



Ticket Booth Supervisor Training

Festival Ticket Booths

- You and your team are the FACE of the festival to many of our Patrons
 - It is important to GREET the guests with “Welcome”
 - Ask to see tickets, wristbands or credentials
 - Be pleasant even if there is an issue (Tixr and Coalition 1 are onsite to assist (phone number locate on front of Festival Info Book in the Ticket Exchange Box) Kathryn & Paula’s cell phone numbers on the credentials as well – it is better to ask a question than to upset a guest
 - There is a security guard provided at each ticket booth to assist if a patron becomes overly upset
 - Wish them a “Happy Festival” or “Hope you enjoy your visit”
-
- There is a printed festival guide that will be available at all ticket booths
 - They can also download the app – Bristol Rhythm & Roots Reunion in the App Store

Ticket Booth Supervisor Credentials

- Please get the Ticket Booth Supervisor lanyard from the person whom you replacing on a shift or if you are first person for the shift, there will be a lanyard in the Ticket Exchange Box.
- Please return your lanyard to the appropriately marked folder when you finish your shift if you are the last person of the day.
- Feel free to contact either Kathryn or myself on cell phones. The numbers are listed within the credential pack or in the Festival Info Book.
 - Kathryn: 276.356.3836
 - Paula: 423.335.9910



BANK PROCEDURES

Only Designated Staff Will Pick Up Cash Throughout The Festival

Give cash only to persons wearing this credential.

*If you have any questions, please call Bank Headquarters
at channel 2 on the two-way radio.*

Festival Bank Street Team

- Will have bank credential – note that a picture of the credential is in the Info Book located in the front of the Ticket Exchange Box at each ticket booth
- Will be accompanied by an armed security guard
- Pick up excess funds
- Exchange funds for any requested change
- Deliver Festival Schedule Books as needed

TICKET PRICES

WEEKEND WRISTBANDS

\$165 at the gate

includes Bristol, VA admission tax

ANY DAY PASSES

\$80 at the gate

includes Bristol, VA admission tax

Ticket Booth Hours

Friday

(soft open) 1 pm

(hard open) 3 pm

Saturday

(soft open) 8:30 am

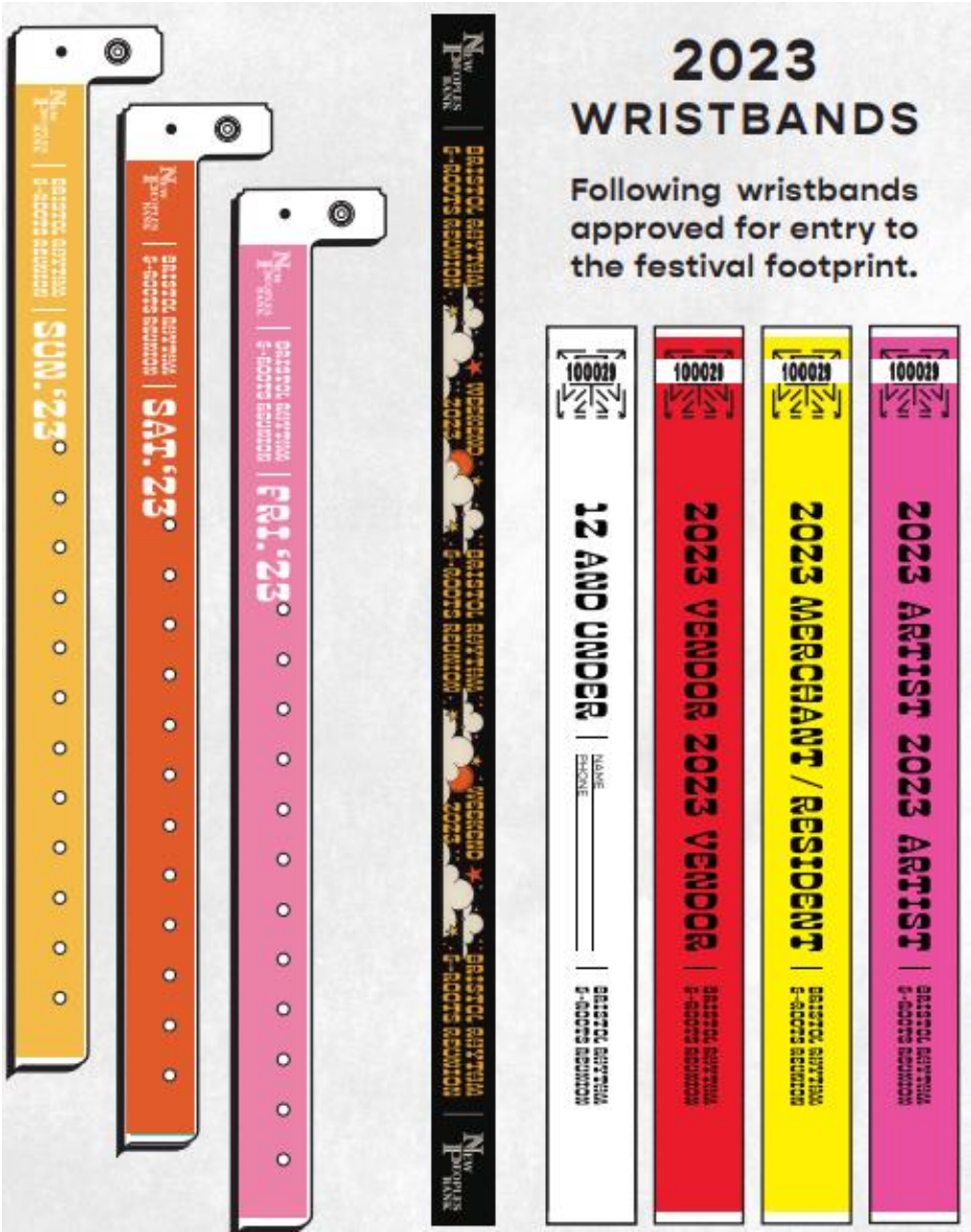
(hard open) 9 am

Sunday

(soft open) 9 am

(hard open) 10 am

2023 WRISTBANDS



2023 CREDENTIALS

Following credentials
approved for entry to
the festival footprint.

BRISTOL RHYTHM & ROOTS REUNION
ALL ACCESS
ALL ACCESS
ALL ACCESS
ALL ACCESS
ALL ACCESS
BRISTOL RHYTHM & ROOTS REUNION

BRISTOL RHYTHM & ROOTS REUNION
VIP ACCESS
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BRISTOL RHYTHM & ROOTS REUNION

BRISTOL RHYTHM & ROOTS REUNION
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BRISTOL RHYTHM & ROOTS REUNION



LEAH ROSS
BRISTOL RHYTHM & ROOTS REUNION



SUPPORT
STAFF



FESTIVAL
TECH



FESTIVAL
MEDIA



BCM
BOARD



FESTIVAL
COMMITTEE



FESTIVAL
SPONSOR



FESTIVAL
VIP



This is a VIP Collector Ticket
and not an actual entry ticket

2022 WRISTBANDS

(Not Accepted)



2022 CREDENTIALS

(Not Accepted)



VOLUNTEER ACCESS



FRIDAY

Pink



SATURDAY

Orange



SUNDAY

Yellow

The above passes will allow a volunteer to enter through your gate. Take the sheet from the presenter and put it in your ticket exchange box.

