



## NEW FOR SUMMERFEST 2019

### AMERICAN FAMILY INSURANCE AMPHITHEATER

This summer, we are excited to reveal the completed first phase of the **American Family Insurance Amphitheater**!

- This project was designed with the fan in mind by not only enhancing the overall live music experience, but also providing expanded production capabilities to bring the largest artists and tours to Summerfest.
- Phase 1 of the project brings several exciting changes to the **American Family Insurance Amphitheater**
  - New raised roof
    - In February, we raised the Amphitheater roof (literally) to a staggering 65' high, which is almost twice its original height!
  - Expanded loading dock space for semi and tour bus parking
  - 19 new state-of-the-art dressing rooms and backstage production spaces, including catering and dining facilities

### ULINE WAREHOUSE STAGE

During Summerfest, check out the reimagined **Uline Warehouse Stage**.

- Located on the north end of the grounds, the remodeled stage incorporates natural materials such as locally-sourced lannon stone and cedar to integrate into the area's lake-side setting.
- The design enhances the live music experience with incredible features:
  - Expanded footprint to accommodate larger crowds
  - New permanent bar area
  - Expanded production capabilities, including lighting and sound
  - Elevated VIP area with a bar and restroom
  - New video screen
    - Previously, video was not available at the Uline Warehouse Stage.
  - New ADA viewing area with easier access and better sightlines
  - Festival services area for information and wheelchair and stroller rentals

## WATER ACTIVITIES

Celebrate Summerfest on the water at The Summerfest Landing - the North End of the lagoon will feature:

- **Mercury Marine**
  - Mercury Marine, the Official Outdoor Engine of Summerfest, and Sea Ray, the Official Boat of Summerfest, will partner together to provide FREE Lake Michigan boat rides in cooperation with SkipperBuds. Stop by the Mercury Marine Go Boldly activation to sign up for your free ride, and experience the latest innovations in marine propulsions and controls. While there, you can talk with Mercury Marine ambassadors about their newest products.
- **L.L.Bean**
  - L.L.Bean will be offering FREE stand-up paddleboard (SUP) and kayak rentals every day on a first-come, first-served basis. Not experienced on the water? No worries, L.L.Bean Outdoor Discovery Program instructors will be on hand to provide additional support. So grab a kayak or SUP and some friends and head out on the water!

## SERVICES

- **WIFI PROVIDED BY SILVERIP**
  - 1 hotspot at The Summerfest Landing
  - 1 hotspot at the American Family Insurance Amphitheater Forecourt
  - *Passwords updated daily via the Summerfest App*
- **MOTHER'S NURSING AREAS PRESENTED BY AURORA HEALTH CARE**
  - These areas (open 12:00 - 8:00 p.m.) provide a private and convenient space for new moms to utilize as needed. Two (2) locations are available for use, located within the Children's Area and near the South Gate next to the Kohl's Captivation Station.
- **THE COOLING STATION PRESENTED BY AURORA HEALTH CARE**
  - An air-conditioned space for festival-goers to escape the outdoor elements. Located at the Summerfest North Gate.

## THE SUMMERFEST APP

- A new eye-catching enhanced navigation
- iOS Summerfest Sticker Pack - send stickers to fest friends on iMessage (Android pending)