

DOHENY DAYS

MUSIC FESTIVAL

STREET TEAM TASKS

All Doheny Days Music Festival Street Team Applicants must read and acknowledge the Task Instructions below. If you are approved as a Street Team member, you must submit proof of task completion no later than **September 1st**. If you do not submit proof, then you will not receive the reward for that task. Photos and proof of tasks should be emailed to streetteam@omegaevents.com. Tasks should be completed in order (1-5). You will not receive a reward for a task until the previous tasks are completed and proof is submitted.

INSTRUCTIONS AND MATERIALS

All approved Street Team Members must make an appointment with the Street Team Coordinator at Omega Events, Inc. corporate office located in Lake Forest, CA. Appointments can be made Monday through Friday between 10 a.m. and 6 p.m. **We kindly ask that you only visit the office during your designated appointment.** You must make an appointment prior to coming to the office; if you visit the office at an unspecified time, our Street Team Coordinator may not be available to assist you.

During the appointment we will go over Street Team etiquette and review the Street Team tasks. You will be required to show a valid Government Issued Photo ID and sign a waiver. You will also receive the necessary materials to complete your tasks (i.e. flyers and posters) during your appointment.

#1 - SOCIAL MEDIA TASK (Part A, B & C)

Reward = Doheny Days Sticker

A. You must 'Like' the Doheny Days Facebook Page and 'Share' the page with your Facebook friends. Visit <http://www.facebook.com/dohenydays> and click the 'like' button at the top of the page once you are logged in to your Facebook Account. After you like the page, please copy our Facebook link and then share it on your personal Facebook Wall.

B. Please RSVP to the Doheny Days Facebook Event. To do so, please login to your Facebook Account and visit this link: <http://www.facebook.com/events/246681782119839>. In the top right corner, please hit the 'Join' button to R.S.V.P. After that, please hit the Invite Friends button and invite all of your friends to the event!

C. You must follow Doheny Days on Twitter: <http://www.twitter.com/dohenydays>. Once you follow us, please retweet us at least 3 times in the coming weeks. Use the hashtag #Down4Doheny and our twitter handle @DohenyDays when you make your posts.

#2 - HANGING POSTERS TASK (7 Posters)

Reward = Doheny Days Shwag

Promote Doheny Days Music Festival by hanging posters in visible, high-traffic locations at retail businesses. You will be given 7 posters that must be distributed by September 1st. When hanging a poster at retail locations, no more than 1 poster can be left at each location. You may not leave a poster at a location that already has one. You must ask the manager or owner for permission to leave

the poster. After distributing the posters you must email a list of each business that you left a poster at along with a photo of each. Email your list & photos to streetteam@omegaevents.com.

#3 - FLYERING TASK: 20 LOCAL BUSINESSES (600 FLYERS TOTAL)

Reward = One (1) Single-Day General Admission Ticket

Promote Doheny Days Music Festival by flyering at local retail businesses. You will be given 600 flyers that must be distributed by September 1st in high-traffic, visible locations (i.e. front desk counter). When flyering at retail locations, please leave no more than 30 flyers at each location. You may not leave flyers at a location that already has flyers. You must ask the owner or manager for permission to leave flyers at their business. After distributing 600 flyers, you must email a list of each business you flyered at along with 5-10 photos for proof. Your list and photos should be emailed to streetteam@omegaevents.com.

#4 - FLYERING TASK: 10-12 LOCAL COMMUNITY EVENTS (1,000 FLYERS TOTAL)

Reward = One (1) Single-Day General Admission Ticket

Promote Doheny Days Music Festival by flyering at local community events (i.e. parade, marathon, farmers market, etc.). You will be given 1,000 flyers that must be distributed by September 1st. You must hand flyers to people and cannot just leave your entire stack of flyers at a booth or venue. We recommend distributing between 75-100 flyers at each community event, but please use your judgment based on the number of attendees. After distributing 1,000 flyers, you must email a list of each local event that you flyered along with 5-10 photos. Email your list & photos to streetteam@omegaevents.com.

Examples of Local Community Events in SoCal:

Farmer's Markets (Weekends in most cities)

Movies in the Park (Dana Point, San Clemente)

Art Walks (Varies by City)

Check your local city calendar for more ideas. Most city calendars are posted online.

#5 – FLYERING TASK: 10-12 LOCAL CONCERTS (1,000 FLYERS TOTAL)

Reward = Upgrade your Single-Day GA Ticket from Task #3 and/or #4) to one (1) Single-Day VIP Ticket. In order to receive this upgrade, you must complete all 5 Street Team tasks.

Promote Doheny Days Music Festival by flyering at local music venues or concerts. You will be given 1,000 flyers that must be distributed by September 1st. You must hand flyers to people and cannot just leave your entire stack of flyers at a booth or venue. We recommend distributing between 75-100 flyers at each concert, but please use your judgment based on the number of attendees. After distributing 1,000 flyers, you must email a list of each concert that you flyered along with 5-10 photos. Your list and photos should be emailed to streetteam@omegaevents.com.

Examples: Concerts in the Park, Local Venues (Coach House, Belly Up, Stillwater)

REWARDS

Once we verify that you have completed the above tasks and receive your proof, we will email details about your rewards. If you fail to send your proof, you will not receive your rewards. Rewards do not 'roll-over' and are only given during the current festival season/year. You must use your rewards (i.e. tickets) no later than Doheny Days Music Festival of the same year that you complete the tasks.