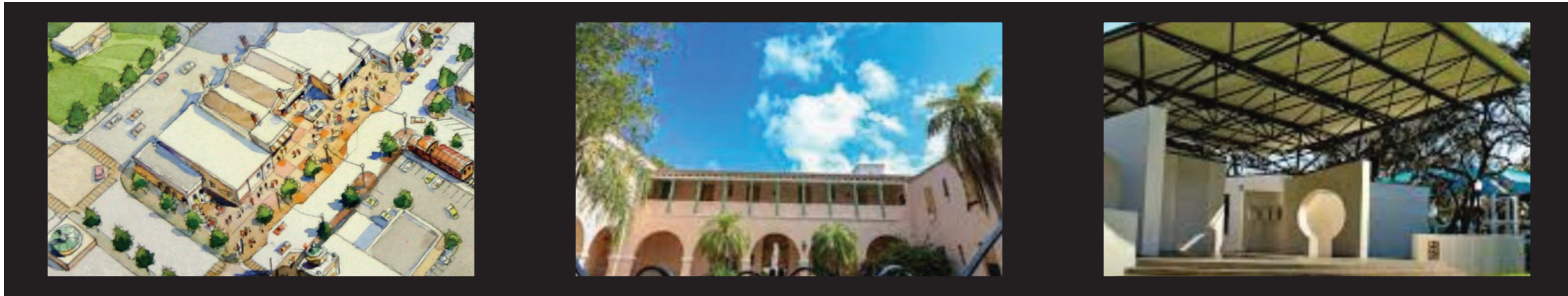


⚡ OUR HOPES

- We want to develop a relationship with the city where we can grow together and build something that lasts for years to come. Moving outside of NPR is not something AM wants to do now, or plans to do in the future.
- We believe in this city and obviously want to see our event succeed and grow along with all other New Port Richey cultural activities! Bringing new visitors to Downtown New Port Richey, along with their revenue and energy will simultaneously showcase the city and benefit all downtown businesses and organizations. With the city's help we see no reason this cannot happen.



⚡ WHY ARE WE COMING TO THE CULTURAL AFFAIRS COMMITTEE?

- **Current Opportunity:** We quickly learned while talking to vendor and sponsor partners that there was extreme interest in what we were doing, but it's our interest coming from outside of the city that has us the most excited. We've recently locked in a commitment from Cigar City Brewing in Tampa to be our title sponsor. This is a company that is in over 20 countries, on 5 continents, and in as many states as Budweiser! In our meetings with CCB we have learned about how they recently pulled out of their long term partnership with Gasparilla Music Festival, and MonuFest is now their only music related event. They pulled from an event in their own back yard and are now putting their focus on NPR!
- **Growth Opportunity:** This is a commitment that not only Ashtray Monument/MonuFest can't afford to waste, but the City of NPR has a lot to gain from this as well. This is an opportunity to showcase our beautiful city to not only to the hundreds in attendance, but to the hundreds of thousands of Cigar City Brewing fans through their brewery, website, and their massive social media presence! CCB and other current/future partners have already expressed a long term interest in helping us grow this to a much larger scale, presenting the opportunity to invite a much larger audience from a much wider geo.
- **Risk:** Many of these partners have inquired about the potential to move to much larger venues/cities (Orlando, Tampa, St. Pete, etc), for this year's event, and/or the future.



Presented By



⚡ WHO ARE WE?

Ashtray Monument records was started in 2018 by 3 lifelong friends who met while attending elementary school (1987 to be exact) in their hometown of New Port Richey. They bonded over a mutual love of music and have always had a dream of starting a record label to support independent artists. Ashtray Monument is excited to organize a live music event in downtown New Port Richey that will feature local bands as well as bands from their roster.

The goal of Monufest is to bring the community together while supporting local arts and charities. Ashtray Monument and Mullins Music have teamed up to host a battle of the bands featuring young local bands/artists who will compete for a spot to open Monufest. Mullins Music is a 501(c)(3) community music school committed to providing quality music education to students of all ages, regardless of ability, background or personal circumstances. During the event a silent auction featuring regional artists will be held with proceeds benefiting Mullins Music and Cindy's Pets. Cindy's Pets purchases, packs and delivers pet food to seniors who participate in the meals on wheels program. Currently Cindy's Pets delivers 2,000 pounds of cat, dog and bird food to over 400 pets each month in Pasco County. Donations for Cindy's Pets will also be collected.

⚡ MORE INFO

Monufest.com

MullinsMusic.org

AshtrayMonument.com

CindysPets.org





WHAT IS MONUFEST?



⚡ MUSIC

Initially 2-3 bands showcased, but mass interest and encouragement from the community, artists, and local vendors organically grew it to a small festival that includes 10 bands from the Ashtray Monument label.



⚡ ART

Local artists will be creating original pieces that will be the basis for promotional posters.

⚡ COMMUNITY

Original art to be auctioned off for two local charity partners, Mullins Music and Cindy's Pets. We are also hosting a Battle of the Bands to bring in young, local talent. The winner will open the festival.

