

“GroundUP Music Festival — Top 10 Definitive Moments of the Decade in Jazz”

—THE NEW YORK TIMES | DECEMBER 11, 2019



4TH ANNUAL GROUNDUP MUSIC FESTIVAL

February 14-16, 2020 | Miami Beach, FL

S P O N S O R S H I P O P P O R T U N I T I E S

Snarky Puppy
Winner of 3 Grammys



BRINGING THE BEST MUSICIANS FROM ALL OVER THE
WORLD AND A WORLDWIDE AUDIENCE TO MIAMI BEACH



David Crosby
2x Rock & Roll Hall of Fame
Inductee



Eliades Ochoa
Buena Vista Social
Club



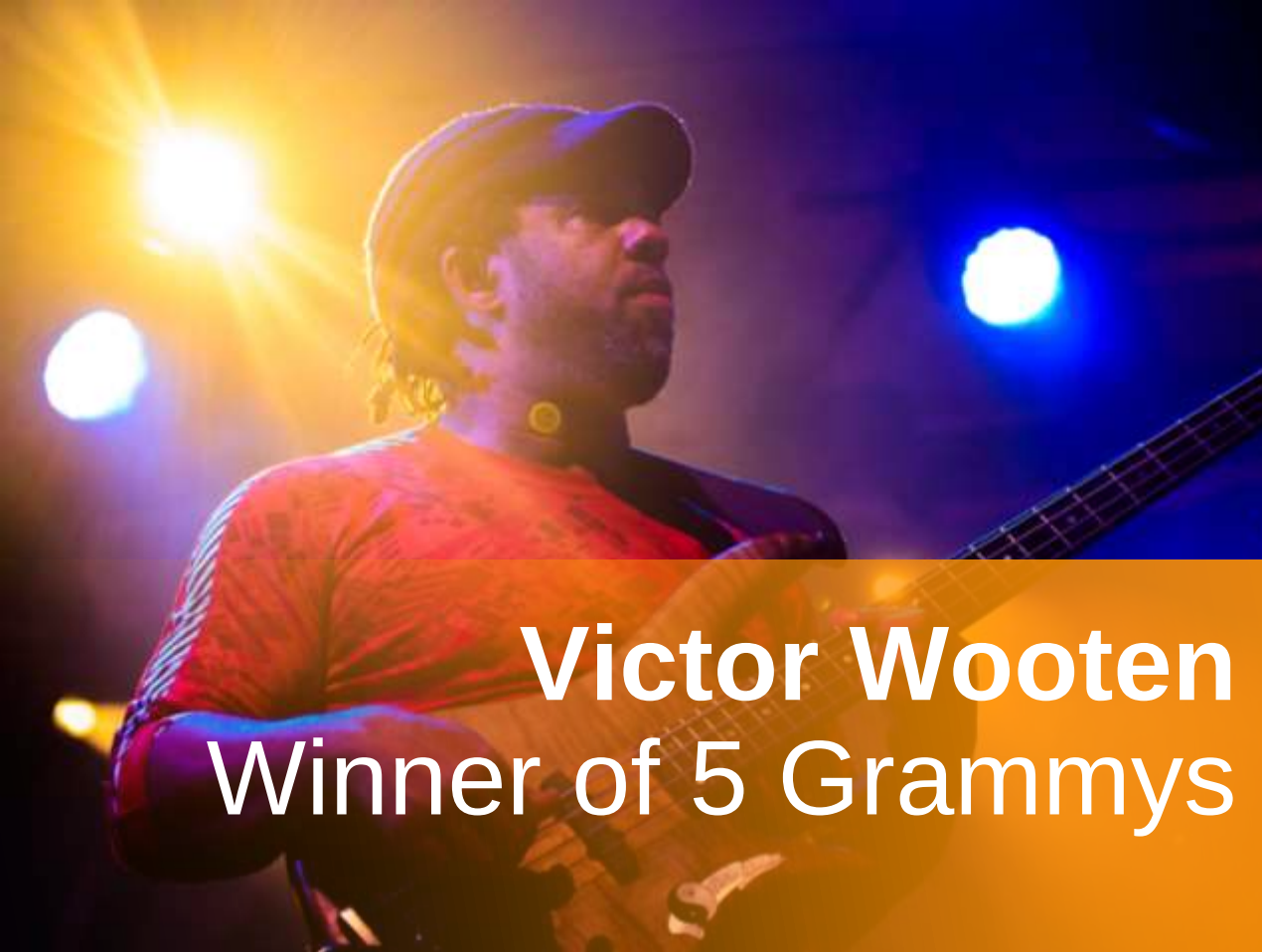
Jacob Collier
Winner of 2 Grammys



Michael McDonald
Doobie Brothers, Steely Dan, Winner of 5
Grammys

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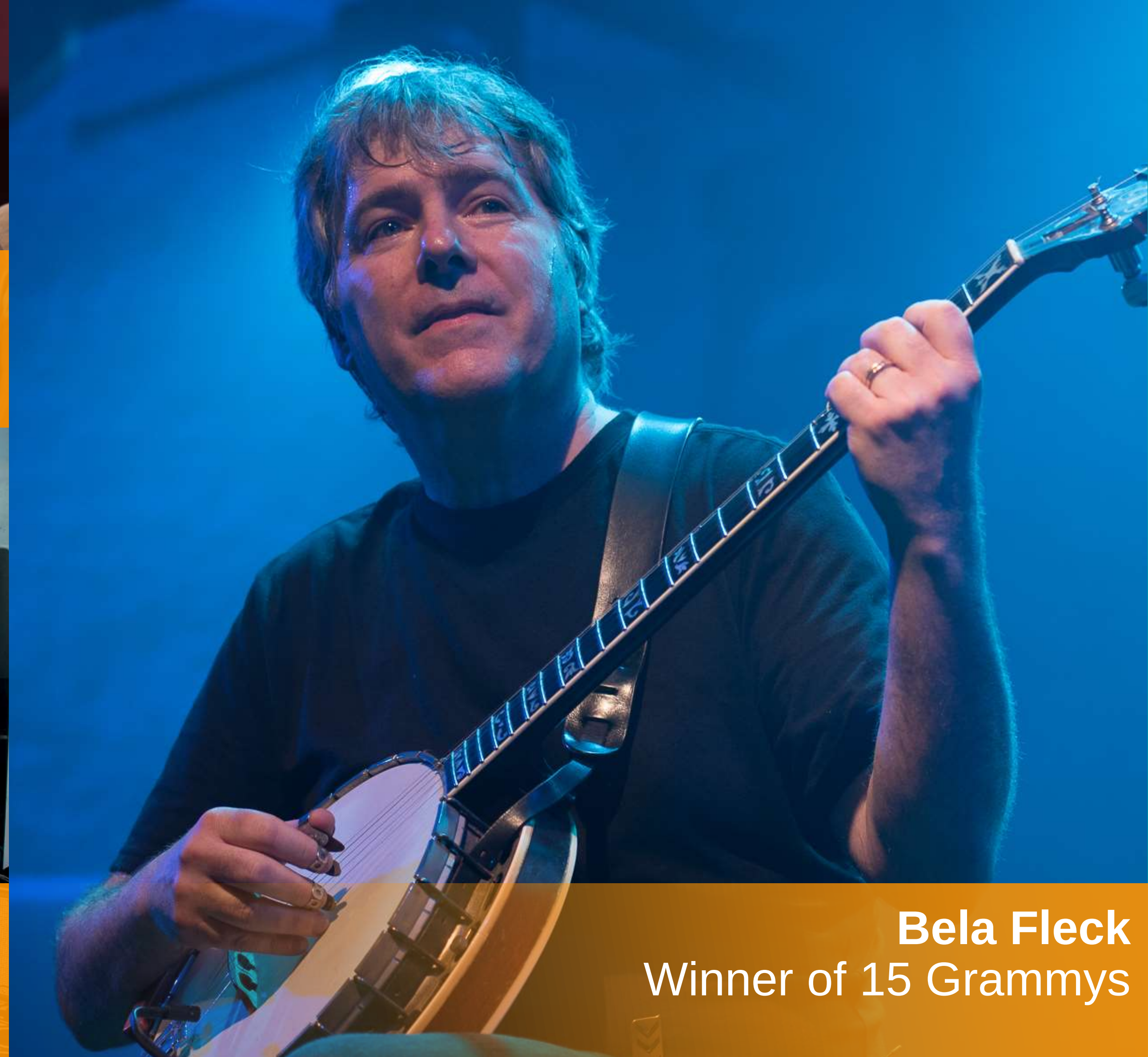
Victor Wooten
Winner of 5 Grammys



