



A C O O U S T I C
N O T E S
F E S T I V A L

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FESTIVAL PLANNING



ARTISTS



NOAH KAHAN

The American singer-songwriter is well known for his mix of Folk, Americana, and Rock sound and heartfelt lyrics. Kahan's music often explores themes of self-discovery, relationships, and the human experience, resonating with audiences around the world.

NOBLE

The Portuguese singer-songwriter has genres such as hip-hop, R&B, and soul in his music. Noble is known both at a national and international level. Songs like "Honey" and "Beautiful" are the songs with the most streams on Spotify. Noble continues growing as an artist on a global level, with his release of "Forever" and his participation in Festival da Canção.



JACK JOHNSON

The American artist is well known for his acoustic folk-pop music. The singer-songwriter is the leader in turning the music industry into a greener place together with his crew. Johnson is also the founder of Kokua Hawaii Foundation and Johnson Ohana Foundations, two foundations that support environmental, art and music education on a global level.

ANA MOURA

A Portuguese fado singer, who brings to her music soulful melodies, emotive vocals, and themes of fate, loss, and longing. Ana Moura honours the rich cultural legacy of the fado while bringing a modern and unique edge to her music through the incorporation of jazz, world, and contemporary influences.



ARTISTS



JAMES BAY

The English singer-songwriter has a unique presence in the acoustic music scene thanks to his passionate compositions and seductive vocals. Songs like “Let It Go” and “Hold Back the River” show how he can use music to express unadulterated passion.

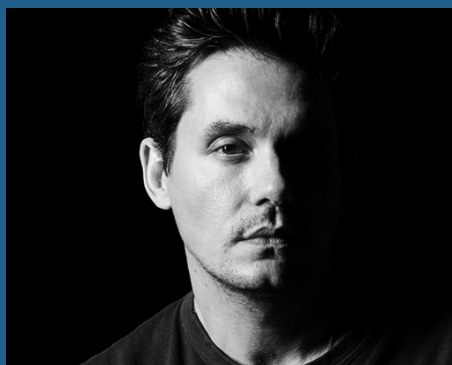
CARMINHO

Fado singer Carminho is well-known throughout the world for her contemporary take on traditional Portuguese music and strong vocals. Although fado is usually associated with a gloomy tone, Carminho adds jazz, bossa nova, and acoustic folk components to her music to give it more depth and complexity.



JOHN MAYER

John Mayer is renowned for his ability in a variety of musical genres; a lot of his acoustic-driven tunes have a carefree atmosphere akin to that of Jack Johnson and Noah Kahan. Hits like “Your Body Is a Wonderland” and “Slow Dancing in a Burning Room” demonstrate Mayer’s prowess as a lyricist and guitarist.



TIAGO BETTENCOURT

The American singer-songwriter is well known for his mix of Folk, Americana, and Rock sound and heartfelt lyrics. Kahan’s music often explores themes of self-discovery, relationships, and the human experience, resonating with audiences around the world.



ARTISTS



NENA

A Portuguese singer-songwriter, well known in Portugal with her singles “Portas do Sol” and “Do meu ao teu Terraço”. Nena recently took part as a contestant in the Festival da Canção, which enhanced her visibility at a national and international level, ending in 10th place.

THE LUMINEERS’

A combination of folk, Americana, and indie rock can be heard in many of The Lumineers’ songs, which also involve emotional storytelling and acoustic music. Songs like “Ophelia” and “Ho Hey”, are well-known to the public, leaving the band’s contagious energy and rustic appeal in the air.



PASSENGER

The English singer-songwriter, whose first single “Let Her Go” became number 1 in 19 countries, is nowadays a remarkable multi-award-winning musician who has a fanbase from all over the world. With 15 albums over the last 14 years, Passenger has been taking folk music to the hearts of acoustic music listeners.

ANTÓNIO ZAMBUJO

A highly acclaimed Portuguese singer and musician known for his distinctive voice and interpretation of traditional Portuguese music genres such as fado and cante Alentejano. Zambujo is renowned for his distinctive fusion of fado with elements of jazz, bossa nova, and native Alentejo music, with the possession of a unique voice.



ACTIVITY PLAN

WINE TASTINGS & PAIRINGS



Having the opportunity of tasting Portugal's finest wines, and experience the incredible flavours of Portuguese cuisine. Not only will the public be able to try fine wines, but can also purchase them during the event. Throughout the event, there will be wine and food tastings, allowing the audience to appreciate the Portuguese culture.

Stone Painting

As a way for each person attending the event, whether individually, with family or with friends, they will have the opportunity to place a stone or rock painted with ecological paints somewhere significant, which will become part of the festival's decoration. This way, everyone can leave their mark on the festival. From a sustainable point of view, it will help eliminate the need for single-use items that contribute to waste and pollution. Rocks are natural and abundant materials that can be found locally, reducing the carbon footprint associated with their acquisition.



