

## **The Drop, Manly 2020**

### Nature of the event:

The Drop Festival is a national touring, single stage music festival that follows the waves, celebrating the quintessential Australian road trip and encourages a lifestyle of good food, beautiful natural surroundings, art and culture.

It's no secret that music and surfing go hand in hand, so it's a no-brainer that a music festival should (excuse the pun) jump on board to follow the Australian leg of the World Surf League Championship Tour & other associated major surfing events around our island nation.

The Drop is a music festival dedicated to community, culture, local food and beverages and above all, a shared love of the ocean.

### Benefit to the local community:

The Drop Festival's partnership with the WSL, sees our events taking place in beachside locations around the country. Many of these locations are of a regional nature & do not often attract events / entertainment of this size & calibre, providing fun, entertainment & inspiration to young people.

The event also provides an environmental boost to the region, through the direct engagement of local trades, infrastructure & service providers, as well as through direct employment of bar, cleaning, security & medical staff.

Additionally, The Drop is expected to draw 40% of its audience from outside of the region, resulting in overnight stays & flow on economic boosts to local tourism, hospitality & other related service industries.