

• Audience comments from the stream



PARTICIPANT SENTIMENTS

“I didn’t expect it to all feel so meaningful. Fantastic work.” - Chris Perella, Ardmore Music Hall

“It was a huge honor to be part of this & I’m so proud of our whole community & scene. I’m really impressed how you guys put it together & executed everything during the stream as well. Bravo all around, it meant the world to me to be part of it.” - Nik Greeley

“Absolute pleasure to be involved in this amazing Festival. Love from Philadelphia!” - St. James & the Apostles

“The work you put into this is monumental, and you did an amazing thing for this music scene and the city.” -Kevin Hanson

“I’m grateful. Y’all are amazing! Such a professional virtual production!” -Ursula Rucker

“I appreciate all the hard work y’all are doing.” -Amos Lee

“In retrospect it was baffling just how massive the whole thing was. Talking with a bunch of people after the fact who watched it too and we all were in amazement just of the logistics alone!” -Cosmo Baker

“You all put on an awesome event over this weekend. I really enjoyed tuning in!” -Jake Turner, The Districts



- \$2500 profit raised from merch.

AVAILABLE
UNTIL MAY 11
11:59 PM EDT

LOVE



FROM PHILLY

MERCH

ALL PROCEEDS BENEFIT
PHILADELPHIA'S
ENTERTAINMENT
COMMUNITY



- All items designed in-house. Sold in a presale fashion with zero overhead zero dollars spent on inventory.



#HASHTAG
MULTIMEDIA



#HASHTAG
MULTIMEDIA

CLICK THE
'MERCH' TAB ON
www.lovefromphilly.live



MONEY RAISED:

\$78,000

(BETWEEN SPONSORS AND DONATIONS)



IMPRESSIONS:

5,733,242

BASED ON: Google, Facebook , TV Spots and viewers



IMPRESSIONS:

Facebook Ads:

48,200

Facebook:

83,337

Google:

81,165

Email Blasts:

613,000

TV:

1,610,600

Website:

47,151

Event Calendars:

3.16M



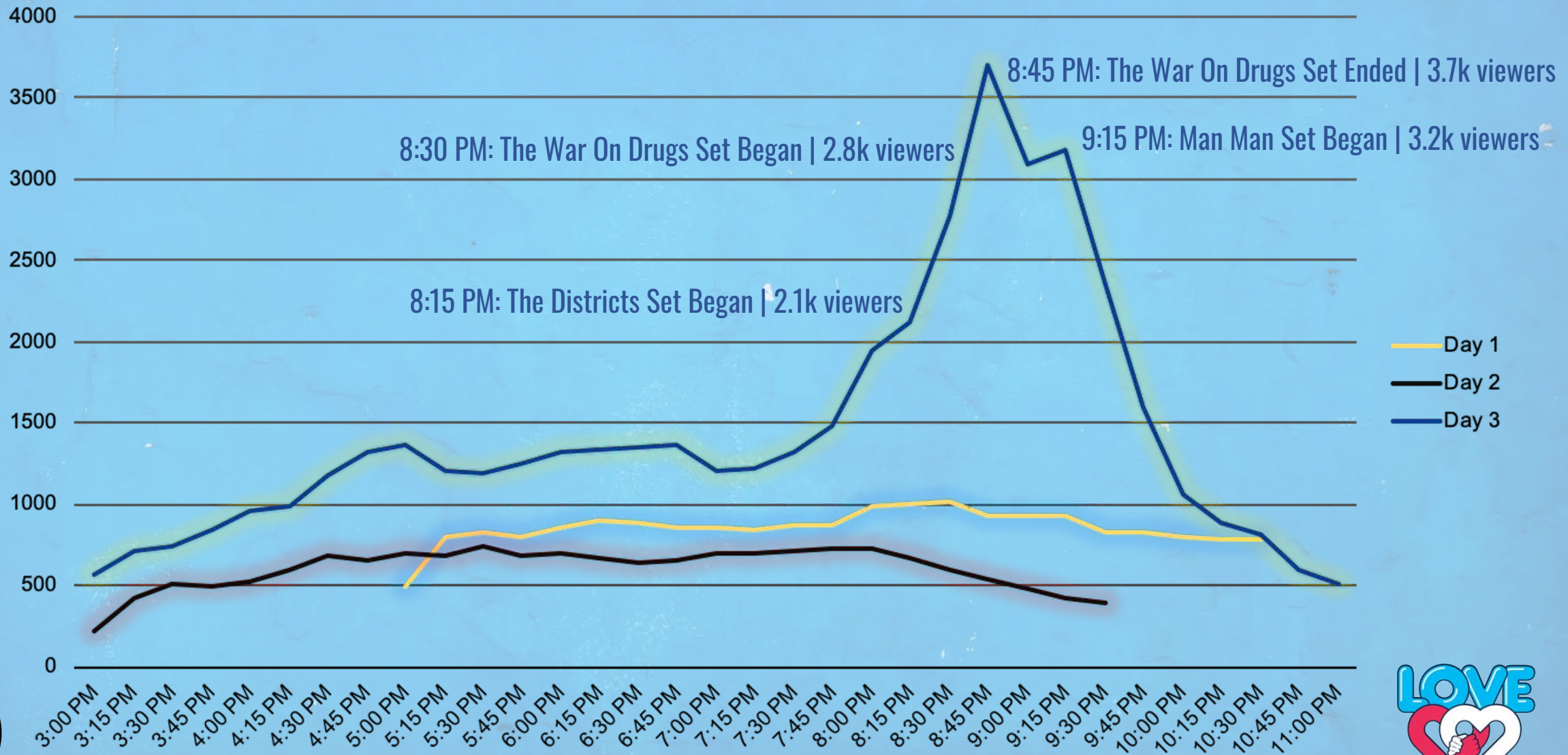
Viewers:

89,789

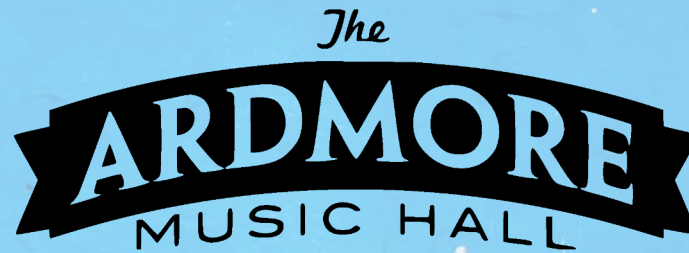
(And Growing Everyday)



Viewership by Day



IMPRESSIONS: Email Blasts



IMPRESSIONS: Event Calendars 3.16M

322,581 Local Publications

25,000 Aps

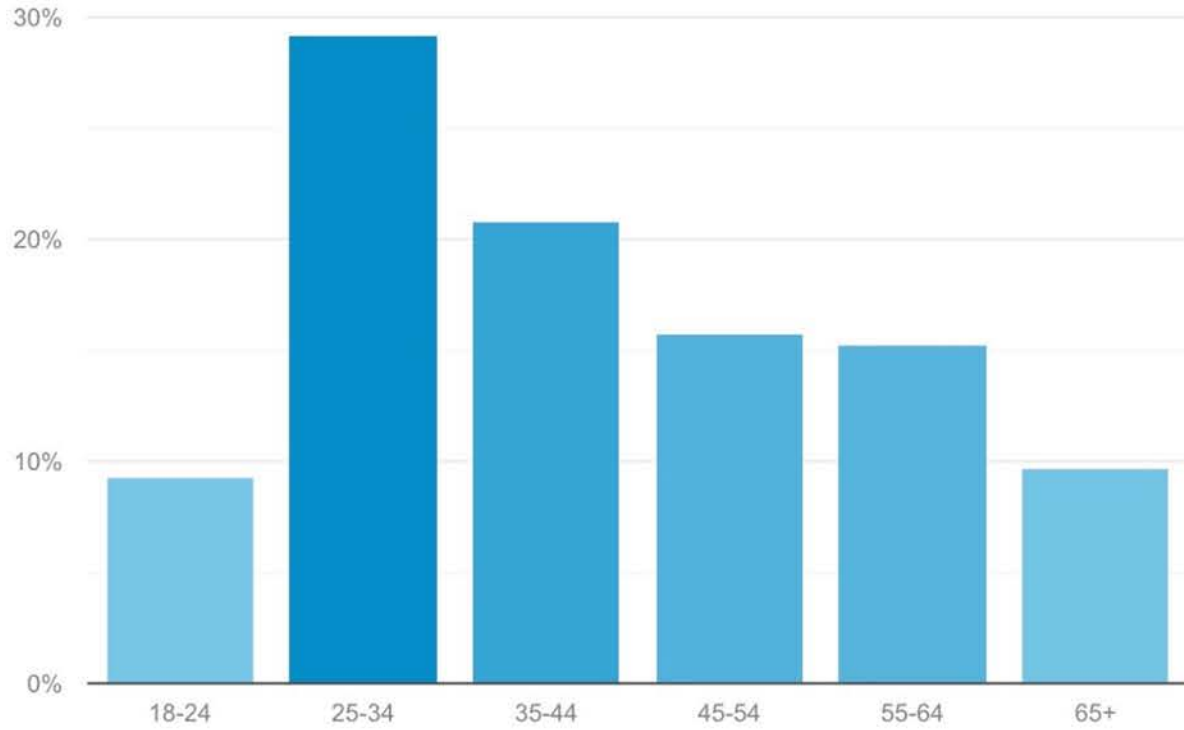
SITE NAME	LOCATION	SITE AUDIENCE	LOCAL AUDIENCE	MOBILE APP
EventsGet	Global	25K	250	-
Waggs	Global	117K	1K	✓
EventMaxima	National	25K	250	-
Let's Live Philly	Local	25K	250	✓
Metro US	Local	1.4M	14K	✓
SpinGo	National	181K	2K	-
Wpsu	Local	28K	282	-
New Jersey Monthly	Local	80K	796	-
NorthJersey	Local	1.1M	11K	✓
Philly	Local	4.4M	44K	-
Philly Mag	Local	568K	6K	✓
Ph17	Local	35K	348	-
