

# THE ANNUAL CAROLINA RENAISSANCE FESTIVAL & ARTISAN MARKETPLACE™

The Carolina Renaissance Festival is a cornucopia of sights, sounds, smells, and tastes. Over 1,000 artists that specialize in all types of creative mediums work each Festival day to throw the region's largest costume party. The true uniqueness of the event lends itself to a heightened level of public interest. Visually stunning; the costumes, colors and sounds of the event capture the attention of readers, listeners and viewers and keeps them clicking, flipping, watching and listening. The Festival story is vast and its narratives are endless.

Consider the following story ideas:

- **Features**

- Personal interest
  - Artists of all types (performing artists, old world crafts, etc.)
  - Husbands & Wives that perform / work together
  - Parents & Children that perform / work together
  - The Traveling lifestyle
  - Local participants
- Incredible Foods of the Renaissance
- Old world Crafts
  - Blacksmithing
  - Glass blowing
  - Candle making
  - Potters
  - Cobblers
  - Jewelry Makers
- Clothing / Costuming / Fashion
- Equestrian Stunt Riding
- Bird of Prey rescue, rehabilitation, and modern-day falconry



- **Editorial**
  - *Insider Tips or Top 10 to See / Do / Eat for...*
    - Families
    - Couples
    - Boomers / Retirees
    - Millennials
    - Singles
  - The Festival as a Travel Destination
- **Photo Spreads and Online Slideshows**
- **Video Features / Vlogs**
- **Audio / Podcasts** (sounds of the Festival, interviews, etc.)
- **Straight News**
  - New at the Festival
  - Behind the scenes
    - The team
    - Planning
    - Organization
    - Logistics
  - Festival by the numbers
    - Employees, Volunteers, Vendors
    - Attendance
    - Food & Beverage consumption
    - Economic Impact
  - Calendar / Event Listings (with photos)