

Proposal

PREPARED FOR:

Fayetteville Dogwood Festival
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DSE MUSIC GROUP INTERNATIONAL, INC.

DEEP SOUTH ENTERTAINMENT

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PROPOSAL FOR:

Fayetteville Dogwood Festival
Dates: April 24-26, 2026
Date Submitted 12/29/2025



Company Overview & Background

Deep South Entertainment is North Carolina's leading talent buyer, concert production company, and artist management firm, proudly based in Raleigh since 1995.

With a reputation for excellence, Deep South Entertainment's talent buying and concert production division has played a pivotal role in shaping North Carolina's most iconic events. The company has produced, co-produced, booked talent, and managed production for high-profile gatherings such as the **North Carolina State Fair, Live After 5, Oak City 7, Raleigh Wide Open, the NC Governor's Inaugural Ball, Carolina Daze, Out! Raleigh Pride, Raleigh Downtown Live, Cuegrass, Thrive NC, La Fiesta del Pueblo, the Got to Be NC Ag Jam, Clayton's OC Fest,** and many more.

Over the years, Deep South Entertainment has secured some of the world's biggest names in music for signature events, including **The Avett Brothers, Chuck Berry, Ben Folds, Rhett & Link, Lainey Wilson, Branford Marsalis, Eric Church, Rhiannon Giddens, Collective Soul, Jewel, Miranda Lambert, Luke Combs, The War & Treaty,** and hundreds of others.

As an artist management firm, Deep South Entertainment has propelled the careers of numerous Grammy Award-winning and Billboard-charting artists, delivering unmatched guidance and industry expertise.

The company's leadership is also deeply committed to the local community, with executives serving on influential boards and organizations such as The Raleigh Convention Center Authority, the VisitRaleigh Board, and Band Together NC.



Experience

| Name Of Event | Location | Dates Involved | Average Attendance | Type Of Event | Type Of Entertainment Booked | Deep South's Involvement |
|--------------------------------------|------------------|------------------------|--------------------|---------------|--|--|
| Live After 5 | Raleigh, NC | 2023 - Present | 3,000 | Series | Spin Doctors, Hard Tuck, Sixpence None The Richer, Kate Rhudy, Blue Cactus, etc. | Talent Booking, Production Services, Production Coordinator |
| Jazz In The Square | Raleigh, NC | 2022, 2023 | 1,500+ | Series | Triangle Area Local Artists / Jazz & R&B | Talent Booking, Audio Production, Lighting, Stage Management, Producer |
| OC Fest | Clayton, NC | 2022 - Present | 3,000+ | Festival | National & Local Christian Artists | Talent Booking, Audio Production, Lighting, Stage Management |
| NC State Fair Homegrown Music Series | Raleigh, NC | 2015 - Present | 200 - 300,000 | Festival | North Carolina Artists / Various Genres | Talent Booking, Audio Production, Lighting, Stage Management |
| Fayetteville Dogwood Festival | Fayetteville, NC | 2015 - Present | 100,000 | Festival | National Recording Artists, Local Original / Tribute Acts, Various Genres | Production Coordination, Audio Production, Lighting, Stage Management |
| Out! Raleigh Pride | Raleigh, NC | 2011 - Present | 25,000+ | Festival | LGBTQ+ Performing Artists / All Genres | Co-Producer, Talent Booking, Production Coordination, Production |
| NC Governor's Inaugural Ball | Raleigh, NC | 2009, 2013, 2017, 2025 | 3,000 - 6,000 | Special Event | Eric Church, Ben Folds, Vienna Teng, Parmalee, Branford Marsalis, The Avett Brothers | Co-Producer, Talent Booking, Production Coordinator |
| Cuegrass | Raleigh, NC | 2008 - Present | 8,000 | Festival | Bluegrass & Americana | Talent Booking, Production Services, Production Coordinator |
| Deep South the Bar | Raleigh, NC | 2007 - 2018 | 100 | Music Venue | Local Level Touring Artists / All Genres | Talent Booking, Audio Production, Lighting |



Proposed Production Package

Audio Production

Two (2) Professional Digital Consoles for Front of House & Monitors
Twenty-Four (24) RCF HDL30 Line Array Speakers
Twelve (12) Double 18 Subs
Processors, Amplifiers, Monitors & Front Fills as needed
Mic & Cable Package per Rider Requirements

