

DANNY WIMMER PRESENTS
HIGHLAND FESTIVAL GROUNDS AT KENTUCKY EXPOSITION CENTER

BOURBON & Beyond

LOUISVILLE, KENTUCKY
SEPTEMBER 11-12-13-14, 2025

Highland Festival Grounds
Kentucky Expo Center
937 Phillips Ln, Louisville, KY 40209

EVENT STAFF GUIDE

For Staff Use Only



Thank you for being part of the B&B team!

As a festival staff member, we value the work and commitment you give to make our shows a success. As a team, we strive to exceed the expectations of our fans by being attentive, helpful, caring, and understanding. This experience would not be possible without the hard work and dedication of our support staff of suppliers, vendors and sponsors. Whether you've been working on this event all year, or just joining us for our show days, we hope that the information provided allows you to effectively answer questions from our fans. You truly are what brings the festival to life, and we appreciate all you do to enhance the fans' experience.

Hours Of Operation

Thursday:
Door Time: 11:00 AM
Show Time: 12:45 PM
Music Ends: 10:45 PM

Friday:
Door Time: 11:00 AM
Show Time: 11:15 AM
Music Ends: 10:55 PM

Saturday:
Door Time: 11:00 AM
Show Time: 12:25 PM
Music Ends: 11:45 PM

Sunday:
Door Time: 11:00 AM
Show Time: 11:30 AM
Music Ends: 11:00 PM

*All acts / times subject to change

Stage Info

Stages: Six
Barrel Stage
Oak Stage
100 Proof Stage
Revival Stage
Bluegrass Situation Stage
Fork & Flask

Scan Here For Set Times:



Off Site Staff/Guest List Box Office:

Location: Crowne Plaza Hotel – 830 Phillips Lane
Wednesday 9/10: 7:00AM - 7:00PM
Thursday 9/11: 7:00AM - 9:00PM
Friday 9/12: 8:00AM - 9:00PM
Saturday 9/13: 9:00AM - 9:00PM
Sunday 9/14: 9:00AM - 8:00PM

Highland Box Office:

Location: Just outside of the Highland Festival Entrance
Thursday-Saturday: 9:00AM - 9:30PM
Sunday: 9:00AM - 9:00PM

Cardinal Box Office:

Location: Just outside of the Cardinal Festival Entrance
Thursday-Saturday: 9:00AM - 9:30PM
Sunday: 9:00AM - 9:00PM

Camping Box Office & Check-In:

Location: Next to Toll Booth/Camping Entrance
Wednesday: 9:00AM - 10:00PM
Thursday & Friday: 8:00AM - 10:00PM
Saturday & Sunday: 9:00AM - 9:00PM
*Early Arrival Camping Starts Wednesday: 9:00AM - 12:00PM

Age Policy: All ages. All fans require a ticket regardless of age.

Exit and Re-Entry

Re-entry is **NOT** permitted except for fans who have a Camping or Hotel wristband in addition to their festival wristband.

- Once a *non-camping/hotel* fan has entered the venue each day, they will not be allowed to leave and come back in.

If a fan has an emergency and MUST leave with the intention of coming back to the festival, please direct them to a gate supervisor for assistance.

Wristband Assistance/Internal Box Office

Location: Indoor Box Office next to Indoor Merch. Fans experiencing wristband issues can visit here for assistance.
*There is a \$25 replacement fee for Festival RFID wristbands.

Outside of the Festival (2) Locations:

- At the box office just outside of the Highland Entrance
- At the box office just outside of the Cardinal Entrance

Inside the Festival (2) Locations:

- Just inside the Highland Festival Entrance, next to the Lost & Found tent.
- Behind the indoor Main Merch, inside the KY Expo Center, next to Main Medical.

Festival Parking/Rideshare/Taxi/Hotel Shuttles

General Parking : Onsite parking at the Kentucky Expo Center is \$40 per day (cash or card) and available in Lots E, F, H, B, W, and V. Parking opens 90 minutes before gates each day and is first-come, first-served.
*Overnight parking is not permitted.

