

**About #FEST**

Established in 2004, #FEST was born of a vision for a college experience that broke the boundaries of a typical college party, introducing live entertainment and full-scale production. Based in Athens, OH, the character and culture surrounding #FEST and the community in which it was founded sets it apart from any other music festival that caters to the collegiate market. Now 14 years in the running, Prime Social Group and founder Dominic Petrozzi bring back #FEST: 16<sup>th</sup> Edition as the Nation's Largest College Music Festival. The festival now caters to over 20,000 attendees and features some of the biggest names in music.

**About Prime Social Group**

Prime Social Group (PSG), is a company of its time period, serving the millennial and generation Z markets since its founding in 2010. PSG, a full scale production and promotion company, has made a huge splash in the music and entertainment industry with its 11 different full-scale festival brands: #FEST, Breakaway, Haunted Fest, Abroadfest and 90's Fest to name a few. Headed by Adam Lynn and Zach Ruben, the PSG team has produced more than 800 events around the world from Ohio, to Barcelona, to Puerto Vallarta. PSG prides itself in being tastemakers to the college market and securing up and coming talent.