Stage Lighting

Two (2) 39' Truss Systems
Twenty-Four (24) Parcans, Twelve (12) Moving Lights, Four (4) Blinders, and Two (2) Hazers
One (1) Light Console for Main Stage
One (1) Black Blowthrough Backdrop

Stage Decking & Barricade

Two (2) 8' x 8' x 16" Rolling Risers with Carpet, Skirt
Barricade for the Main Stage

Labor Requirements / Stage Hands (All Hand Calls are a 4 hour minimum per shift)

Six (6) Stage Hands for Load-in / out & Show Call Based on Artist Requirements
Two (2) Audio Production Engineers
One (1) Audio Assistant for Patching & Production Support
One (1) Lighting Engineer
One (1) Backline Technician
One (1) On-site & Advancing Production Manager
Two (2) Runners

Additional Miscellaneous Needs

Production Staff / Stagehand Meals, Waters, & Sodas
Two (2) Runner Vehicles
Hotel Accommodations for Production Team
Talent Buyer Services (10% of Talent Fees)
Estimated Artist Backline

Proposal does not include:

Talent Fees, Artist Hotel Accommodations, Dressing Rooms & Hospitality
Special Event Permits
Lift & Power necessary for the Production / Lights
Shore Power (For Artists Buses)
Event Insurance (We will need to be named as additional insured)
Event Staff & Event / Artist Security



Talent Booking Overview

The Fayetteville Dogwood Festival has a strong tradition of booking recognizable national artists that draw broad, multi-generational audiences, most notably within the country and rock genres. As the festival continues to grow and reflect the evolving musical tastes of the region, we see an opportunity to thoughtfully expand national talent offerings to also include R&B and Hip Hop artists with proven festival appeal. We would work collaboratively with the Dogwood Festival team to identify and secure the best possible national talent options within the established budget, balancing audience draw, cultural representation, and overall value.

This expanded, partnership-driven approach allows the event to honor its legacy while welcoming new audiences and strengthening the festival's reach and relevance.

Our goal here is to maintain community-forward spirit that defines the Fayetteville Dogwood Festival.

Estimated Proposal Package Pricing

| | |
|---|-----------------|
| Production & Backline Services | \$24,950 |
| Onsite Management & Production Labor | \$17,850 |
| Talent Booking Services (10% of Talent Fees) | \$5,000 |
| Additional Miscellaneous Expenses | \$7,000 |
| Estimated Proposal Package | \$54,800 |

*** Pricing will vary based on final schedule, production needs, and artist needs.

*** Overnight Security will be required for the stage & production. This proposal does not include that expense, but we can add and secure this for the event, if needed.



Current Contracts / References

NC State Fair

Reference Contact: Robert Fogle | (919)839-4536 | Robert.Fogle@ncagr.gov

Event Video: <https://www.youtube.com/watch?v=4k50KyHTjP8>

Event Attendance: 200,000 - 300,000

Cuegrass

Reference Contact: Maria Goudy | (910)639-9286 | maria@empireeats.com

Event Video: https://www.youtube.com/watch?v=TB_sxtZFF9U

Event Attendance: 8,000

OC Fest

Reference Contact: Frankie-Gene Ellis | (352)464-3164 | Frankie@onecompassion.com

Event Video: https://youtu.be/5k_9rfkBpvc?si=RGIvmq

Event Attendance: 2,000

Summary

Deep South Entertainment brings decades of experience booking and managing national touring artists across multiple genres, with a strong understanding of routing, agency relationships, and festival logistics. We work collaboratively with event stakeholders to identify high-impact national talent within established budgets, balancing audience draw, reliability, and long-term growth. Our team provides end-to-end artist and production management, ensuring smooth advancing, clear communication, and professional on-site execution. This approach reduces risk, enhances the artist experience, and delivers a polished, memorable event for both audiences and organizers.

We would be honored to support the Fayetteville Dogwood Festival in delivering another memorable community celebration. Deep South will provide the top-level of service and talent that your event deserves.

Thank you for your time and consideration. Please let us know if you'd like us to adjust the scope or provide any additional detail.



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