Any day tickets for volunteers are for their earned free admission day, not their shift day.

Volunteers must have the Volunteer Entry Pass (see sheets to the left) to get into the festival on the day they volunteer.

Just having a volunteer t-shirt is not enough to get them into the festival.

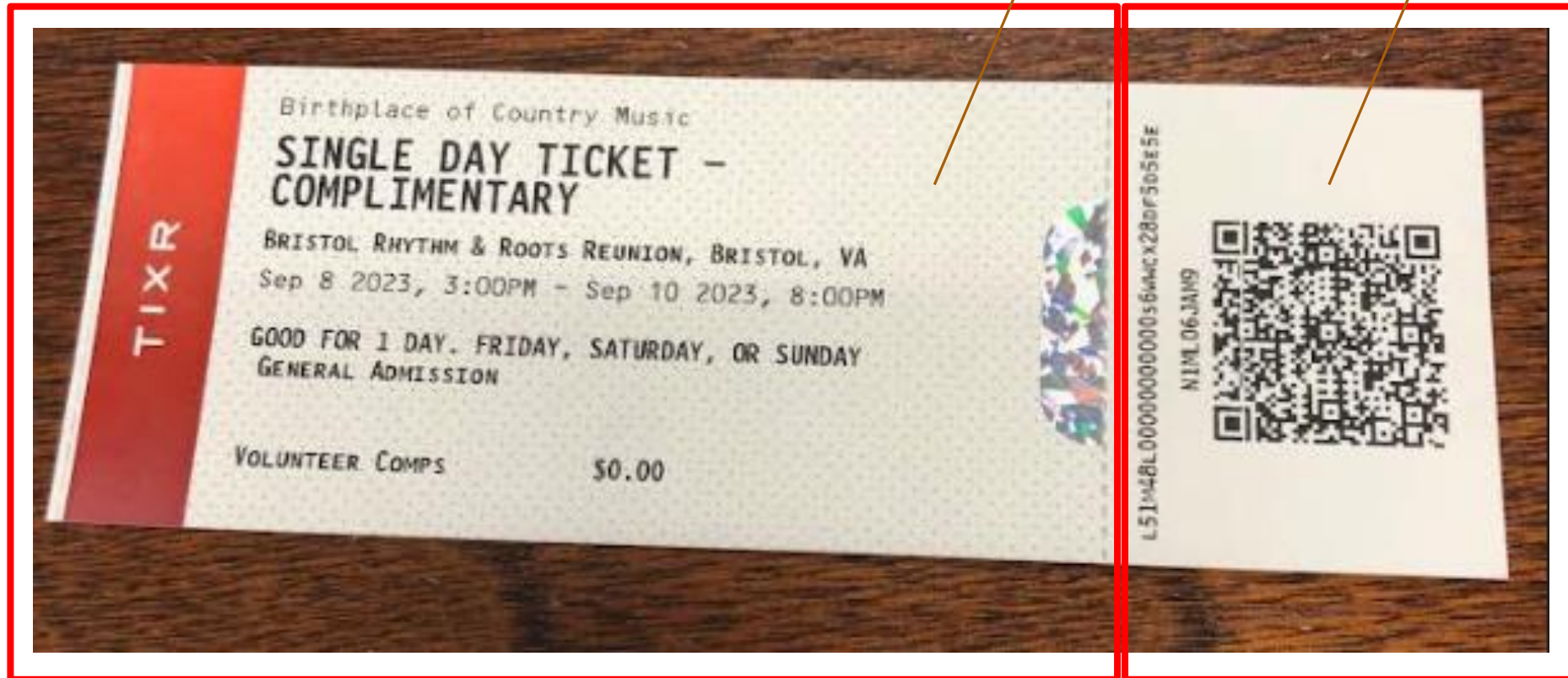
They do not receive a wristband for the day they volunteer.

Any Day Ticket

Please keep at least the QR code (ticket is perforated) or the entire ticket. If patron wants a memento – they can keep the Tixr side of the ticket

Can be retained by patron

Must be retained at Ticket Booth



Shopper Pass Sticker

If a patron requests to visit a business or restaurant within the footprint, we are required to allow them access. Below is the sticker (located in the Ticket Booth Tool Box) that is to be provided to the patron. This is only for a 3 hour block of time. Please be sure to enter the “Entry Time” on the sticker and ask the patron to apply it to their shirt.

DOWNTOWN SHOPPER
THREE HOUR ACCESS TO FESTIVAL FOOTPRINT

NAME _____

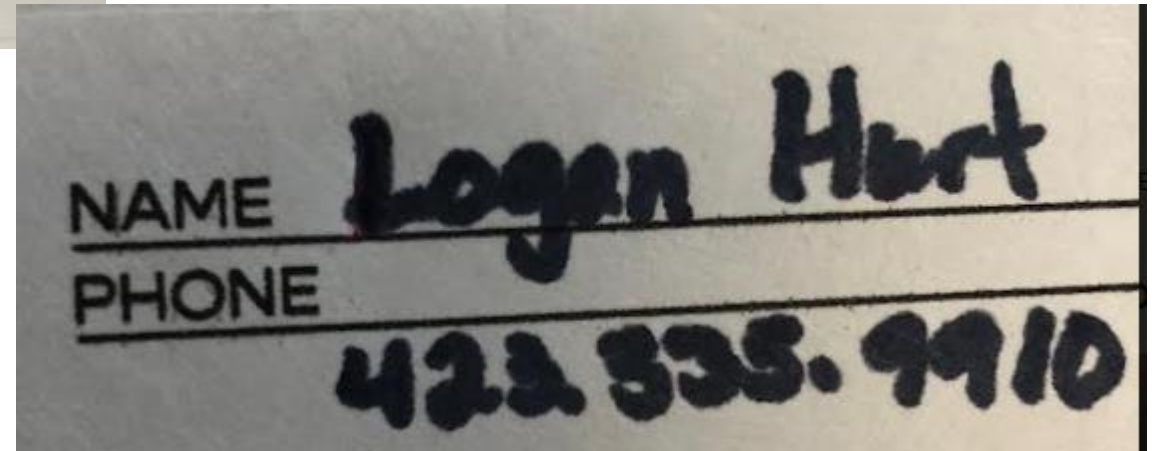
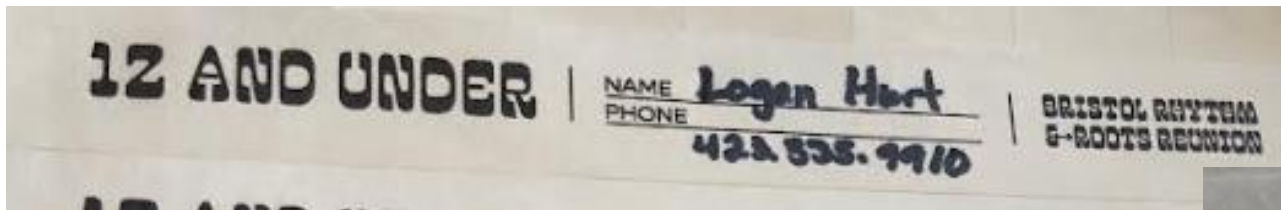
ENTRY TIME _____

BRISTOL RHYTHM & ROOTS REUNION

Children – 12 & Under

To be sure young patrons feel as important as our adults – there is a 12 & Under wristband

Please have the parent write the child's name and a telephone number on the wristband in case they get separated within the Festival Footprint



GENERAL INFO

TICKETS & ADMISSION

Q: Do kids get in free?

