



SUMMERFEST

JUNE 28 - JULY 2 + JULY 4 - JULY 9

PRESENTED BY:  AMERICAN FAMILY INSURANCE

Festival Overview

Festival History & Future

With the intention to bring members of the Milwaukee community together in a time of unrest, City of Milwaukee Mayor Henry Maier hosted the first ever Summerfest in 1968 at 35 different locations across the city. In 1970, the festival made the current 75-acre lakefront site in downtown Milwaukee its home.

After a decade of growth, permanent stages and buildings were constructed and festival attendance soared in the 1980s. Further gaining popularity, Summerfest leadership identified the need to build a venue that could seat 23,000 patrons and would go on to hold the biggest artists to ever visit Milwaukee - The Marcus Amphitheater. Since construction in 1987, the Marcus Amphitheater has hosted the world's top performers including The Rolling Stones, Paul McCartney, The Beach Boys, Prince, Bruno Mars, Lady Gaga, Whitney Houston, Tom Petty, Metallica, Pearl Jam and The Eagles.

The most recent construction project, making its debut in 2017, is the renovation of the Miller Lite Oasis, which includes a new Miller Brew House, video screen upgrades, new bar areas, expanded hospitality areas, and a reconfigured marketplace and Summerfest retail store. It is also home to the "Level Up" concert viewing deck, which features a private bar and restrooms, seating, and flat-screen TVs, open from 6:00pm - midnight for fans who purchase a ticket in advance.

Thanks to both new and renewed partnerships, Summerfest can look forward to more updates in the near future. As part of a new partnership with American Family Insurance, the festival is now known as, "Summerfest presented by American Family Insurance." The American Family Insurance Amphitheater will be rebuilt, with construction of the new 23,000-seat amphitheater tentatively scheduled for 2019 - 2020. It will feature enhanced production space, additional restaurant options, new restroom facilities and new hospitality areas. Construction will also include a new North Gate box office and community plaza, scheduled for late 2017, with gate completion anticipated for Summerfest 2018.

In addition, the existing U.S. Cellular Connection Stage will be demolished, following Summerfest 2017 and replaced with a new larger stage and enhanced guest experiences for Summerfest 2018. This new stage will include increased capacity and improved access for attendees, while featuring a stunning backdrop of the Milwaukee skyline and the lakefront.

Offering daily free or discounted admission promotions gives Summerfest the opportunity to keep the festival accessible and affordable for fans in the community and beyond. Similarly, Summerfest offers an exceptionally diverse entertainment line-up, welcoming music fans of all genres. Summerfest's roots grow deep in the city and the festival is proud of its heritage as Milwaukee's signature celebration of summer.

2017 American Family Insurance Amphitheater Headliners:

- (6/28) Red Hot Chili Peppers with special guests Deerhoof and Jack Irons
- (6/29) Luke Bryan with special guest Brothers Osborne
- (6/30) Paul Simon with special guest Brandi Carlile
- (7/1) Zac Brown Band
- (7/2) P!nk
- (7/4) The Chainsmokers with special guests Vice and Captain Cuts
- (7/5) Tom Petty & The Heartbreakers with special guest Chris Stapleton
- (7/6) Tom Petty & The Heartbreakers with special guest Chris Stapleton
- (7/7) Dierks Bentley with special guests Cole Swindell and Jon Pardi
- (7/8) Future, Big Sean & Migos
- (7/9) Outlaw Music Festival with Willie Nelson & Family, Bob Dylan and his Band, Sheryl Crow, Jason Isbell and the 400 Unit, Nathaniel Rateliff & The Night Sweats, Margo Price and Lukas Nelson & Promise of the Real

Times and Dates

- June 28 - July 2 / July 4 - 9, 2017
- Festival Hours: noon - midnight (daily)

Summerfest Tickets

- Adults and Children over 10:
 - Weekday Admission Ticket (valid Tuesday - Friday prior to 4:00 pm): \$13
 - General Admission Ticket (valid any day, any time): \$20
 - Commemorative 50th Summerfest 1-Day Ticket (valid any day, any time): \$25
 - A colorful, limited edition ticket with a foil effect.
- Seniors (60 and over): \$8
- Children (10 and under): \$8
- Infants (2 and under): FREE
- 11-Day Power Pass: \$90
 - Admission all 11 days! A \$220 value! This Pass grants the bearer one (1) admission per day to the festival grounds during public operating hours during the 11 days of Summerfest presented by American Family Insurance.
- Commemorative 50th Summerfest Power Pass: \$100
 - Admission all 11 days! A \$220 value! This Pass is a colorful, limited edition pass with a 3D effect, complete with a 50th Summerfest lanyard. It grants the bearer one (1) admission per day to the festival grounds during public operating hours during the 11 days of Summerfest presented by American Family Insurance.
- 3-Day Pass: \$48
 - Saves \$12! Passes are valid for one admission per day on any three (3) days of Summerfest and are non-transferable.

Security Policies

Please keep the following security policies in mind as you plan your visit to Summerfest.

- Enhancements have been made to the metal detection system at all Summerfest gates. All visitors and employees should be prepared to comply with metal detection and other security screening requirements before entering the Summerfest grounds.

- All bags will be searched upon entering. No backpacks or bags larger than 9x10x12 will be allowed on the grounds.
- There will be designated screening lanes at each gate for patrons who do not have a bag for timelier access.
- A patron may not enter or remain on the grounds while concealing or openly carrying any knife or fire arm. Failure to comply with this notice will result in immediate ejection from the festival.

Fest Facts

- Established in 1968
- Recognized as “The World’s Largest Music Festival”
- Milwaukee’s cornerstone summer celebration
- Hosts music industry’s hottest stars, emerging talent and local favorites
- Approximately 850,000 attend yearly
- Over 1,000 performances
- 11 stages
- Delectable food and beverages available
- World-class festival setting

Media Contact Information

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