WHAT IS THE SUMMER CAMP STREET TEAM?

The Summer Camp Street Team is a work exchange program that offers Summer Camp Music Festival perks such as a free ticket, VIP Upgrades, Late Night Tickets, and more in exchange for promoting Summer Camp leading up to the festival at concerts and online.

Street teamers are awarded points for different kinds of promotions at concerts and online. In this document, you will find all the necessary requirements to earn various rewards to the 2018 Summer Camp Music Festival.

Be sure to read through the entire document thoroughly! You will be held accountable!

INDEX

Pg 2 Street Team Website
Street Team Facebook Group
Key Links

Pg 3 Concert Promotion Overview

Pg 4 Receiving Concert Promotions Credit

Pg 5 Online Promotion Overview

Pg 6 Receiving Online Promotions Credit
Recruitment Referral
Point Value Recap

Pg 7 Rewards
General Rules and Notes
Upon being accepted to the Summer Camp Street Team, you will receive an invite to the Summer Camp Street Team Facebook Group (via e-mail). **Bookmark this link!** This is where you can stay up to date about all things street team: 
https://www.facebook.com/groups/SummerCampStreetTeam/

We will use the Summer Camp Street Team Facebook Group as our home base of communication this year. This includes:

- Summer Camp Street Team official announcements
- Get festival approved images for download and status update ideas to post on social media
- Get exclusive artist announcement info
- Participate in discussions and strategy with other street teamers
- Find out about special contests and opportunities such as free tickets to concerts, festival perks, festival and band merchandise, etc.

**KEY LINKS**

**WEBSITE:** www.summercampfestival.com
**FACEBOOK:** facebook.com/summercampmusicfestival
**TWITTER:** twitter.com/SummerCampFest
**INSTAGRAM:** instagram.com/summercampfestival
**YOUTUBE:** youtube.com/summercampfest
**SNAPCHAT:** @SummerCampFest
**PINTEREST:** pinterest.com/summercampfest
**HASHTAG:** #SCamp18 (Capital S and C, lower case amp17)
**SUMMER CAMP FACEBOOK EVENT:** https://www.facebook.com/events/1782076901805539/
**SUMMER CAMP FACEBOOK GROUP:** facebook.com/groups/SummerCampMusicFestival/

CONTACT STREET TEAM COORDINATORS: summercampstreetteam@gmail.com
**CONCERT PROMOTION**

40 Points

You are expected to promote at concerts of Summer Camp type bands (largely jambands, bluegrass, EDM, nationally touring bands, etc). **You are responsible for all major concerts in your area, ESPECIALLY HEADLINERS OF THE FESTIVAL** (Umphrey’s McGee, moe., etc.).

You are expected to be promoting at a minimum of one concert per month.

You will receive handbills via USPS for each major artist announcement and by request. If you run out and need more, be sure to contact the street team coordinators via the summer camp street team website!

**Changing your address:**
If you need flyers shipped to an alternate location than the address you signed up with, please e-mail the street team coordinators at summercampstreetteam@gmail.com with the alternate address.

**How to Promote:**
Pass out handbills before and/or after each show you attend with a big smile on your face! You are expected to pass out handbills for an hour total per show. A good rule of thumb is from when doors open until the show starts!

Depending on the show, it will likely be upwards of 100 handbills minimum for any show, and more often that not, using upwards of 500. Be excited! This is a great opportunity and should be fun!

**Note:** You are not allowed to be promoting anything other than Summer Camp when you are promoting. This includes selling any pins/merch/tickets. If we learn that you are promoting or selling any non-festival content, you will be removed from the street team immediately.

**Promoting at festivals:**
Promoting at other festivals is encouraged as well. Since every festival is different, we award points on a case-by-case basis. If you wish to receive points for a festival, please contact the street team coordinators BEFORE THE FESTIVAL at summercampstreetteam@gmail.com
RECEIVING CONCERT PROMOTIONS CREDIT

After any concert you promote at, you have **TWO WEEKS** from the date of the show to submit all evidence! **You are expected to promote at a minimum of one show per month.** We want to have you promoting regularly throughout the year, not just right before the festival!

To receive credit for promoting a concert, you need to complete the following tasks:

### 1. TAKE PICTURES

You must have a minimum of **THREE** pictures for every concert you promoted at:

**Picture 1:**
You must have a picture of the **marquee that says either the venue name or the artist.** This is essential! If there is no marquee, then take a picture of your ticket, or better yet, the artist at the show.

**Pictures 2 and 3:**
Pictures must show concert attendees holding the summer camp flyers.

**Picture 4 (Optional):**
Earn an **extra 10 point bonus** when you wear a piece of Summer Camp Merch to the show. Picture must be of yourself at the show wearing the item of clothing. We’ll accept any clearly visible piece of clothing as credit - T-shirts, hats, sweatshirts, etc. Small pieces of merch such as a pin will not receive credit. Limit 1 bonus per show.

### 2. SUBMIT PROMO

Fill out the **Promo Submission form** on the **Summer Camp Street Team Website:**
[http://summercampfestival.com/StreetTeam/](http://summercampfestival.com/StreetTeam/)

Please allow 2-3 weeks for the street team coordinators to review your work. You will regularly receive submission credit and point total confirmation e-mails.

**NOTE: Everyone is responsible for taking pictures** – there will be no excuses such as cameras being stolen or lost, or not being able to afford or get ahold of a camera. Almost everyone has a cell phone, and 99% of all phones nowadays have cameras.
ONLINE PROMOTION
10 points

Everyone on the Street Team is expected to be promoting Summer Camp consistently online. Social Media updates (Facebook, Twitter, Instagram, Snapchat) are the most obvious (and most important) method, but we welcome any form of online promotion. If you have an idea, or a question as to whether an update or online action will be counted, please contact us.

