

## **The Viva Las Vegas Rockabilly Weekender**

is the largest and most respected Rockabilly festival in the world that annually attracts 20,000 attendees to The Orleans Hotel and Casino in the exciting Las Vegas. It is four nonstop days of music, hot rods, burlesque, and partying.

Rock n' roll aficionados from all over the U.S.A., Europe to Japan, and even South America mark their calendars each year for the event.

A "can't miss" annual 1950's style festival featuring the best Rockabilly music from over 70 world-renowned bands and dozens of wild DJs is sure to keep you on your feet. The weekender also puts on North America's biggest pre-1960's era car show where you can find hundreds of hot rods and just as many vendors selling vintage and vintage reproduction must-haves.

The Viva Las Vegas Rockabilly Weekender's stages have graced some of the greatest talents in the world including Chuck Berry, Little Richard, Jerry Lee Lewis, Duane Eddy, Wanda Jackson, The Cleftones, Ruth Brown, and many Burlesque Legends along with Burlesque stars such as Dirty Martini, Immodesty Blaize, Lou Lou D'Vil, Angie Pontani and Roxi D'Lite.

### **Join us for the biggest Rockabilly party in the world!**

- 8 Entertainment Venues
- Burlesque Shows
- Car Show
- Tattoo Lounge
- Tiki Pool Parties
- Viva Las Bowling!
- Fashion Show
- Jiving Classes and Contest
- Guitar Geek Festival
- Charles Phoenix Slideshows
- All Nite Jumpin' Showcase
- Hair & Make-up and Burlesque Classes
- On site Weddings
- Vendors

### **Attendees**

- Travel from over 20 countries
- Rockabilly, Vintage, Retro, Pin-up, and Tiki enthusiasts
- Professional musicians and car enthusiasts
- All age and income ranges

### **Promotion Methods**

- 100,000 fold out flyers/posters distributed worldwide (29,000+ addresses & 200+ retail outlets)
- Email newsletters sent worldwide (30,000+ active contacts)
- Magazine advertising (20+ publications, many are monthly adverts, international distribution)
- Word of Mouth
- Social Media