



CLIENT

The Island Drive-In Festival

ABOUT THE PROJECT

The Island Drive-In Festival is a project of Small Halls, which was created in collaboration with Tourism PEI and managed by VMG. This all new Festival was created in response to COVID-19 to allow Islanders and Atlantic Canadian visitors to enjoy the wide range of talent that PEI offers, including musicians, comedians, dancers, storytellers, and more.

This project's key goals were to reinvigorate PEI's cultural community by showcasing as much of PEI's talent as possible, motivating and mobilizing Islanders during the re-opening phase, and simulating the visitor economy at a local level.

As part of this project, a total of four Island films were created and featured at a total of 13 planned shows, which took place all across the Island from Rollo Bay to Tignish. Often the festival took place in a community during what would have been their signature festivals in a normal year. This project produced content will continue to be a legacy piece that will lend itself to offering virtual experiences to our many visitors who were unable to visit PEI due to travel restrictions. Various partners can use the content to entertain potential visitors dreaming of their next PEI vacation.

The project was nominated for Music PEI's Copper Bottom Brewing Event of the Year.

WE APPLIED

- Concept Development
- Logo and Branding Development
- Budget Management
- Project Timeline Management
- Calendar of Events Development
- Site and Vendor Selection and Contacting
- Marketing Campaign Management
- Social Media Management
- Communications Management
- On-Site Execution

RESULTS

A total of 13 shows took place at various locations across the Island

- 4 Island films were created
- Over 1,700 people attended
- Overall Experience was rated 4.7/5 by attendees
- 80+ artists and vendors were contracted

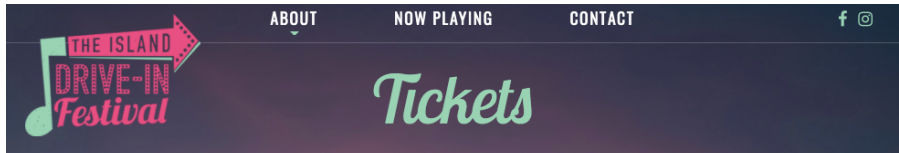


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CAMPAIGN CREATIVE EXAMPLES

Website Ticket Page

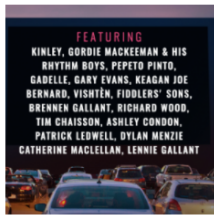


Shows you won't wanna miss..

The Drive-In Festival will be running weekly until mid-September! Popping up at locations from tip to tip throughout the summer, Islanders will have plenty of opportunities to love local and experience P.E.I.'s talents uniquely and safely this summer.

With a limited number of tickets available, reserve your spot today!

[VIEW OUR TICKET POLICIES](#)



ROLLO BAY FIDDLE GROUNDS

Film 3: Our Town, The Heart of the Island

SATURDAY SEPTEMBER 12, 2020
Show begins at dusk - 7:45pm

[GET TICKETS](#)



THE BRACKLEY DRIVE-IN

Film 2: Small Things, Great Love

FRIDAY SEPTEMBER 18, 2020
Show begins at dusk - 7:00pm

[GET TICKETS](#)

Event Poster

THE ISLAND DRIVE-IN Festival

JULY 24
THE BRACKLEY DRIVE-IN
FILM 1: OUR CULTURE, DIVERSITY & TRADITIONS

AUGUST 2
GREEN PARK, TYNE VALLEY
FILM 1: OUR CULTURE, DIVERSITY & TRADITIONS

AUGUST 9
BRUDENELL PROVINCIAL PARK
FILM 1: OUR CULTURE, DIVERSITY & TRADITIONS

AUGUST 13
VICTORIA BY THE SEA
FILM 2: SMALL THINGS, GREAT LOVE

AUGUST 15
CYMBRIA LIONS CLUB, SOUTH RUSTICO
FILM 4: L'ACADIE DE L'ILE : 300 ANS D'HISTOIRE A DECOUVRIR
FILM 4: THE ISLAND'S ACADIE: 300 YEARS OF HISTORY TO DISCOVER!

AUGUST 20
WOOD ISLANDS PROVINCIAL PARK
FILM 3: OUR TOWN, THE HEART OF THE ISLAND

AUGUST 22
CHARLOTTETOWN EVENT GROUNDS
FILM 2: SMALL THINGS, GREAT LOVE

AUGUST 27
ROLLO BAY FIDDLE GROUNDS
FILM 3: OUR TOWN, THE HEART OF THE ISLAND

AUGUST 30
TIGNISH
FILM 3: OUR TOWN, THE HEART OF THE ISLAND

SEPTEMBER 4
WILLIS MEMORIAL RACEWAY, O'LEARY
FILM 3: OUR TOWN, THE HEART OF THE ISLAND

SEPTEMBER 6
ABRAM-VILLAGE
FILM 4: L'ACADIE DE L'ILE : 300 ANS D'HISTOIRE A DECOUVRIR
FILM 4: THE ISLAND'S ACADIE: 300 YEARS OF HISTORY TO DISCOVER!

SEPTEMBER 11
THE COLLEGE OF PIPING, SUMMERSIDE
FILM 1: OUR CULTURE, DIVERSITY & TRADITIONS

SEPTEMBER 18
THE BRACKLEY DRIVE-IN
FILM 2: SMALL THINGS, GREAT LOVE

FOR MORE DETAILS & TICKETS, VISIT: DRIVEINPEI.COM

Event Social Media Graphic

THE ISLAND DRIVE-IN Festival

Our Town. The Heart of the Island.

FEATURING
KINLEY, GORDIE MACKEEMAN & HIS RHYTHM BOYS, PEPETO PINTO, GABELLE, GARY EVANS, KEAGAN JOE BERNARD, VISHËN, FIDDLERS' SONS, BRENNEN GALLANT, RICHARD WOOD, TIM CHAISSON, ASHLEY CONDON, PATRICK LEDWELL, DYLAN MENZIE, CATHERINE MACLELLAN, LENNIE GALLANT

AUGUST 20 Wood Islands Provincial Park
FOR MORE INFORMATION & TICKETS, VISIT: DRIVEINPEI.COM