

M& W Sweetlife Recap



Oh, what a #sweetlife we have here at Maier & Warner. On the last weekend of May, Sweetgreen in sponsorship with Alex & Ani and Downtown Columbia held their annual music festival *Sweetlife* at Merriweather Post Pavilion in Columbia, Maryland. Downtown Columbia is a revitalization effort spearheaded by the developers Howard Hughes in order to bring more attention

to Columbia, Maryland. As a Maier & Warner intern I had the pleasure of attending Sweetlife Festival as a vendor in order to raise awareness for Downtown Columbia and the luxury apartment complex, The Metropolitan.

Our headquarters for this two-day event was in a perfectly stationed Arcade and photo booth tent that unexpectedly turned into a free charging station for the unlucky victims of a dead cellphone.



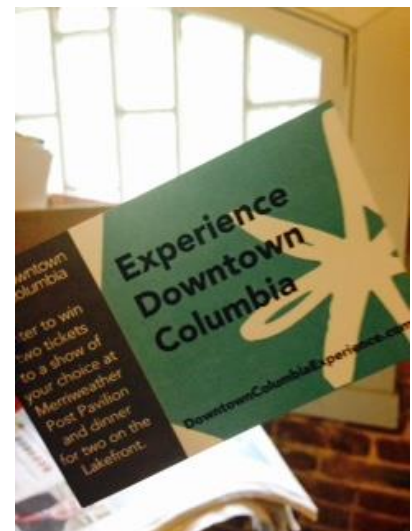
As a Public Relations/Marketing Firm, we ran a contest where festivalgoers entered their email and home addresses on iPads for a chance to win future concert tickets at Merriweather Post Pavilion and a free meal in Downtown Columbia on the lakefront. As a team, we also handed out cards promoting Downtown Columbia to whom we thought were old enough to consider living at The Metropolitan. Our target demographic was twenty-one and above but little

did we know that eighty percent of who attended this festival looked like they were still in high school.



Furthering our goal of awareness, a few others and myself took to the parking grounds and distributed Sweetlife themed Downtown Columbia shirts (seen to the left as well as those contest cards to everyone heading back to their car (seen to the right). If this is not grassroots marketing, then I do not know what is! We would also place the shirt and cards on the windshields of cars to keep busy and to reach a larger audience. Keep in mind this was only day one, we handed out upwards of 500 shirts and around 800 cards highlighting the experience of Downtown Columbia.

Day two threw us through a loop because we thought there would be a bigger turnout considering the line-up was better with The Weekend, Marina and The Diamonds, Vance Joy and Phantogram; but we thought wrong. We succeeded in handing the rest of the 500 shirts around the venue and that was a huge hit considering no other vendors were giving away free t-shirts. Furthermore, festivalgoers saw the presence Downtown Columbia's heavily throughout Sweetlife whether it was seeing attendees on Sunday wear the Downtown Columbia t-shirts to seeing huge banners hang off the TV Screens next to each stage donning Downtown Columbia. There was even a video displaying Downtown Columbia as the new up and coming place to live



that was played on loop in between performing artists. Life is sweet here in Downtown
Columbia!