Unlike other materials, painted stones pose no risk of pollution or endangering animals. They are therefore appreciated as decorative pieces or hidden as part of a community treasure hunt, stimulating a sense of connection with nature and promoting sustainability.

ACTIVITY PLAN

PHOTO BOOTH & MEMORY WALL

Experience the festival beyond the main stage with our lively photo booth and memory wall! Take the spotlight, pose with confidence, and unleash your imagination as you capture unforgettable moments with your friends and family in front of our exquisite surroundings.



Our photo booth and memory wall are designed with a variety of themed decorations to capture the true spirit of the festival, creating enduring memories that will be cherished for years to come. Whether you're exhibiting your festival style or delighting in the present moment, our photo experiences are sure to provide entertainment and enjoyment for all generations.



FACE PAINTING

Face painting is an activity for kids with professional face painters using non-toxic, hypoallergenic paints. From cute animals to magical creatures, the possibilities are endless.

ACTIVITY PLAN

ACOUSTIC CINEMA UNDER THE STARS

A captivating combination of cinematic magic and live musical performance set under the stars. It is a unique event that transports the audience through the authenticity music brings to the wonder of the cinema world, whilst surrounded by the beauty of nature. The film is enhanced by the orchestral accompaniment, creating an immersive and unforgettable experience.



ORGANIC FIREWORKS



An organic fireworks show. A unique sustainable and eco-friendly alternative to traditional fireworks. The revolutionary innovation made by SPARK is created using organic compounds and natural ingredients. These organic fireworks produce sensational visual effects and vibrant colours.

PARTNERSHIPS & SPONSERSHIPS

It is important to consider forming partnerships with local accommodations such as Sublime Comporta and Cocoon Eco Design Lodges for the two-day festival program. These accommodations can offer VIP packages that include a two-night stay, which can enhance the festival experience for attendees. Additionally, partnering up with a local restaurant or catering company and a high-end vineyard from Portugal can allow the festival to offer a wine-tasting activity and sell wine to the public, thereby enriching the festival with local and cultural partners.

HEDADE DA COMPORTA



Herdade da Comporta, situated in the picturesque coastal region of Comporta in Portugal, is a renowned estate spanning over 12,000 hectares, of which almost 35 hectares are part of the vineyard. (the Vineyard, 2024)

It is one of Portugal's largest agricultural estates, cherished for its immaculate natural beauty. The estate boasts of unspoiled landscapes comprising forests, dunes, rice fields, and pristine Atlantic coast beaches. Herdade da Comporta is an exceptional union of sustainable agriculture, luxury living, leisure opportunities, and natural beauty. (Herdade da Comporta, 2024)

PARTNERSHIPS & SPONSERSHIPS

CAVALOS NA AREIA



“Cavalos na Areia” is an experience that originated in Comporta in 2011 by Jos  Ribeiro. Today it can be found in Alc cer do Sal, Serra da Arr bida, and Comporta. The name translates to “Horses in the Sand,” and it aims to provide an opportunity for people to enjoy nature and appreciate Portugal’s Sado River Estuary Natural Reserve in Comporta, which remains untouched by mass tourism and other natural landscapes in Portugal. This experience preserves traditional characteristics and attracts travellers worldwide.

SPONSOR ADVANTAGES CAVALOS NA AREIA

- Enhancing Brand Visibility
- Association with Arts and Culture
- Networking Opportunity
- Brand Associations