A: Children 12 and under are welcome at no cost. There is a designated wristband for this group.

Q: Where is will call?

A: Will call is located inside the Birthplace of Country Music Museum at the corner of Moore St. and Country Music Way. Check the festival map for exact location. There is a festival gate located just outside the Museum on Cumberland St.

Q: If I need to leave the festival, can I get back in?

A: Yes. With your wristband.

Q: My passes were lost/stolen. Will the festival replace them?

A: Treat your wristbands like cash. They cannot be replaced if lost or stolen.

Q: Do I have to wear the same wristband all weekend?

A: Yes. They are sturdy enough to last all weekend. We are not responsible for torn, lost or stolen wristbands. It is a badge of honor to have worn your wristband all weekend long! Once your wristband is cut it is invalid.

Q: I don't like to wear wristbands, can I put them on another part of my body or hook them to my clothing?

A: No. Wristbands must be worn on your wrist.

Q: Can I buy a Weekend Pass on Saturday of the festival?

A: No. Friday of the festival is the last day to purchase Weekend Passes. You must purchase a Single Day pass at the gate on Saturday and Sunday if you have not purchased a Weekend Pass before Saturday.

Q: I'm under 21 and have a wristband. Are there stages that are off limits to me?

A: No. All venues are all ages. Kids welcome!

GENERAL INFO

Q: Does my wristband get me backstage?

A: No.

Q: I have a wristband. I want to see a band at an indoor venue but the staff at the door says they aren't letting anyone else in because they are over capacity. What gives?

A: Fire codes will not allow indoor venues to fill their establishments over capacity. It simply isn't safe. If there is a band you want to see in a smaller venue, we advise getting to the stage as early as possible if you predict a large crowd.

ATMS

ATMS are located at the following locations:

- In front of State Street Brewery
- In front of Quaker Steak & Lube
- On the corner of State Street and Moore Street
- On the corner of State Street and Lee Street
- Regions Bank (840 State Street)
- First Horizon Bank (800 E State Street)
- Citizens Bank (310 State Street)

BEER GARDENS / BEVERAGE GARDENS

The Festival does not allow BYOB. We offer beer gardens and most indoor venues sell alcohol in designated areas. IDs are checked to enter each beer garden. Ages 21+. Beer Garden Wristbands are distributed at Beer Garden.

FIRST AID

Q: Where is first aid?

A: The first aid tent is located at 618 State Street in between Uncle Sam's Loan Office and 620 State restaurant.

GENERAL INFO

LOGISTICS

Q: How many stages do you have?

A: There are eight outdoor stages and six indoor stages this year.

Q: Where are the bathrooms?

A: There will be Port-O-Lets set up all over the festival grounds in convenient spaces. Indoor venues have their own bathrooms.

Q: Can I bring my camp chair?

A: Yes, however some seating is provided at main outdoor stages so you will likely not need them. Note, we do not encourage seat saving, folks. Do not remove our seating to place your personal camp chairs at outdoor stages and leave them there for any period of time. Do not place personal items in our seating and leave it there in order to save seats for others. Camp chairs left for an extended period of time unoccupied may be removed. Any camp chair left overnight will be removed and discarded.

LOST & FOUND

Q: Where is lost & found?

A: Lost & Found is located inside Artist Merchandise at the corner of State St. and 5th St. at 416 State St. on the Tennessee side. After the festival, email info@BirthplaceofCountryMusic.org or call the BCM offices at 423-573-1927.

PETS

Q: Can I bring my pet?

A: No, the crowds, the noise, the heat, and no green space. It is not a safe place for your pets, and we don't want to see them suffer. ADI-certified service dogs are the only exception. We understand that residents on State St. need to take their pets out to potty. Please be respectful of the rules and pick up what your pets leave behind.

GENERAL INFO

RAIN POLICY

Bristol Rhythm and Roots is a rain or shine event. In the event of inclement weather, change in schedule announcements will be made from the stages and updates will be sent from our official website and festival app.

SHUTTLES

Q: Where do shuttles pick up?

A: Shuttles from Stickley Farms, Bristol RV Park, Hampton Inn, Fairfield Inn, Quality Inn (TN), and Devault Stadium parking lot will drop off at the Downtown Center located behind the Country Mural Stage at 810 State Street near Festival Entry Gate.

Shuttles from Courtyard by Marriott, Delta by Marriott, Econo Lodge, Red Roof Inn, Days Inn, Hilton Garden Inn, Quality Inn (VA), and Motel 6 will drop off near the Birthplace of Country Music Museum at 101 Country Music Way.

GENERAL INFO

SMOKING POLICY

Q: What is your smoking policy?

A: We politely ask smokers to butt out at outdoor main stage areas. Indoor venues are non-smoking. Please be respectful of the elderly and children in crowded areas – when in doubt, put it out and discard in a trash receptacle. The Green Team tent distributes pocket ash trays so stop by the tent and get yours while supplies last.

VOLUNTEER HEADQUARTERS

Volunteer Headquarters is located at the corner of Shelby St. & 8th St. in the City Annex Building.

IMPORTANT NUMBERS:

- **Emergency:** 911
- **VA Police:** 276-645-7400
- **TN Police:** 423-989-5600
- **Locksmith:** Jerry's: 423-773-8131
Boyd's: 423-764-4932

TOWING COMPANIES

- **B&E Towing Services:** 423-502-5004
- **Bristol Wrecker Service (Tows for the Post Office)**
2 locations: 276-466-5641 or 423-968-2810
- **Carl's East End Service Center:** 423-764-2250
- **Crabtree Buick:** 276-669-3141
- **Edgemont Towing & Recovery:** 423-764-6751
- **Exit 7 Towing & Repair:** 276-669-7773
- **Grand Slam Towing:** 276-337-8784

