

★ PRIME SOCIAL GROUP ★  
PRESENTS  
**COUNTRY  
NIGHT & LIGHTS**

**COUNTRYNIGHTLIGHTS.COM**

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# COUNTRY NIGHT LIGHTS

**3**  
YEARS IN PRODUCTION

ATHENS, OH  
SEPTEMBER 29-30, 2017



**MAIN**  
STAGE



EXCLUSIVE  
**VIP**  
AREAS



**20** ARTISTS

2016 LINEUP

SEPTEMBER 23<sup>RD</sup> & 24<sup>TH</sup>  
The Venue of Athens ★ ATHENS, OH  
COUNTRYNIGHTLIGHTS.COM

FRIDAY, SEPTEMBER 23

FEATURING

JAKE OWEN  
BROTHERS OSBORNE

SATURDAY, SEPTEMBER 24

BRETT ELDREDGE  
FRANKIE BALLARD



**20,000+**  
FESTIVAL ATTENDEES



**1,500**  
CAMPERS OVER 2 DAYS



# COUNTRY NIGHT LIGHTS



## DIGITAL REACH

**f** 6K+  
LIKES

AVERAGE  
24.6K  
IMPRESSIONS  
PER MONTH

1,542  
ENGAGEMENTS

**t** 3.3K  
FOLLOWERS

AVERAGE  
268.7K  
IMPRESSIONS  
PER MONTH

15 TWEETS  
PER WEEK

**@** 1.5K  
FOLLOWERS

4 POSTS  
PER WEEK

76 LIKES  
PER POST

PSG EMAIL DATABASE - 256K+ SUBSCRIBERS

## DEMOGRAPHICS

AVERAGE AGE

24

64% ATTENDEES WITH AN  
INCOME OVER \$50K

78% GUESTS WITH A BACHELOR'S  
DEGREE OR HIGHER

## GENDER SPLIT



51%

49%







FOR MORE INFORMATION REGARDING SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:  
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