LOCATION SUGGESTIONS

COMPORTA BEACH



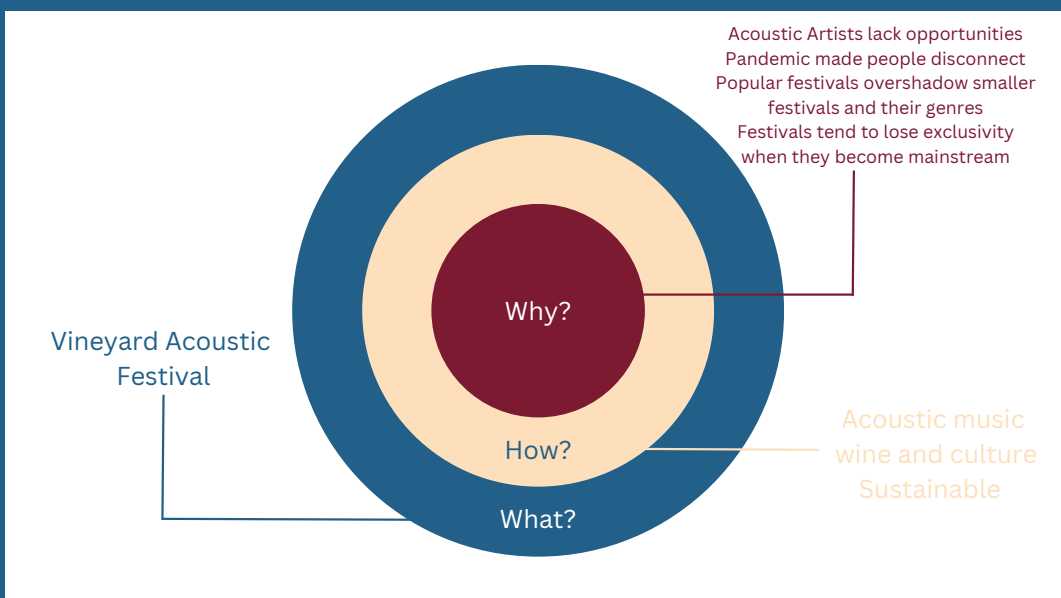
THE DUNAS COURSE AT COMPORTA



LEAN CANVA

Lean Canvas		Designed for: Acoustic Notes	Designed by: Mariana Silva	Date: 18 th April 2024	Version: 2
Problem Acoustic Artists lack of opportunities Pandemic made people Disconnect Popular festivals overshadow smaller festivals and its genres Festivals tend to lose the exclusivity when they become mainstream	Solution A festival that gives the opportunity for acoustic artists to showcase their music An experience that allows people to connect through music and culture Indie/Folk/Fado sustainable festival that brings people together with nature. "Sitting with Nature, not overpowering Nature"	Unique Value Proposition Indie/Folk/Fado festival; Family friendly festival; Sustainable festival; With unique landscape and location (Comporta, Portugal); Acoustic music involving wine, food and culture.	Unfair Advantage New Project, with capacity to grow and the event is new to the location; Main focus being Music and Wine.	Customer Segments Demographics between 24 to 60 year olds	
Existing Alternatives Partnerships and Sponsorships Marketing Partners Collaborations	Key Metrics Small, exclusive and ticket limited festival	High-Level Concept Glastonbury for a beach, acoustic music and wine	Channels The setup is a place where one can come alone, with family or friends for a nice holiday, connecting with nature, acoustic music and culture.	Early Adopters High annual income	
Cost Structure The tickets will have a variety from £75 (day-ticket) to £500 (VIP Packedge - 2day tick) Having different ticket prices for locals and foreigners			Revenue Structure Environment Sustainability Security measures Law Local Police Licences		

GOLDEN CIRCLE



VISUALS

COLOUR PSYCHOLOGY



BLUE

Representing not just the blue of the Atlantic Ocean and Sado River but also an event of **Trust, Security and Serenity**



BEIGE

Representing the sand present at the beach and standing for **calmness simplicity, and comfort**



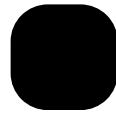
YELLOW

Representing the sun and standing for **innovation, happiness and Intellect**



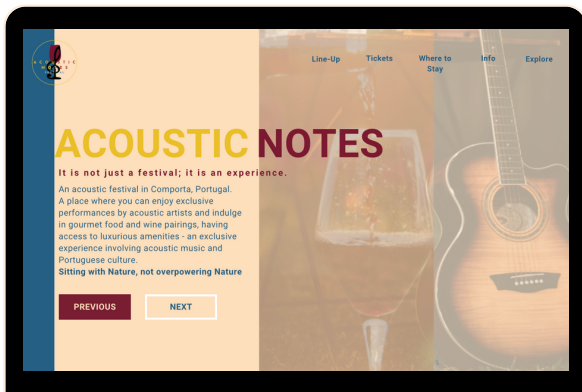
BURGUNDY

Burgundy represents wine and evokes feelings of **warmth, richness, and sophistication**

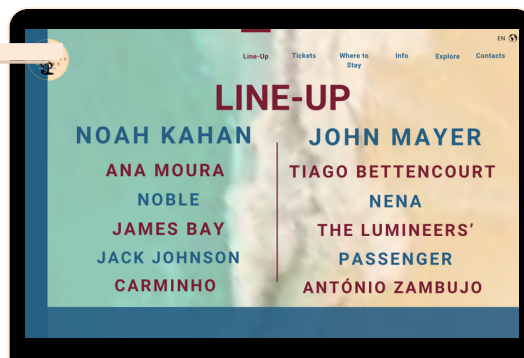


BLACK

not just a treble clef the base of the wine glass also represents **sophistication, elegance and security**



WEBSITE



FLYERS



LINE-UP POSTER

ACOUSTIC NOTES FESTIVAL



NOT JUST ANOTHER FESTIVAL, THIS IS AN EXPERIENCE

DAY 1

NOAH KAHAN •

ANA MOURA • NOBLE •

**JAMES BAY • JACK JOHNSON •
CARMINHO**

DAY 2

JOHN MAYER •

**TIAGO BETTENCOURT • NENA •
THE LUMINEERS' • PASSENGER •
ANTÓNIO ZAMBUJO**

SITTING WITH NATURE,
NOT OVERPOWERING NATURE