Esperanza Spaulding
Winner of 4 Grammys



The Wood Brothers
Folk Rock Legends



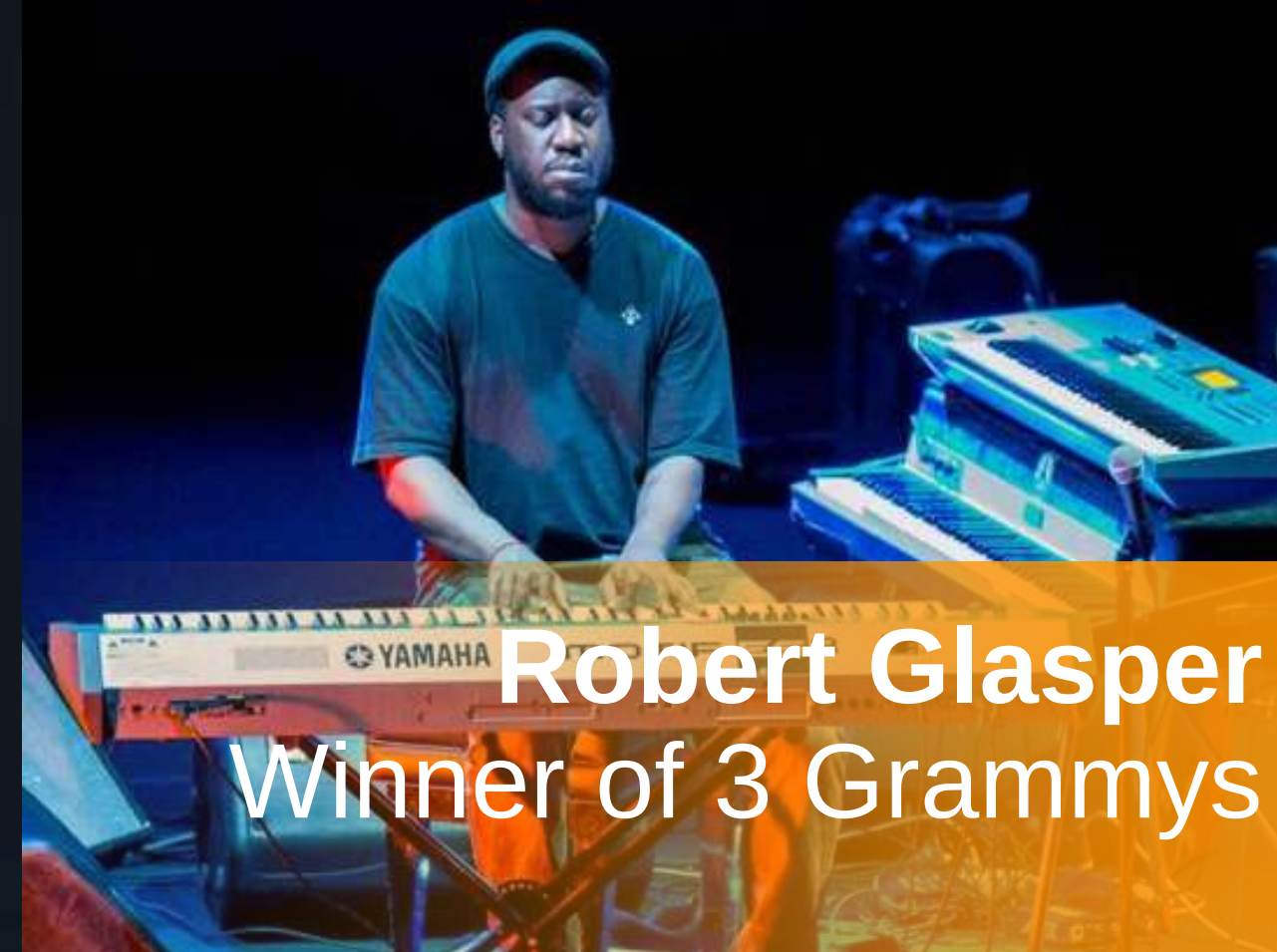
