

Treefort Music Fest

March 25 - 29, 2020 | Downtown Boise, Idaho

Press Contact: Marissa Lovell
marissa@treefortmusicfest.com
541.310.9302

EMBARGO UNTIL JULY 28, 2020 @ 12AM MT

TREEFORT MUSIC FEST ANNOUNCES OWNERSHIP OPPORTUNITY, OPTIONS FOR CURRENT TICKET HOLDERS

BOISE, IDAHO – July 28, 2020 – After postponing its ninth festival to September 22-26, 2021, Treefort Music Fest has revealed several options for fans and ticket holders, including a rare opportunity to become part-owner of the beloved community event.

Become a Part-Owner of Treefort Music Fest

Like many organizations and events, the pandemic has put Treefort Music Fest in a difficult financial situation. Treefort intends to return in 2021, but cannot do so without help from its community. The festival has launched an equity crowdfunding campaign via WeFunder, where fans have the opportunity to become a Community Owner of Treefort Music Fest for a minimum of \$100. With every investment, Community Owners will receive various perks like early access to tickets for future festivals, recognition online, custom merchandise, options to join the Guardians of the Fort, and of course, eternal glory.

“We’ve reached a crossroads that requires a new approach, and rather than involving traditional private equity or other large investors, we’ve chosen to give our fans an opportunity to invest in the fest – because y’all have helped build this entire Treefort experience since day one,” said Megan Stoll, Marketing Director for Treefort Music Fest. “We can’t think of a better sustainable business model than for our festival to be owned by the community that critically shapes our culture.”

Fans of the fest can become a part-owner of Treefort Music Fest beginning Friday, July 31. Visit wefunder.com/treefort for details.

2020 Ticket Options

Current ticket holders will be contacted directly with flexible options for their 2020 ticket, including transferring to 2021, donating all or a portion of their ticket price, transferring to a friend for 2021, or receiving a full refund. Ticket holders can make a decision beginning Monday, August 3, and must submit a decision by September 23 at 11:59 pm MT. If a ticket holder does not submit a decision, their ticket will automatically roll over to Treefort 2021.

2021 Ticket Options

Tickets for Treefort 2021 will be on sale beginning October 1, 2020. Treefort's ticket prices for 2021 have slightly increased. Current ticket holders likely have the lowest priced tickets available and the festival recommends holding on to it.

2021 tickets will be priced as follows:

- Early birds, locals-only: SOLD OUT
- 5-Day Discovery: \$250 (*available until the first artist announcement in March*)
- 5-Day Treefort Pass: \$270 (*available March to September*)
- 5-Day Bedhead: \$290 (*available September 1 until festival*)
- 5-Day ZIPLINE: \$420
- 5-Day U21: \$150

More information on Treefort Music Fest's equity crowdfunding opportunity can be found at treefortmusicfest.com/become-an-owner or wefunder.com/treefort. More information on tickets can be found at treefortmusicfest.com/tickets.

###

About Treefort Music Fest

Conceived as an extension of the current momentum in the Boise music scene and art scene at large, our vision is that Treefort will provide the opportunity for Boise to play host to the national and regional music scenes while showcasing the local up-and-coming talent. Treefort Music Fest was proudly recognized as the Cultural Ambassador for the City of Boise 2015-2017.

www.treefortmusicfest.com | [#treefort2020](https://twitter.com/treefort2020)