CONTACT LIST

IN CASE OF EMERGENCY CALL 911 then CALL FESTIVAL EMERGENCY 276-269-5210

2023 Festival Chair: Charlie Phelps	423-967-1055
2023 Festival Chair: Tony Deal	423-967-6423
Executive Director Advancement: Leah Ross	423-384-9740
Managing Director: Paula Hurt (Bank/Vol)	423-335-9910
BCM Board President: Brent Treash	276-791-4592
Accessibility Shuttle: Michael Harman	423-612-3727
Artist Hospitality: Terri Davis	423-571-5329
Artist/Fest Merch: Tara Russo	423-383-0351
Artist Transport, Onsite: Jassen Campbell ...	423-512-0044
Artist Transport, Onsite: Micah Parks	276-494-3577
Artist Relations: Micah Davidson (Midwood) .	704-560-5878
Artist Relations: Elyce Turner (Midwood)	631-678-1454
Bank: Kathryn Long	276-356-3836
Bank: Nita Vollmer	423-963-6415
Childrens Day: Tasha Foy	276-591-7093
Concessions/Ice: Ralph Davis	423-571-1559
Green Team: Hollie Moody	276-494-8682
Green Team: Michael Foy (Recycle Pickup) ...	276-591-7094
Logistics: Baylor Hall	423-220-0945
Logistics: Tyler Goad	276-206-7818

CONTACT LIST

**IN CASE OF EMERGENCY CALL 911 then
CALL FESTIVAL EMERGENCY 276-269-5210**

Marketing: Sarah Alexander 423-258-9969
Media: Charlene Baker 423-963-9643
Operations HQ (Golf Carts) 276-269-0952
Security: Charlie Phelps 423-967-1055
Security: Tony Deal 423-967-6423
Shuttle Dispatch: Jeremy Blair 423-306-1398
Shuttle Dispatch: Holly Self 423-967-8100
Sponsor Relations: Shauna Tilson 276-591-0417
Vendors: Tracey Childress 423-967-2390
Vendors: Beth Carter 919-632-1048
Volunteers: Rose Marie Spangler 865-363-9351
Volunteers: Wendy Sauls 423-579-6568
VA Dispatch 276-645-7400
TN Dispatch 423-989-5600

General Radio Chan. 1
Bank Radio Chan. 2
Vendors Radio Chan. 3
Artist Transport Radio Chan. 4
Security Radio Chan. 5

SPECIAL EVENTS

Virginia Museum of Fine Arts - Artmobile at the Museum

FRIDAY, SEPTEMBER 8 | 1:00PM-7:00PM

SATURDAY, SEPTEMBER 9 | 9:00AM-6:00PM (CLOSED FOR LUNCH 1:00-2:00PM)

SUNDAY, SEPTEMBER 10 | 10:00AM-5:00PM (CLOSED FOR LUNCH 1:00-2:00PM)

This state-of-the-art mobile museum and education studio will be at the Birthplace of Country Music Museum and open to Bristol Rhythm festival goers. This is a free experience!

Yoga Rocks!

SATURDAY, SEPTEMBER 9 | 9:00AM-10:00AM

LOCATION: CUMBERLAND SQUARE PARK | 200 LEE STREET, BRISTOL, VA

Our friends at BristolYOGA set us off on a good note with a little self-love and tranquility prior to the festival's longest day. Bring your mat and come chill with us!

Festival wristband is required to attend the event.

Bristol Sessions Super Raffle

SUNDAY, SEPTEMBER 10 | 12:00PM-4:00PM

LOCATION: BIRTHPLACE OF COUNTRY MUSIC MUSEUM

Join us for the annual Bristol Sessions Super Raffle event. Only 5,000 tickets available, and if tickets are still left during Festival, they can be bought at the Birthplace of Country Music Museum. During the event, a winner will be drawn every five (5) minutes and prizes include vacation packages, outdoor recreation vehicle, cars, jewelry, and cash to name a few items. All proceeds for the Super Raffle benefit the Birthplace of Country Music Museum.

Hoot and Holler Storytelling

SUNDAY, SEPTEMBER 10 | 12:30PM-1:30PM

LOCATION: THEATRE BRISTOL

Roanoke-based storytelling collective Hoot and Holler is bringing its stimulating live stage show to the 22nd annual Bristol Rhythm & Roots Reunion this September for a storytelling hoedown.

SPECIAL EVENTS

Free! Children's Day

SATURDAY, SEPTEMBER 9 | 10:00AM-1:00PM

LOCATION: ANDERSON PARK | 341 MARTIN LUTHER KING BLVD., BRISTOL, TN

Children's Day is a FREE event at Bristol Rhythm & Roots Reunion. The community is invited to enjoy games, crafts, and performances as we celebrate Bristol's music heritage.

Children's Area

SATURDAY, SEPTEMBER 9 | 2:00PM-8:00PM

SUNDAY, SEPTEMBER 10 | 11:00AM-3:00PM

LOCATION: ADJACENT TO THE SESSIONS HOTEL

This year's Rhythm & Roots will feature a Children's Area within the festival footprint. Ticket holders are invited to enjoy fun family friendly activities on Saturday and Sunday during the festival! A thirty minute activity will be provided at the top of every hour. Festival wristband is required.

2023 FESTIVAL MAP

HISTORIC DOWNTOWN BRISTOL, TN/VA

MAP LEGEND

-  STAGE
-  RESTROOM
-  TICKET BOOTH
-  POINT OF INTEREST
-  MEDICAL
-  RE-ENTRY/EXIT
-  BEVERAGE GARDEN
-  ATM/BANK
-  FESTIVAL PERIMETERS
-  SHUTTLE STOPS
-  CHILDREN'S AREA