Bela Fleck
Winner of 15 Grammys

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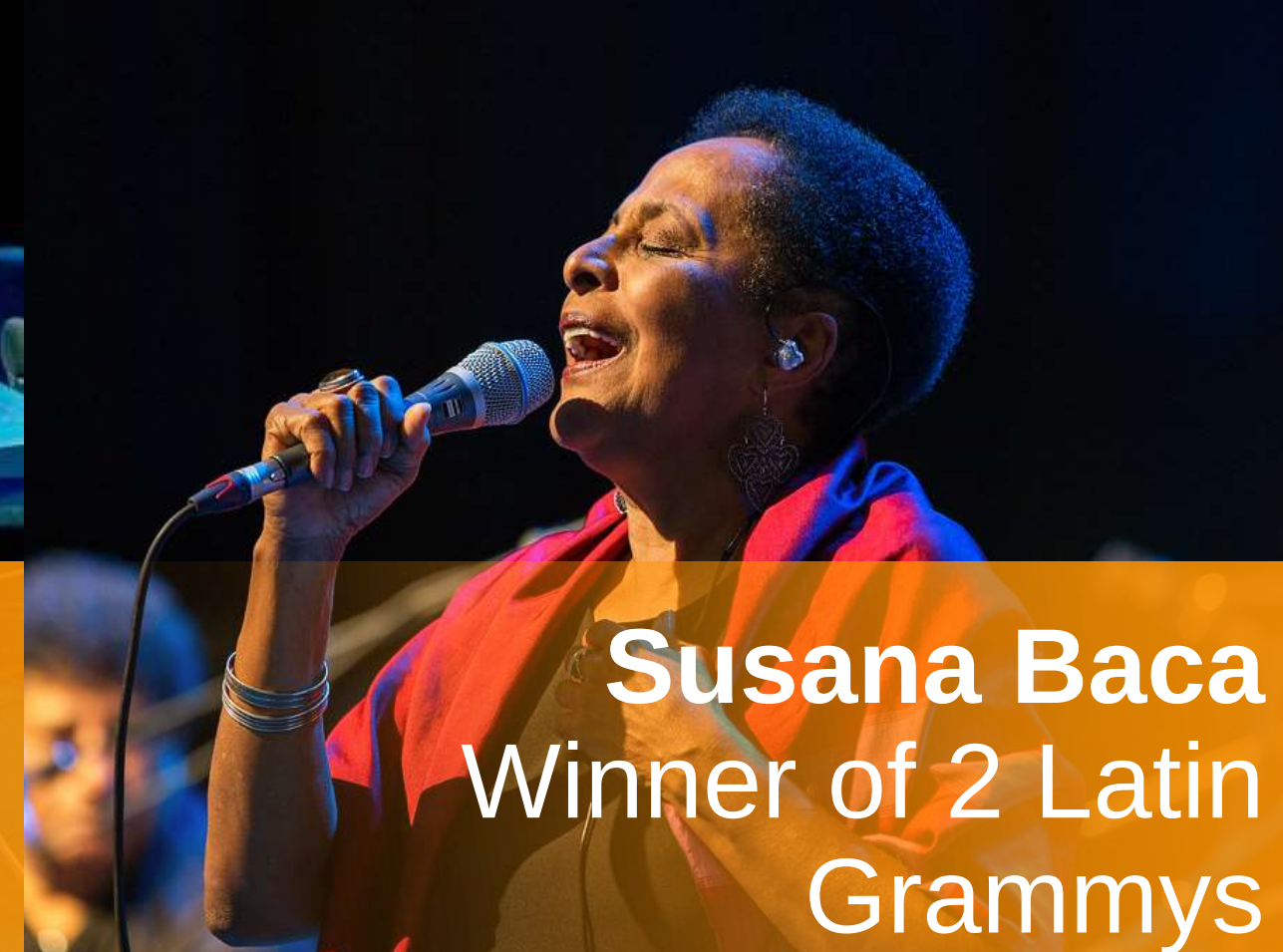




