

SEPT + 2024 + DIC

PATACONA *Fest*



*** A NEW CONCEPT
FESTIVAL ***



Premis
Turisme

COMUNITAT
VALENCIANA



**Promotion and tourist communication
2023 Award**

IN 2022 **A NEW CONCEPT OF FESTIVAL WAS BORN**

Near the shores of La Patacona beach

PATAC★**NA** *Fest*

**is presented as revolutionary in the music festival scene
because it runs from September to December
and so it combines sustainability and durability in one event.**



SEPT + 2024 + DEC

PATAC★**NA** *Fest*

This festival is not just live music, it is a whole new experience that includes



Each of these elements has been carefully created to offer a unique and a high quality experience.



SEPT + 2024 + OCT

PATACONA *Fest*

A FESTIVAL SUSTAINABLE AND LONG-LASTING



Unlike traditional 3-day festivals, Patacona Fest aims to create a sustainable tourism impact in La Patacona during the low season. By spreading out over 4 months, the festival promotes more environmentally responsible tourism and reduces the negative environmental impacts of large concerts.

A UNIQUE AND COMPLETE EXPERIENCE

Patacona Fest offers much more than music. It is a celebration of culture, gastronomy, and sports, all set against the wonderful backdrop of Alboraya.



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PATACONA *Fest*

THE PERFECT FUSION: FARMING, MEDITERRANEAN, AND LIVE MUSIC



We stay true to our philosophy of connecting the farm,
the Mediterranean, and the best live music

PATAC★**NA** *Fest*

It's not just a festival; it's a lifestyle
that celebrates the best of Alboraya
in a sustainable and responsible environment



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*** A FEST 4 ALL ***

YOUNG PEOPLE AND ADULTS

A large portion of the audience consists of people in their 25s to 55s looking to enjoy live music accompanied by gastronomy.

LOCALS

Residents of Alboraya, Valencia, the entire metropolitan area, and the main towns in the province take advantage of the festival's proximity and cultural offerings.

FAMILIES

The festival also offers activities suitable for the whole family, attracting many families who come to enjoy workshops, sports activities, and gastronomic offerings.

MUSIC AND CULTURE ENTHUSIASTS

Individuals interested in discovering emerging talent and established names in the national scene will find a setting that avoids overcrowding, prioritizing sustainable enjoyment.

TOURISTS

Given our location next to Valencia and on a rapidly growing beach, we attract national and international tourists seeking a cultural and entertainment experience.

SPORTS ENTHUSIASTS AND ACTIVE LIFESTYLE FANS

Those who enjoy sports and wellness activities have their place at Patacona Fest, as we include yoga, surfing, horseback riding, and other outdoor activities.



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ACTIVITIES AND ATTENDANCE FORECAST

The estimated attendance for our third edition exceeds last year's numbers, reaching 75,000 attendees between September 11 and December 31, 2024.

More than 300 events during these 4 months will make these attendance figures possible. Musically, there will be 170 concerts (10 more than in the previous edition) held at La Casa de la Mar, the Alboraya Auditorium, Teatro Agrícola, and the terrace of the Casa de Cultura, with an average attendance of 350 people.

Due to the positive reception of the gastro-musical experiences in this third edition, they will be held again at various partner establishments. Based on figures from previous editions, the Pop-Up Stores are expected to attract up to 600 attendees per event across different time slots.

Here's a panel with these activities and others taking place at Patacona Fest 24.

	EVENTS	ATTENDEES PER EVENT	TOTAL
Concerts	170	350	59.500
Food Events	40	100	4.000
Work Shops	20	40	800
Sports	30	40	1.200
Sustainability	10	150	1.500
Expos	40	100	4.000
Pop Up Stores	10	600	6.000
TOTAL	320	600	77.000



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REACH IN COMMUNICACIÓN

We have three powerful communication channels that play a fundamental role in promoting our project: Social Media of **La Casa de la Mar** and **Patacona Fest**. These digital platforms provide us with a broad potential to reach a diverse audience and capture their attention effectively.

The social media accounts of **La Casa de la Mar** represent a strong infrastructure with nearly **45k followers**, allowing us to promote strategically through creative posts, visually appealing content, and advertising campaigns.

But we don't stop there; we also utilize **email marketing** in a structured way, leveraging users from our own ticketing platform (**www.ticketere.com**). This enables us to expand our reach to over **15,000 registered users** on our newsletter and connect with new audience segments.

In summary, our social media, newsletter, and collaboration with local organizations provide significant potential to enhance and optimize the communication of Patacona Fest.



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PATACONA Fest



PATACONA Fest



NEW CONFIRMATIONS * Concerts

NENA DACONTE dona sonora ANTÍLOPEZ CARMEN BOZA dona sonora ALBERTUCHO

DOÑA MANTECA dona sonora GREX dona sonora ASLÁNDTICOS KARMENTO aie

MUSGÖ dona sonora LA CAJA DE PANDORA POETAS PUESTOS PETER ROCK Y TÚ QUIÉN ERES? (Maddi Alma | Reys | SED | Asier Martí)

SA PENA + HOLISTIKS MARIO DÍAZ + YAMBÚ PUÑO DRAGÓN

LUIS CARRILLO JUAN BELDA PUNK SAILOR ANDREU VALOR

GERMANS PENALBA VADEBO JONATAN PENALBA GITANO DE PALO

PABLO GRANDE HEBE ROBLE JXTA MARTIN DELAMESETA dona sonora

ANA ZOMEÑO LA PELONA ONES + INVERS IBIS VENENO TROPICAL

PERRÍCOLAS DENIS DENIS * LESPURNA * MOSCOW * BUTONI FEST
* NORTE * VAHO * VALIENTE BOSQUE



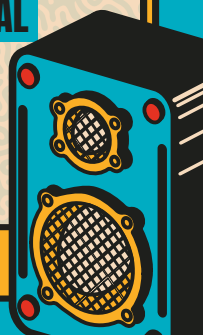
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Partners:



Col·labora:



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PATACONA Fest

CELEBRATION DATES

Patacona Fest extends its celebration from September 11 to December 31, 2024, featuring a program organized into blocks of 4 days that will repeat weekly, covering Thursdays through Sundays. Additionally, public holidays and long weekends according to the official calendar of the Valencian Community will be taken advantage of.

The festival calendar is structured as shown in the attached illustration, with over 70 days filled with cultural activities and associated events. Concerts and activities will begin at 7:00 PM on Thursdays and Fridays, while on Saturdays and Sundays, workshops and markets will start at 11:00 AM, with concerts at 12:00 PM, 3:00 PM, and 8:00 PM.

Patacona Fest is a strong advocate for daytime culture and aims to create a community in the area. By executing the project during these dates, we demonstrate our commitment to the de-seasonalization of tourism in Alboraya, thereby minimizing any possible disturbances to residents in the surrounding areas where our activities take place.

+ SEPT

J	V	S	D
12	13	14	15
19	20	21	22
26	27	28	29

+ OCT

J	V	S	D
03	04	05	06
10	11	12	13
17	18	19	20
24	25	26	27

+ NOV

J	V	S	D
31	01	02	03
07	08	09	10
14	15	16	17
21	22	23	24
28	29	30	01

+ DIC

J	V	S	D
05	06	07	08
12	13	14	15
19	20	21	22
21	22	23	24
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iTHANKS!