



River Stages Festival

Three days, 60 bands & 60,000 fans in Downtown Nashville

Produced and promoted by Live Nation, Best Buy River Stages takes place in the City Park festival grounds in Nashville and hosts approximately 60,000 music lovers each year.

Rain or shine, the festival begins on Friday and ends on Sunday night, with music acts of every genre in between. Line up's included John Mayer, Def Leppard, Buddy Guy, Everclear, The B-52's, Joe Crocker, the Mavericks, Particle and Aimee Mann have taken the stage over the years.

The unique challenge of River Stages is to service an outdoor festival, over three consecutive days and nights- often under varied weather conditions- across a range of stage areas, catering spaces and display and exhibit areas.

In addition, Live Nation places great importance on being good stewards of city property, since the event takes place in a city-owned park in downtown Nashville.

Cleanevent was selected as sole provider of cleaning and waste management services for River Stages based on the company's successful track record at nearby Starwood Amphitheatre, another Live Nation venue.

In fact, many of the experienced venue and staff from Starwood are also part of Cleanevent's core team for River stages, ensuring continuity of service for the client.

Billed as Nashville's premier live event, the River Stages festival packs 60 bands into a music extravaganza that runs for three days and nights in the heart of downtown Nashville.

Produced by Live Nation, River Stages takes place in the City Park festival grounds and hosts approximately 60,000 music lovers each year.



The festival attracts more than 60,000 fans to Nashville

Since 2003, Live Nation has placed trust in Cleanevent to deliver cleaning and waste management services, as well as event setting and maintenance assistance, for the River Stages Festival.

The event is held at the Downtown City Park, a property owned by the city. At the end of the 2004 festival, the quality of Cleanevent's service contributed to Nashville city leaders praising River Stages management for the smoothest event ever.





The River Stages Venue

Planning & Logistics

Thorough planning for the River Stages takes place for three months prior to the event. A proactive approach to communication and event planning ensures quality and the appropriate delivery of service for each event day. It also helps to keep costs under control.

Based on staffing requirements for venue preparation and service delivery during the days and nights of the festival, Cleanevent created a team of managers from its venue in the Nashville area. The team was then on site three days prior to the festival gates opening.

The venue was prepared with the objective of keeping the site clean, even with a full-house of 60,000 fans. Preparation included the placement of more than 250 trash receptacles across the site.

Flexibility & Expertise

Efficient day-to evening servicing included cleaning and servicing of all outdoor venue areas- from stage areas to concessions to restrooms.

Early day's event schedule began in the mid morning and continued into the late evening with night time concerts. As a result Cleanevent had a very short window of time to turn the facility around overnight, ready for the next day's event.

The 2004 festival provided its own unique challenges with unusually rainy weather throughout the three-day festival.

While flood control is not usually among Cleanevent's regular service areas, the team adapted to the conditions in order to help ensure the event's success.

When heavy downpours created flooded entertainment areas, Cleanevent Managers secured sump pumps and assisted with drainage to help keep the event on track.

Partnership

Live Nation is acutely aware of its civic responsibilities. "We are especially sensitive to the city's needs and expectations in running a safe, clean and positive event for the city of Nashville," said Heather Story, Live Nation Entertainment.

"Cleanevent responds quickly and with a flexible attitude to help the rest of us meet our goals. They are a vital part of our River Stages team and a key component to our success."

The success of the River Stages festival has further strengthened the relationship.

The best evidence of this is the increasing number of outdoor festivals and events Cleanevent is called on to service, such as the Midtown Music Festival and other Festivals around the USA.

"Cleanevent responds quickly and with a flexible attitude to help us meet our goals. They are a vital part of our River Stages team and a key component to our success."

Heather Story, Live Nation Entertainment

Cleanevent recognizes the importance of providing a quality cleaning service under intense conditions.

In addition Cleanevent places emphasis on returning a venue to a client- in pristine condition. Our success is only measured by the satisfaction of our client.

For more information about ways that Cleanevent can help your event or venue with cleaning and waste management services, please contact your local Cleanevent office or visit us on the Web. www.cleanevent.com

It's the things
you don't see that
make all the difference