Harry Shearer / Derek Smalls
The Simpsons, This Is Spinal Tap



Robert Glasper
Winner of 3 Grammys



Susana Baca
Winner of 2 Latin Grammys



Josh Redman
Winner of the Thelonious Monk International Jazz Saxophone Competition

BRINGING THE BEST MUSICIANS FROM ALL OVER THE
WORLD AND A WORLDWIDE AUDIENCE TO MIAMI BEACH





THE LINE-UP



“Maybe you didn’t notice,
but this is Snarky Puppy’s world, and the rest
of us only live in it.”

—THE NEW YORK TIMES



“One of the most versatile
and must-see bands on the planet.”

— ROLLING STONE MAGAZINE

SNARKY PUPPY — All Three Nights

CHRIS POTTER — Artist At Large



MICHAEL MCDONALD | LETTUCE | FLOR DE TOLOACHE

LILA DOWNS | BRIAN BLADE AND THE FELLOWSHIP BAND

CHRISTIAN SCOTT ATUNDE ADJUAH | CÉCILE MCLORIN SALVANT

ALINA ENGIBARYAN | BANDA MAGDA | BECCA STEVENS

BREASTFIST | CAMILA MEZA | EDMAR CASTANEDA & GRÉGOIRE

MARET FORQ | HAMILTON DE HOLANDA QUARTET | MARO