The CW Philly	Local	1.7M	17K	-
Upcoming Events	Local	8K	77	-

SITE NAME	LOCATION	SITE AUDIENCE	LOCAL AUDIENCE	MOBILE APP
98.1 WOGL	Local	2M	20K	-
Alice @ 97.3	Local	16.7M	167K	-
Bucks County Courier Times	Local	388K	4K	-
Burlington County Times	Local	254K	3K	-
CBS Philly	Local	2.8M	28K	-
CBS Sports Radio 610	Local	5K	50	✓
Craigslist North America	Local	4.9M	494K	-
KYW Newsradio 1060	Local	16.7M	167K	✓
Lebanon Daily News	Local	140K	1K	✓
Metro Philadelphia	Local	1M	1K	-
My Central Jersey	Local	336K	3K	-
New Jersey Hills	Local	82K	819	-
New Jersey Leisure Guide	Local	64K	635	-

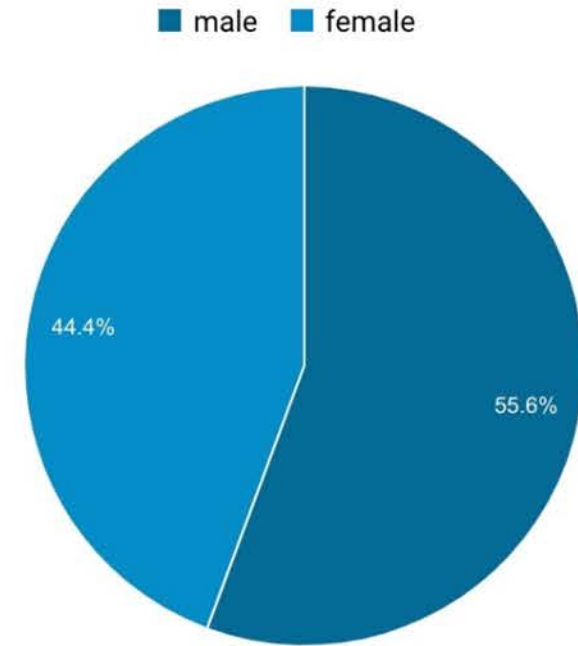


DEMOGRAPHICS:

AGE



GENDER

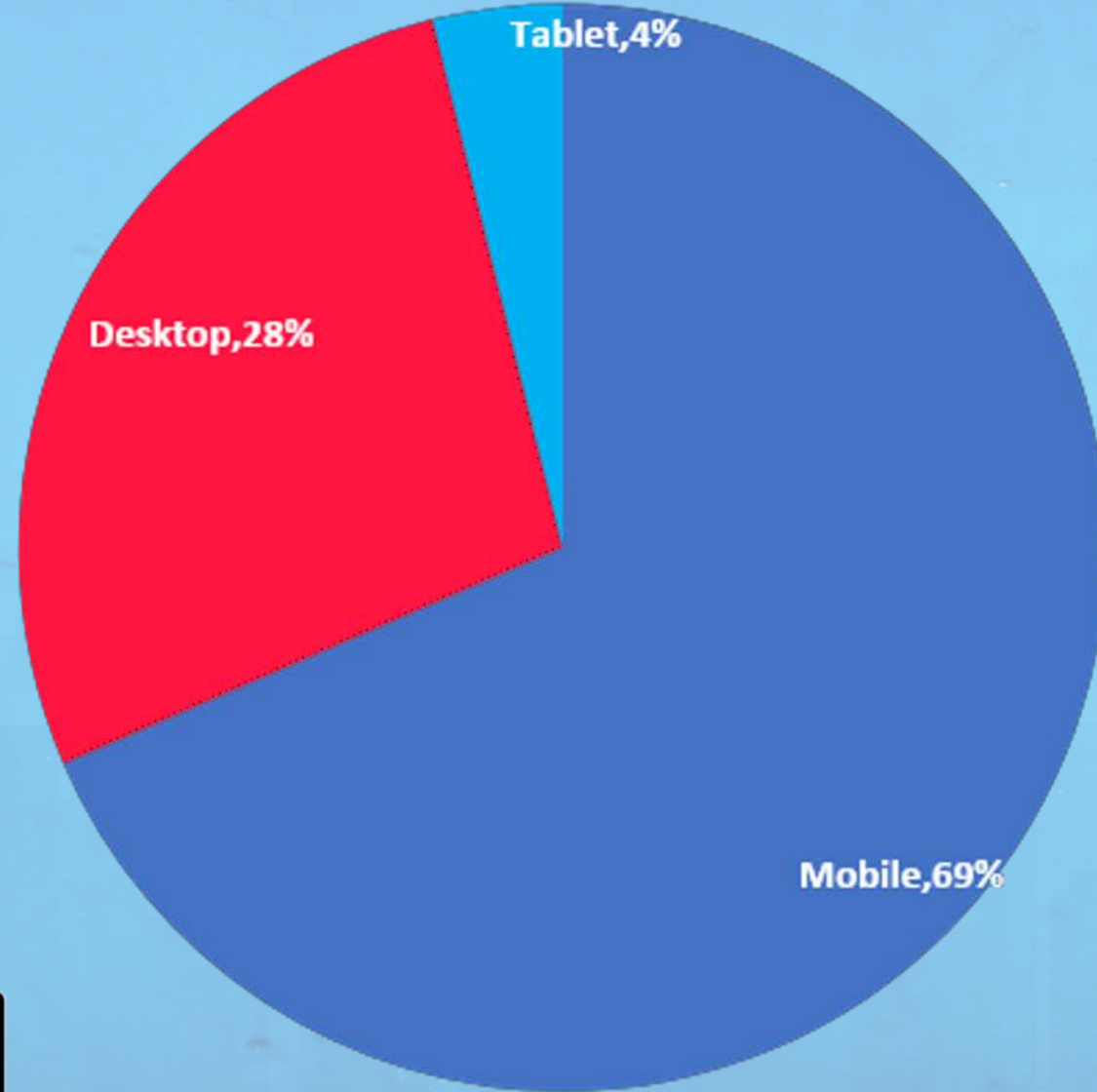


DEMOGRAPHICS:

Country ?	Users ? ↓	New Users ?	Sessions ?						
	34,288 % of Total: 100.00% (34,288)	34,222 % of Total: 100.04% (34,210)	47,151 % of Total: 100.00% (47,151)						
1. United States	27,886 (81.13%)	27,749 (81.09%)	38,983 (82.68%)						
2. Canada	1,126 (3.28%)	1,121 (3.28%)	1,502 (3.19%)						
3. United Kingdom	1,082 (3.15%)	1,081 (3.16%)	1,367 (2.90%)						
4. Brazil	595 (1.73%)	594 (1.74%)	676 (1.43%)						
5. Australia	436 (1.27%)	437 (1.28%)	531 (1.13%)						
6. Germany	359 (1.04%)	359 (1.05%)	462 (0.98%)						
7. Netherlands	300 (0.87%)	297 (0.87%)	385 (0.82%)						
8. Belgium	237 (0.69%)	237 (0.69%)	278 (0.59%)						
9. Mexico	228 (0.66%)	228 (0.67%)	271 (0.57%)						
10. Spain	177 (0.51%)	177 (0.52%)	212 (0.45%)						
11. Sweden	174 (0.51%)	173 (0.51%)	222 (0.47%)						
12. France	117 (0.34%)	117 (0.34%)	152 (0.32%)						
13. New Zealand	112 (0.33%)	112 (0.33%)	135 (0.29%)						
14. Norway	110 (0.32%)	110 (0.32%)	133 (0.28%)						
15. Ireland	107 (0.31%)	107 (0.31%)	148 (0.31%)						
16. Portugal	101 (0.29%)	101 (0.30%)	132 (0.28%)						
17. Denmark	100 (0.29%)	100 (0.29%)	135 (0.29%)						
18. Italy	99 (0.29%)	99 (0.29%)	123 (0.26%)						
19. Argentina	88 (0.26%)	88 (0.26%)	112 (0.24%)						
20. Japan	84 (0.24%)	85 (0.25%)	116 (0.25%)						
21. Russia	72 (0.21%)	72 (0.21%)	87 (0.18%)						
22. Switzerland	57 (0.17%)	56 (0.16%)	67 (0.14%)						
23. Finland	56 (0.16%)	55 (0.16%)	71 (0.15%)						
24. Chile	50 (0.15%)	50 (0.15%)	66 (0.14%)						
25. India	47 (0.14%)	47 (0.14%)	54 (0.11%)						
26. Peru	35 (0.10%)	35 (0.10%)	46 (0.10%)						
27. South Africa	32 (0.09%)	32 (0.09%)	37 (0.08%)						
28. Austria	29 (0.08%)	29 (0.08%)	36 (0.08%)						
29. Singapore	27 (0.08%)	26 (0.08%)	28 (0.06%)						
30. Poland	23 (0.07%)	23 (0.07%)	29 (0.06%)						
31. Colombia	22 (0.06%)	22 (0.06%)	26 (0.06%)						
32. Israel	22 (0.06%)	22 (0.06%)	25 (0.05%)						
33. Czechia	20 (0.06%)	20 (0.06%)	27 (0.06%)						
34. (not set)	19 (0.06%)	19 (0.06%)	22 (0.05%)						
35. Ukraine	16 (0.05%)	16 (0.05%)	22 (0.05%)						
36. China	15 (0.04%)	15 (0.04%)	15 (0.03%)						
37. Costa Rica	15 (0.04%)	15 (0.04%)	18 (0.04%)						
38. Serbia	15 (0.04%)	15 (0.04%)	22 (0.05%)						
39. United Arab Emirates	14 (0.04%)	14 (0.04%)	24 (0.05%)						
40. Hungary	13 (0.04%)	13 (0.04%)	19 (0.04%)						
41. Indonesia	12 (0.03%)	12 (0.04%)	15 (0.03%)						
42. Uruguay	12 (0.03%)	12 (0.04%)	16 (0.03%)						
43. Hong Kong	11 (0.03%)	11 (0.03%)	14 (0.03%)						
44. Croatia	10 (0.03%)	10 (0.03%)	10 (0.02%)						
45. Luxembourg	10 (0.03%)	10 (0.03%)	10 (0.02%)						
46. Latvia	9 (0.03%)	9 (0.03%)	10 (0.02%)						
47. Philippines	9 (0.03%)	9 (0.03%)	12 (0.03%)						
48. Romania	9 (0.03%)	9 (0.03%)	10 (0.02%)						



ANALYTICS:



■ Mobile ■ Desktop ■ Tablet



YOU WHO HELPED US.
WE THANK YOU.