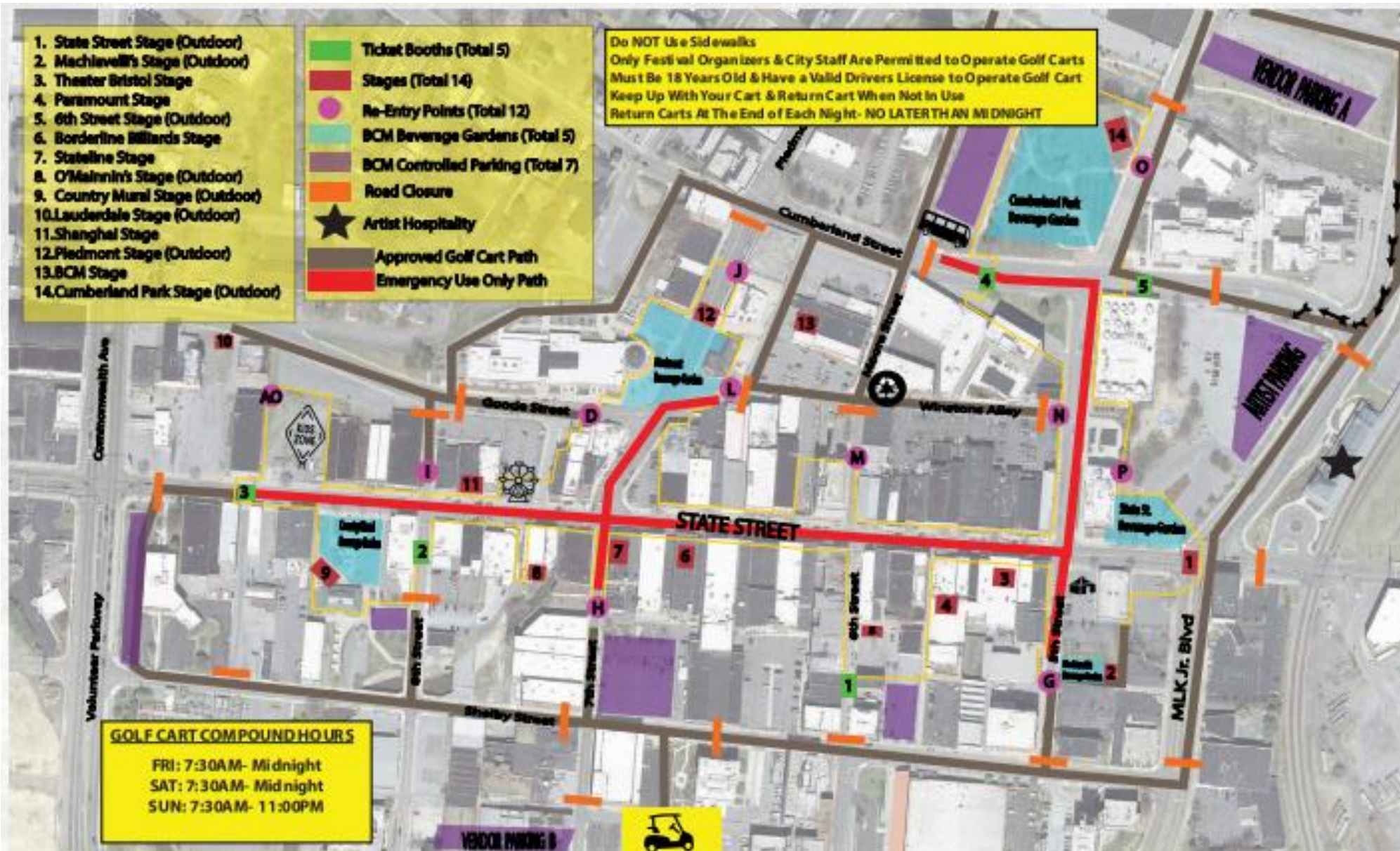


POINTS OF INTEREST

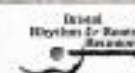
- 1 ARTIST MERCHANDISE, FESTIVAL SOUVENIRS, & LOST AND FOUND
- 2 LLL BABY COMFORT STATION
- 3 DINE & DASH, FOOD COURT TENT
- 4 ACCESSIBILITY PARKING & SHUTTLE
- 5 ARTMOBILE
- 6 SHUTTLE DROP-OFF
(Blue Route/Yellow Route/Black Route)
- 7 SHUTTLE DROP-OFF (Red & Green Route)
- 8 VOLUNTEER CHECK-IN
- 9 WILL CALL
- 10 YOGA ROCKS THE PARK
(Sunday Only)
- 11 BRISTOL SESSIONS SUPER RAFFLE
(Sunday Only)
- 12 THURSDAY NIGHT SHOW

STAGES

- 1 LAUDERDALE
- 2 COUNTRY MURAL
- 3 SHANGHAI
- 4 O'MAINNIN'S PUB
- 5 PIEDMONT
- 6 STATELINE BAR & GRILLE
- 7 BORDERLINE BILLIARDS
- 8 6TH STREET
- 9 PARAMOUNT CENTER
- 10 MACHIAVELLI'S OUTDOOR
- 11 STATE STREET
- 12 CUMBERLAND SQUARE PARK
- 13 THEATRE BRISTOL
- 14 BIRTHPLACE OF COUNTRY MUSIC MUSEUM STAGE



2023 Golf Cart Map- updated 8/23/23



MERCHANDISE

FESTIVAL SOUVENIRS & ARTIST MERCHANDISE

Corner of 5th St. and State St.

SOUVENIR AND MERCH HOURS

Friday: 4 p.m. – 11 p.m.

Saturday: 11 a.m. – 10 p.m.

Sunday: 11 a.m. – 7 p.m.

SHUTTLE INFO

SHUTTLE COST: \$20 (COVERS ALL WEEKEND)

Children 12 and Under are Free

Shuttles Will Pick Up/Drop Off Passengers From the Following Locations:

BLACK ROUTE:

- Stickley Farms (531 Timber Mill Private Dr, Bluff City, TN)
- Bristol RV (1798 Sweet Knobs Trail, Bristol, TN)
- Downtown Center (810 State St., Bristol, TN)

BLUE ROUTE:

- Hampton Inn (3299 W State St., Bristol, TN)
- Fairfield Inn (3285 W State St., Bristol, TN)
- Quality Inn (3281 W State St., Bristol, TN)
- Downtown Center (810 State St., Bristol, TN)

YELLOW ROUTE:

- Devault Stadium Parking Lot (1501 Euclid Ave., Bristol, VA)
- Downtown Center (810 State St., Bristol, TN)

RED ROUTE:

- Courtyard by Marriott (3169 Linden Dr., Bristol, VA)
- Delta by Marriott (3135 Linden Dr., Bristol, VA)
- Birthplace of Country Music Museum (101 Country Music Way, Bristol, VA)

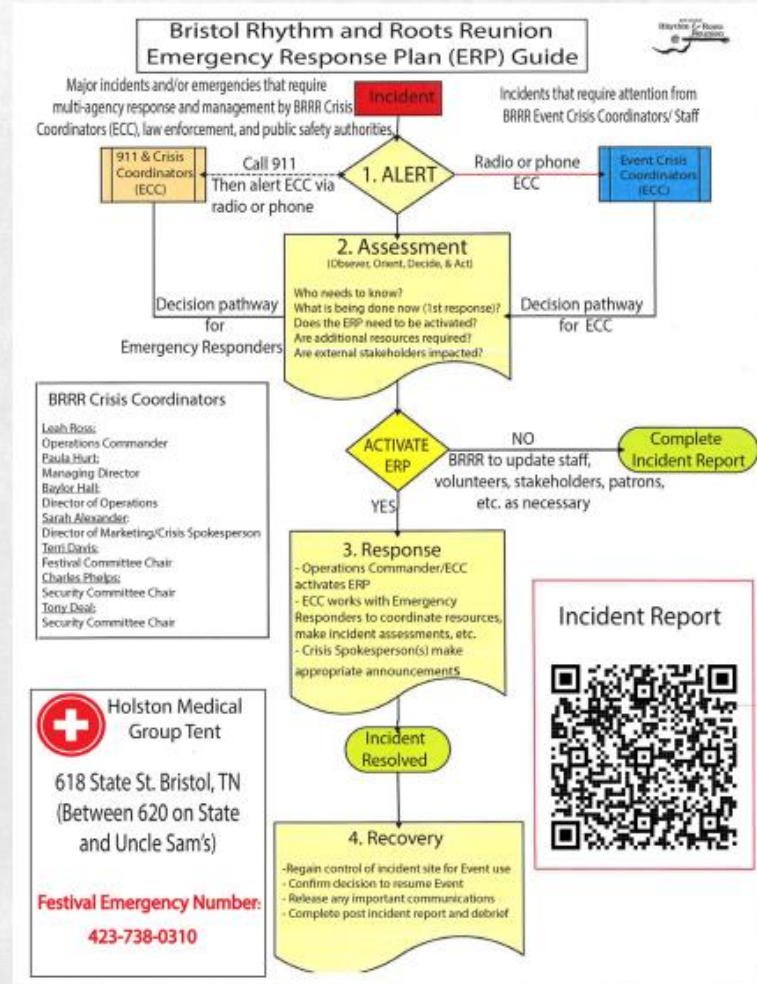
PURPLE ROUTE:

- Econo Lodge (912 Commonwealth Ave., Bristol, VA)
- Red Roof Inn (2741 Lee Hwy., Bristol, VA)
- Birthplace of Country Music Museum (101 Country Music Way, Bristol, VA)

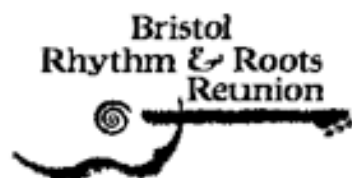
GREEN ROUTE:

- Days Inn (134 Salem Rd., Bristol, VA)
- Hilton Garden Inn (325 Village Cir., Bristol, VA)
- Quality Inn (260 Bristol East Rd., Bristol, VA)
- Motel 6 (21561 Clear Creek Rd., Bristol, VA)
- Birthplace of Country Music Museum (101 Country Music Way, Bristol, VA)

EMERGENCY RESPONSE PLAN GUIDE



More detailed information on the Emergency Response Plan is located in the info book.



FESTIVAL 2023 - FACT SHEET

- **WEEKEND WRISTBANDS: \$165**
- **ANY DAY PASSES: \$80**
- **Volunteer Access: (Exchanged for a one-day pass at the gate)**
 - **Friday: Pink**
 - **Saturday: Orange**
 - **Sunday: Yellow**
- **Kids 12 and under get in free – Children's Wristband – Ask parents to write a cell phone number on wristband in case they get separated in the footprint**
- **Will Call is at Museum (10 am – 6 pm) or Ticket Booth (after 6 pm) in front of museum located at 101 Country Music Way**
- **Lost or Stolen passes – treat wristbands as cash – cannot be replaced if lost or stolen**
- **Weekend wristband is to be worn all weekend & on WRIST not any other part of body**
- **Backstage – the wristband does not get anyone backstage**
- **Festival does not allow Bring Your Own Beer (BYOB) and ID's are checked**
- **FIRST AID: located at 618 State St between Uncle Sam's Loan office and 620 State**

- OUTDOOR STAGES: 7 INDOOR STAGES: 8
- Port-O-Lets are all around the festival footprint
- Lost and Found is in the Merch Tent located at corner of 5th St & State St
- Pets – do not bring pets into the festival footprint – service animals ONLY
- Rain Policy – festival is a rain or shine event
- Non-smoking festival footprint
- Volunteer HQ located at corner of Shelby St & 8th St in the City Annex Building
- Merchandise Tent is in parking lot at 5th St and State St
 - Friday: 4 pm – 11 pm
 - Saturday: 11 am – 10 pm
 - Sunday: 11 am – 7 pm
- Ferris Wheel located at corner of State St and Stoneman Family Way Dr – tickets are an additional \$8
- VMFA Artmobile is located in parking lot across the street from museum located at 101 Country Music Way – FREE
- Children's Day on Saturday morning from 10 am – 1 pm in Anderson Park located at 341 Martin Luther King Jr Blvd – FREE
- Raffle Drawing on Sunday at noon in front of the Museum located at 101 Country Music Way

Ticket Booth Tool Box

Contains:

- Bandaides
- Batteries
- Duct Tape
- Gloves
- Extension Cord
- Latern
- Rope
- Scissors
- Shopper Pass Stickers
- Spiral Notebook
- Surge Protector
- Towels
- Trash Bags
- Writing Utensils
- Zip Ties

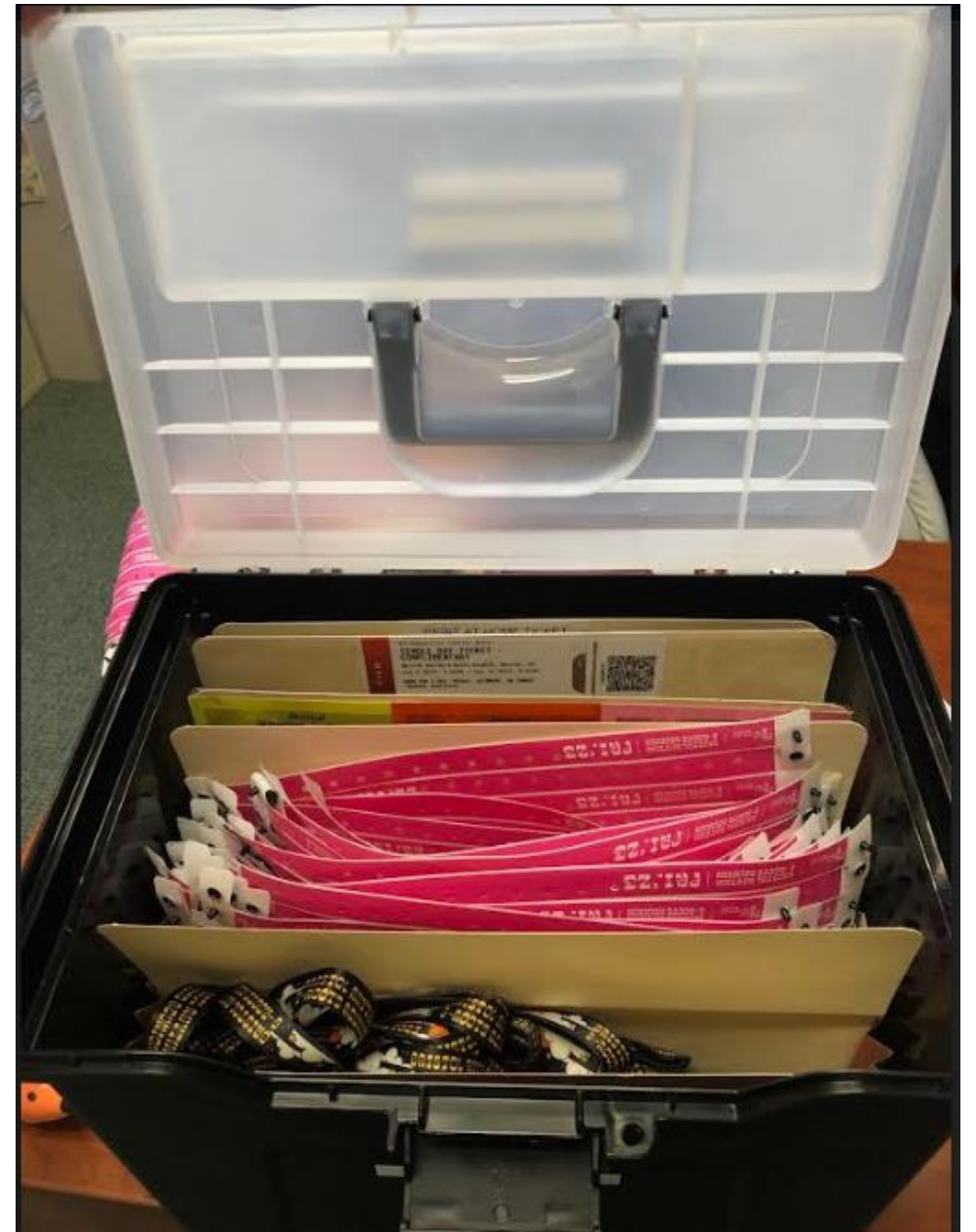


Ticket Exchange Box

Contains:

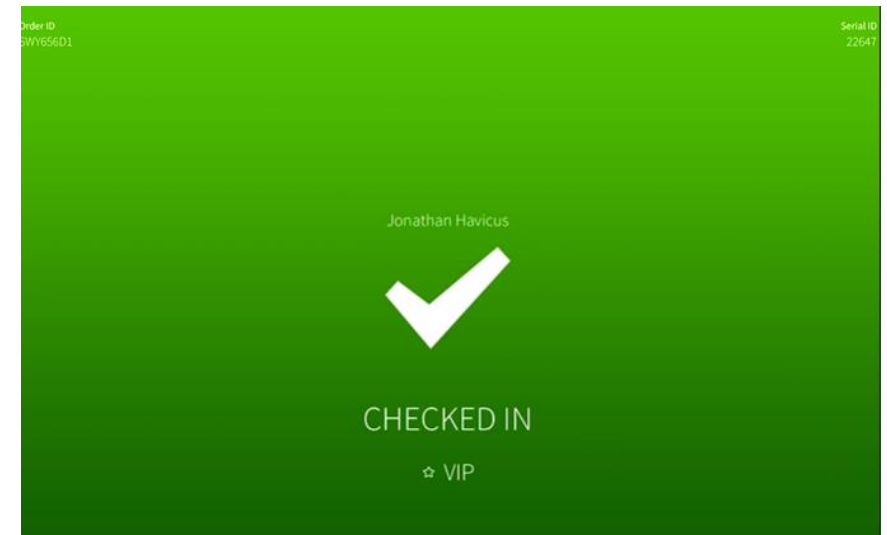
- Weekend Wristbands
- Current Single Day Wristband (Friday, Saturday, Sunday)
- Any Single Day Wristband that is upcoming (Saturday or Sunday)
- Folder to house Volunteer Entry Slips that are exchanged for a Current Day Wristband
- Folder to house Print At Home paper copies provided by patrons
- Folder for Any Day tickets that have been provided to Sponsors, Artists, Volunteers, etc

Picked Up/Returned Daily By Tixr/Coalition 1 representatives



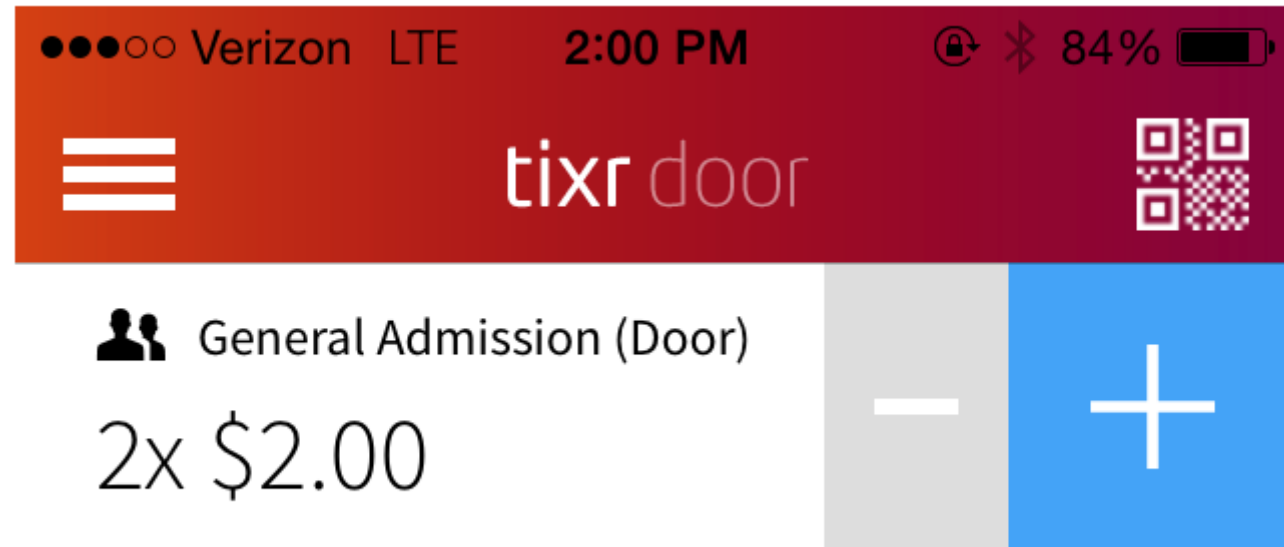
Scanning Equipment

- Tixr will be onsite to assist with any issues you have with the scanning equipment – phone number located on the front of the Festival Info Book which is housed in the Ticket Exchange Box
- Login (toggle on “Keep me logged in”)
- Scan QR Code
- Green screen – successful scan
- Supply person with appropriate wristband (Weekend or Day)