KRANTZ CARLOCK LEFEBVRE | YISSY GARCIA & BANDANCHIA





THE EXPERIENCE



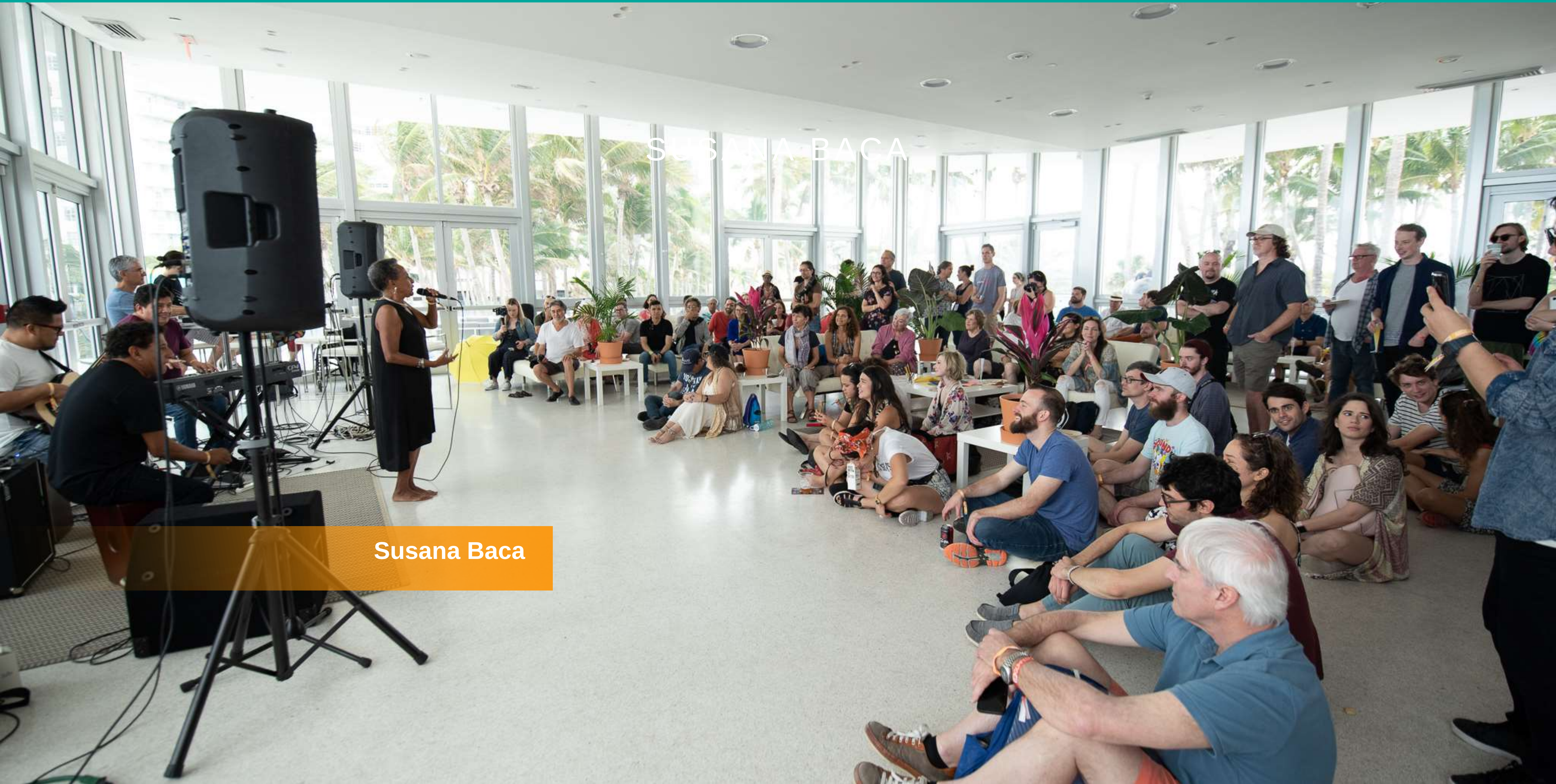
BEACHFRONT WORKSHOPS & PERFORMANCES



VIP LOUNGE INTIMATE BRUNCH PERFORMANCES BY FESTIVAL HEADLINERS

SUSANA BACA

Susana Baca



INTIMATE MASTERCLASSES BY FESTIVAL HEADLINERS



Chris Potter

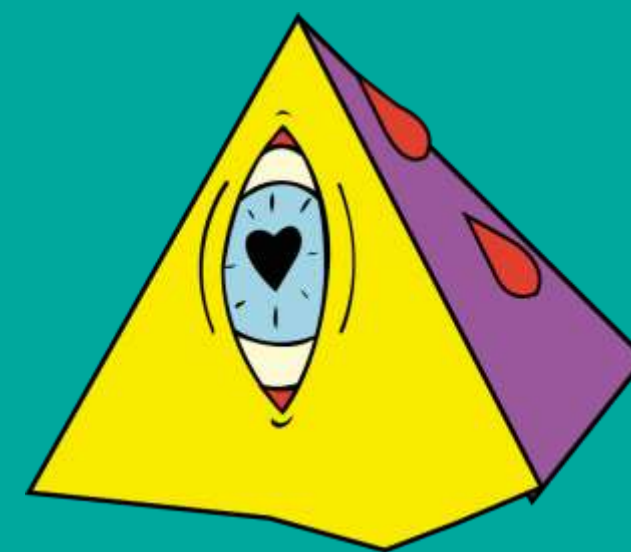
Lalah Hathaway

Michael League

Richard Bona

THE GROUNDUP EXPERIENCE

- Intimate and Immersive – Captive Audience
- Artist-centric and attendee-focused, with audience and artists remaining on premises all day and night
- Audience & Sponsors Access to Artists
- Interact with and hang and learn from favorite artists on and off the stage
- Only Two Performance Stages
- NO overlapping sets
- Beachfront VIP & Artists' Skylounge
- Curated culinary experiences with celebrity chefs
- 15+ intimate master classes and workshops
- Late Night Shows Until 4 AM