We want to make this as easy as possible for you, while keeping our brand looking professional, so please take care to double check your posts for details like the correct festival name ("Summer Camp" as two words) and 2018 dates.

SOCIAL MEDIA STATUS UPDATES
Post updates to Facebook, Twitter, Instagram, message boards, and more featuring Summer Camp 2017. Be sure to highlight Summer Camp’s artists and official announcements, and remember to provide a link to buy tickets (SummerCampFestival.com/tickets/) when applicable. When possible, try to directly share / retweet / reblog Summer Camp’s updates. Please use the official 2017 hashtag #SCamp18 when relevant!

FACEBOOK SPECIFIC ACTIONS
Make your own status, share Summer Camp’s Status, or invite your friends to RSVP for the official Summer Camp 2018 Event (min 100 invites for credit).

While we do not award points for posting in the Summer Camp Music Festival Facebook Group or event page, we encourage you to participate as a community member!

TWITTER / INSTAGRAM SPECIFIC ACTIONS
Post images and content you find that’s relevant to Summer Camp while tagging @SummerCampFest and/or using #SCamp18 hashtag.

SNAPCHAT
Post images uploaded from your phone or take pictures of Summer Camp content. Images must be posted to your story. Primarily should be used for big announcements. You will need to take a screen shot of your work.

WEB COMMUNITY PARTICIPATION
Seek out and join communities of music fans online. Popular message boards and forums (Phantasy Tour, Jambase.com, and The Bort), music websites, Reddit, Facebook groups and more can be effective in spreading the word. There are locally oriented EDM Facebook groups in every city, or nearly two dozen regional Umphrey’s fan groups. Figure out who you’re close to in location and interest, and engage!

Ideal posts in these communities are organic - we aren’t looking for press releases! Ask questions like “Who’s going to Summer Camp?” or “Which of the artists added to Summer Camp’s lineup are you most excited for?”.

AVOID SPAMMING! We allow up to 6 posts a week TOTAL, with a maximum 2 posts on a channel per week. Ex: 2 Facebook post, 2 tweets, 1 Instagram post, 1 snap.
RECEIVING ONLINE PROMOTIONS CREDIT

You have **TWO WEEKS** from the date of the posts to submit evidence. To receive credit for online promotion, you need to complete the following tasks:

1. **TAKE A SCREEN SHOT**
   How to take a screen shot of your work: [http://www.take-a-screenshot.org/](http://www.take-a-screenshot.org/)

2. **SUBMIT PROMO**
   Fill out the *Promo Submission form* on the *Summer Camp Street Team Website*: [http://summercampfestival.com/StreetTeam/](http://summercampfestival.com/StreetTeam/)

   Please allow 3-4 weeks for the street team coordinators to review your work. You will regularly receive submission credit and point total confirmation e-mails.

RECRUITMENT REFERRAL

**100 Points**

For every new member of the street team that you refer, you will receive 100 points. **The referral will only count if you AND the new member each earn a minimum of 700 points.** Please note that you still will have to promote at a concert at least once a month and regularly online.

Referrals are **bonuses** and are only accounted for at the very end. Be sure to tell your referrals to enter your full name in the correct field when applying.

POINT VALUE RECAP

Concert Promotion is worth **40 points per show** *(with a potential 10 point bonus).*

Online Promotion is worth **10 points per post.** *(Maximum 6 per week, 2 per channel).*

Referral Bonus: **100 points** *(only valid if you and new member each earn 700 points)*
**REWARDS**

All rewards are “A La Carte,” meaning each item has a separate cost (in points). **Late Night tickets are only available to street teamers once they have earned 1,000 points.**

<table>
<thead>
<tr>
<th>Reward</th>
<th>Points Per Item</th>
<th>Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday Pre-Party Pass</td>
<td>120</td>
<td>1 Per Street Teamer</td>
</tr>
<tr>
<td>Sunday Only Ticket</td>
<td>460</td>
<td>1 Per Street Teamer</td>
</tr>
<tr>
<td>Half-Priced 3-Day Ticket</td>
<td>460</td>
<td>1 Per Street Teamer</td>
</tr>
<tr>
<td>3-Day GA Ticket</td>
<td>700</td>
<td>1 Per Street Teamer</td>
</tr>
<tr>
<td>VIP Upgrade <em>(Does Not include Late Night ticket, Includes Thursday Pre-Party)</em></td>
<td>700</td>
<td>1 Per Street Teamer</td>
</tr>
<tr>
<td>Red Barn Late Night Ticket <em>(Eligible ONLY after earning 1,000 points)</em></td>
<td>400</td>
<td>1 Per Night, <strong>3 Total</strong></td>
</tr>
</tbody>
</table>

**GENERAL RULES AND NOTES**

- You will receive confirmation of your festival rewards one week before the festival. You will receive regular point total updates every 3-4 weeks.

- There will be no hard tickets issued. All rewards will be made available at the “will call” booth at the festival upon entering.

- The tickets are **non-transferable** and are only eligible for Summer Camp Festival this year.

- When flyering at shows, you are not allowed to be selling, advertising, or promoting anything else but Summer Camp. You are expected to conduct yourself in a professional way.

**VERY IMPORTANT NOTE**

As a member of the Summer Camp Street Team, you are representing the Summer Camp Music Festival. We hope to never see you speak ill about the festival online but, instead, be a cheerleader for the event. While on the street team, you are a member of the Summer Camp team and need to conduct yourself accordingly.

Please be mindful of what you say regarding the festival online. While we know everyone may not agree with everything the festival does or every artist we announce, it is your role to support the festival positively. The street team coordinators reserve the right to remove you from the street team at any time.