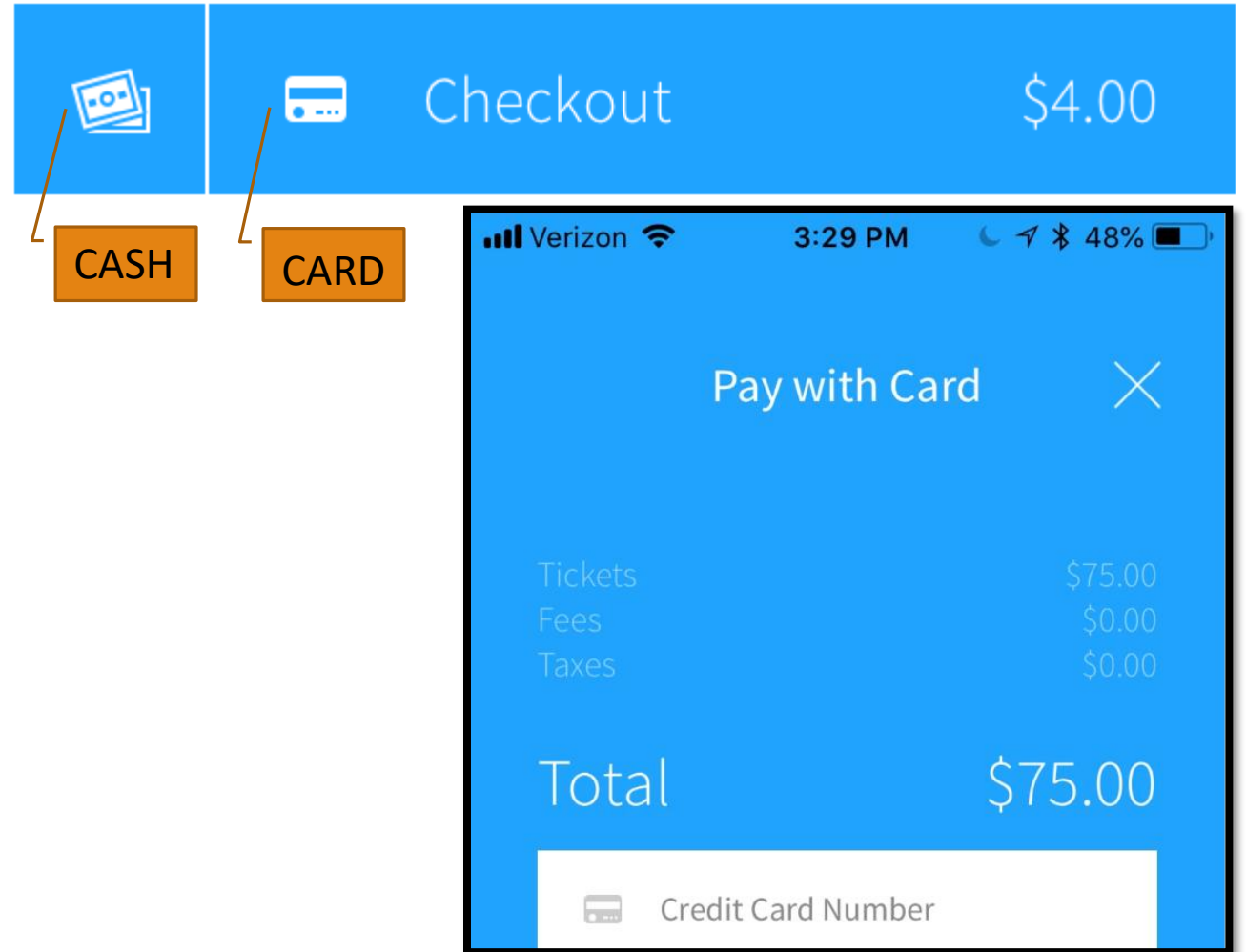
Ipad for Ticket Purchase / Ticket Exchange

- Tixr will be onsite to assist with any issues you have with the Ipad – phone number located on the front of the Festival Info Book which is housed in the Ticket Exchange Box
- Add ticket(s) to cart
 - Single Day
 - Weekend



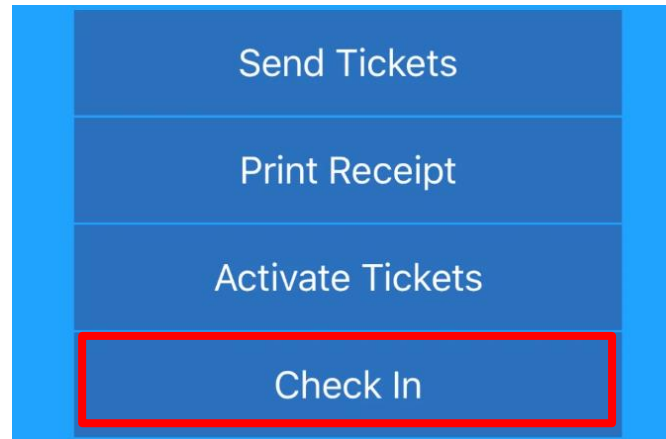
Ipad for Ticket Purchase / Ticket Exchange

- Tixr will be onsite to assist with any issues you have with the Ipad – phone number located on the front of the Festival Info Book which is housed in the Ticket Exchange Box
- Choose Checkout
- Select Cash or Card
- Collect Cash
- Enter Credit Card Number



Ipad for Ticket Purchase/Ticket Exchange

- Tixr will be onsite to assist with any issues you have with the Ipad – phone number located on the front of the Festival Info Book which is housed in the Ticket Exchange Box
- Fill in First Name
- Fill in Last Name
- Enter Email for receipt
- Choose “Check In”

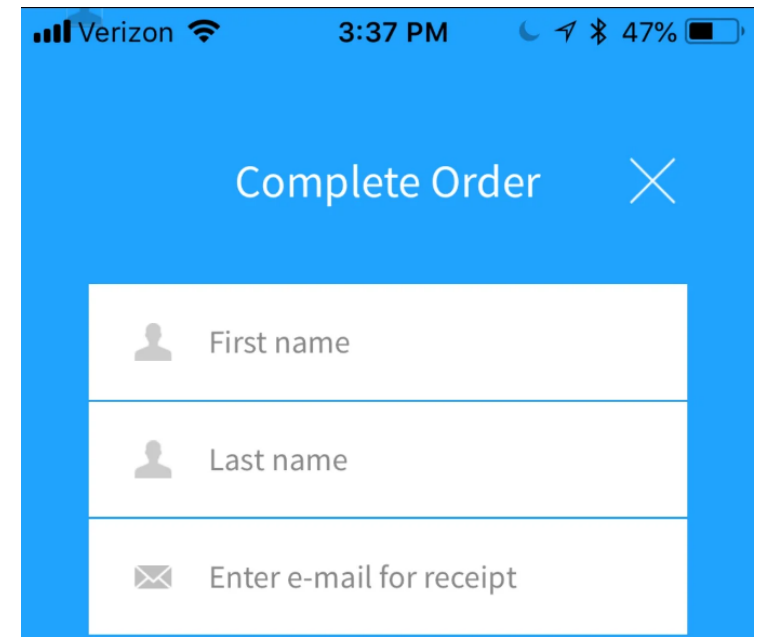


Send Tickets

Print Receipt

Activate Tickets

Check In

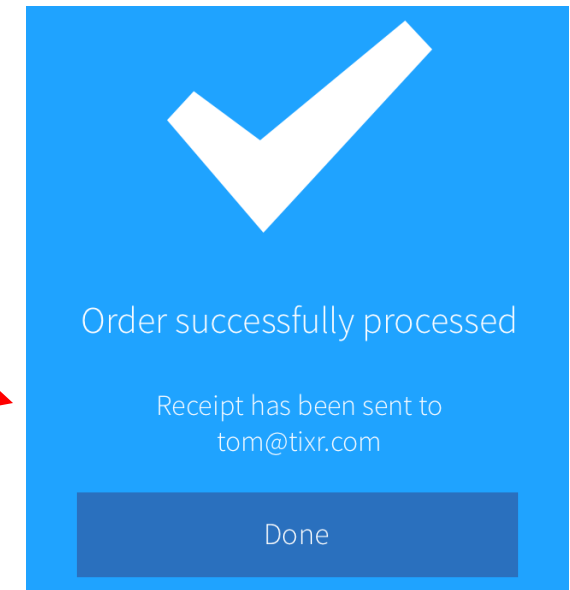


Complete Order

First name

Last name

Enter e-mail for receipt



Order successfully processed

Receipt has been sent to
tom@tixr.com

Done

Thank you for your
willingness to be such
an important part of
Bristol Rhythm and
Roots Reunion 2023!