REACH, IMPACT & AUDIENCE





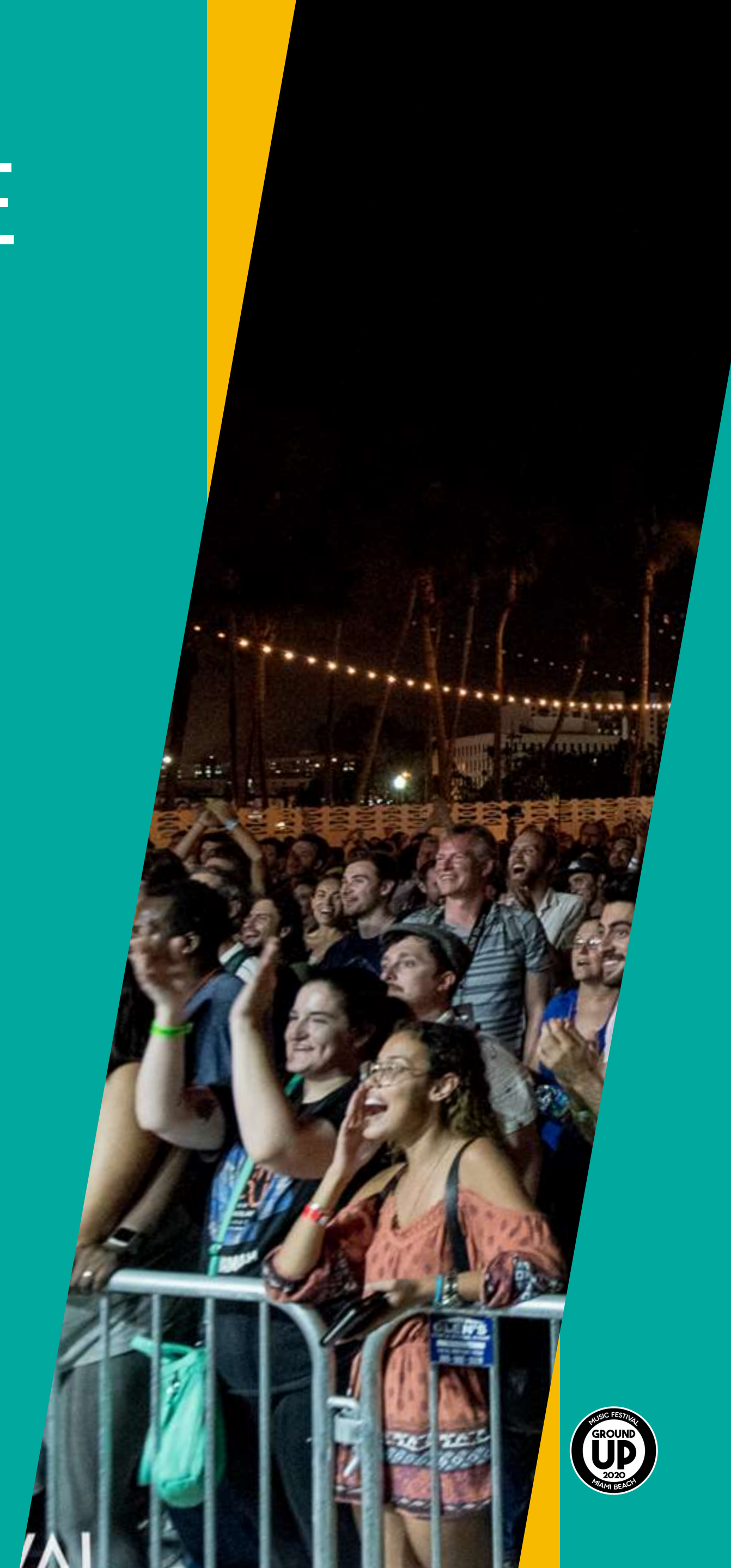
REACH, IMPACT & AUDIENCE



Over **5,000,000** annual impressions and **2,000,000+** reach of digital users through digital ads & social platforms



GroundUP brings in thousands of tourists annually generating about **3,000 hotel room nights** and making an **annual** economic impact of over **\$1,000,000** to the neighborhood and businesses of **Miami Beach**



REACH, IMPACT & AUDIENCE



Anticipated attendance of **6000** people over **3 days**



PLUS Reach **THOUSANDS** of **Students** through GroundUP's partner Miami Schools and Music Programs – Young Musicians Unite, LMSOM, Guitars Over Guns, Wynwood Music School, New World School, UM Frost School of Music + more

