



**Campus Philly Kick-Off Concert & Festival and College Day on the Parkway
Ben Franklin Parkway
Late September 2008, Specific Date TBD**

Now in its 5th Year, the Campus Philly kick-off is the largest gathering of college students from the Greater Philadelphia region. Over 80 colleges and universities are in the Greater Philadelphia region. Past entertainers included Talib Kweli, Against Me, The Ataris, Trouble Everyday, Jealousy Curve, Philly Slick, k-os, Head Automatica & Subliminal Orphans on the mtvU Stage, the Philadelphia Weekly DJ Tent & Music Stage featured IIIVibe Collective, Substitution, Adam 12 w/ Panek, Kenneth Masters w/ DJ Cramske, This Radiant Boy and Paul Green School of Rock.

Campus Philly is a regional, non profit organization working in partnership with the City of Philadelphia Department of Commerce to connect college students to Philly Life.

Pricing Range: Begins at \$2,875 for 10' x 10' space to a comprehensive \$25,000 sponsorship package.

Attendance: 15,000

Demographics: College Students 60%-40% female to male ratio

Time: Museums Open 10am – 5pm, Concert & Festival 2-7pm



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