

FESTIVAL AND EVENT PRODUCTION

Event and Festival Camping Guide

Camping at a festival, especially multi-day festivals, can be a significant undertaking but can also establish your festival as a destination event, where people will travel great distances to enjoy a full weekend and increase the amount of revenue streams for your festival.

Determining whether or not to offer camping at your festival

Factors to consider:

Space for campers, and is good for tents / vehicles

Any existing infrastructure (lighting, power, buildings)

Is the demographic coming the kind that would camp?

How many days is your event?

What time of year will it be and what sort of normal weather patterns exist?

What sort of insurance will we need to have proper coverage for having people live onsite?

Do we want to close off the campgrounds during certain hours / require quiet hours?

Planning out the camping area



The

Campgrounds at CounterPoint 2015

Coordinating with local Fire Marshalls / City or County Staff to ensure there are proper ingress / egress routes as well as emergency routes

Deciding on what to offer:

Tent Camping (with vehicles parked elsewhere)

Tent Camping with a vehicle next to it

RV Camping - with specific size limitations

VIP Camping - deciding what to offer (usually if there is also glamping, VIP camping will offer closer access to the main festival grounds as well as showers / comfort stations)

Glamping - deciding to do this in-house or hire a third party, and what all should be offered (tent size and style, showers / bathrooms, lounge, proximity to main festival grounds, etc)

Music Festival Junkies has a great section devoted to the latest and greatest in festival camping

Hiring a run of show camping manager and team

Decide on whether or not to offer a 24/7 general store / information area

Campsite Elements / Amenities to consider:

Yoga

Sports and Games (i.e., volleyball courts, frisbees, soccer, other lawn games)

Campground Stage with separate live music lineup

5K or other types of group running

Showers / Comfort stations for an upcharge

Coordinating with Creative, Ticketing, Marketing, and Site Departments

Site Build / Run of Show / Strike

Having all site elements put in place - fencing, restrooms, power, lighting, signage

Having your Camping Manager and crew oversee the load-in of campers

Having the parking lined out properly and with the proper amount of staff to guide so it's easy to load in vehicles

Manning a 24/7 information area / general store (all but the smallest of campgrounds should be offering this) that includes

Medical / Security area

General information / Help area

Cell phone charging station

Items for sale - general sundries, ice, bottled water, beer (if allowed)

Possible restaurant if the size of the campgrounds warrant

Trash / Recycling / Composting area (with others spread out throughout the campsites)

Overseeing load-out, which usually occurs in two major phases

After the last band is finished, many will want to leave that night

The rest usually stay until the next morning

Enforcing the deadline to leave may take some manpower, depending on the demographics of the crowd and other factors such as weather and campground size

Having the Green Crew come in and remove all trash