55%+

HOUSEHOLD
INCOME OF
\$75,000 OR MORE

35%+

HOUSEHOLD
INCOME OF
\$150,000 OR MORE

5%

AGES 0-12

16%

AGES 13-21

58%

AGES 22-54

21%

AGES 55-75



60%
MALE



40%
FEMALE



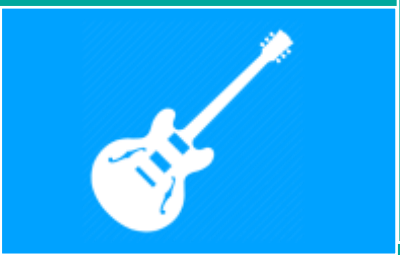
REACH, IMPACT & AUDIENCE



60% of **Festival Attendees** come from outside Florida from on average 40 states and 40 countries each year



GroundUP Artists have come from all over the United States and from 30 countries



68% of attendees are **musicians** or play an instrument

TOTAL CUMULATIVE REACH – 48 States + 54 Countries

United States of America — All except Nebraska and Oklahoma

Argentina
Australia
Austria
Belgium
Benin
Bermuda
Brazil
Cameroon
Canada
Chile
Colombia

Costa Rica
Cuba
Curacao
Denmark
Ecuador
Finland
France
Germany
Ghana
Greece
Guadeloupe

Holland
Honduras
India
Israel
Italy
Japan
Mali
Mexico
Morocco
Netherlands
New Zealand

Norway
Pakistan
Paraguay
Peru
Poland
Portugal
Puerto Rico
Romania
Russia
South Africa
South Korea

Spain
Sweden
Switzerland
Thailand
Turkey
U.S Virgin Islands
United Arab Emirates
United Kingdom

Venezuela

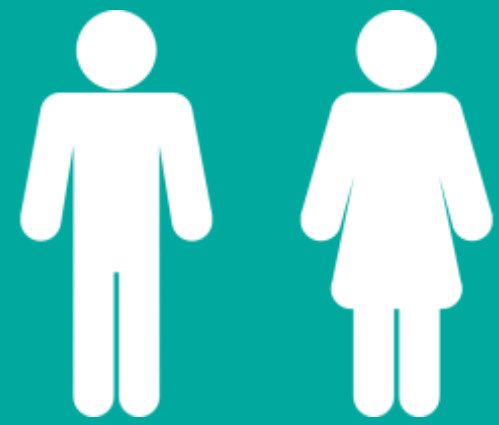


BRINGING THE BEST MUSICIANS FROM ALL OVER THE WORLD AND A WORLDWIDE
AUDIENCE TO MIAMI BEACH FROM 48 US STATES AND 54 COUNTRIES



REACH, IMPACT & AUDIENCE

THE SOUTH FLORIDA GROUNDUP AUDIENCE



4200 PEOPLE

21% PALM BEACH

22% BROWARD

53% MIAMI DADE

4% MONROE



“GroundUP is one of the 10 best music events...”
and with fans coming from all over the world has
become known as “the Art Basel of Music”.

— MIAMI NEW TIMES



THE LEADERSHIP



Paul Lehr, involved in the arts since age six, trained as a classical pianist and worked as a musician. As former CEO of the National Foundation for Advancement in the Arts, Paul created programming with the Kennedy Center, Universal Music, Sony Music, and co-developed its Emmy Award Winning Masterclass Series on HBO.

As GroundUP Music CEO, he develops partnerships and produces the annual GroundUP Music Festivals. Lehr also serves on the Board of University of Miami Frost School of Music.

PAUL LEHR

CEO of GroundUP Music
Miami Beach Native/Resident



Michael League is a 3-time Grammy Award-winning bassist, producer, composer, songwriter, label owner, and bandleader. Featured on the covers of Jazz Times, Downbeat Magazines, and the Sunday Arts section of the New York Times, Mike + band have performed over 1500 times on six continents. Mike's efforts earned him a chapter in the Random House release "The New Face of Jazz" alongside the likes of Wynton Marsalis and Sonny Rollins.

MICHAEL LEAGUE

Founder of Snarky Puppy





Lisa Petrillo, Paul Lehr, Emilio Estefan, Emily Estefan, Gloria Estefan



Michael League, Marisa Tomei



THE SUPPORT



SUPPORTERS AND PARTNERS





“GroundUP is unlike any other musical event.
Lines blur between artist
and fan, and spill onto Miami Beach.”

– NPR’S JAZZ NIGHT IN AMERICA WITH CHRISTIAN MCBRIDE