Accessible Parking: Fans with disabilities may park in Lot B (via Gate 1) on a first-come, first-served basis with a valid placard or plate. A valid festival parking pass is required.

Premium Parking: These spaces will be sold online only. No Cash or onsite sales.

Platinum Lot: Closest lot, off Phillips Ln.
Gold Lot: Access via Preston Hwy.
Silver Lot: Located at Keller Ave & Preston Hwy.
Bronze Lot: Located at Jefferson Ct & Preston Hwy.

Rideshare & Taxi: The designated rideshare/taxi area will be located above the Cardinal Festival Entrance in Lot G.

Hotel Shuttles: Jampack Shuttles will pick up / drop off near Lot B and the Highland Festival Entrance.

Guest Services Booths: Staff will be available at Guest Services Booths to assist fans with general questions and directions. Booths are located just inside both festival entrances. Additional locations include Mint VIP, Angel's Envy Beyond VIP, the Kiosk within GA, and inside Kentucky Kingdom Theme Park.

Lockers with Mobile Charging: Offered in GA, Mint VIP, and Angel's Envy Beyond VIP. Rental fee required.

Water Refill Stations: Complimentary water is available in both General Admission and VIP areas for fans with refillable water bottles. Please see map for locations.

Phone Charging: A portable, on-the-go battery will be available for daily or weekend rental with a fee at the Charger GO GO Booth, located just inside of the Highland Festival Entrance, next to the Lost & Found Tent.

Cashless Transactions: Credit cards and RFID wristband payments will be accepted in addition to Tap to Pay, Apple Pay and Google Pay. We will also have reverse ATMs onsite where fans can exchange cash into a prepaid Mastercard for a fee. The Mastercard can be used after the event at any location if funds are still available.

Lost & Found: The Lost & Found tent is located just inside of the Highland Festival Entrance, next to the Lockers.
Thursday – Sunday: 11AM–Show End

Post-Festival Lost & Found:

Location: The Crowne Plaza Hotel, 830 Phillips Ln, Louisville KY 40209
Monday, 9/15: 10AM-2PM

Waste Warriors: After the last acts on the 100 Proof Stage and Oak Stage, fans can get a trash bag from our staff and pick up as much trash as they can in 20 minutes. They will get a small prize and be entered into a raffle to win a grand prize.

Family Reunification: This program is for fans attending the festival with minors. Visit Guest Services—located just inside the Highland and Cardinal entrances, next to the Access Center—to pick up a wristband. These wristbands help ensure families stay safe and can be quickly reunited in case anyone gets separated.

Lost Children: Any staff who encounter a lost child or parent separated from their child should reassure the child/patron that we will work to find a resolution. Please contact Festival Dispatch on Channel 1 and they will obtain further info.

*Our reunification point is at Main Medical which is marked by a red medical balloon behind indoor merch.

Fan Safety: If something looks or feels wrong or out of place, you are required to notify your supervisor, a security guard, medical personnel, police, or any staff member with a radio. Any staff with a radio will immediately report the incident to dispatch on Channel 1.

If you see something, say something! Do not hesitate to ask for help.

Incident Reports: Should any issues arise on-site (staff injuries, fan altercations, damages, etc.) an incident report must be filled out by a witness. No incident is too small for an incident report and you are responsible for reporting. Incident reports can be found in the DWP Event Safety Office, through your supervisor, or contact dispatch on Channel 1 for assistance.

All incidents shall be immediately reported to Command on the appropriate Dispatch Channel. Staff without radios will immediately report incidents through the Command Phone Line (419.273.0318). Once an incident is reported, Command will determine the incident level and notify the appropriate response unit(s).

OFFICIAL CHAIR POLICY

APPROVED: Folding chairs, camping chairs, folding lounge chairs, patio chairs, rocking chairs, seat cushions.

NOT APPROVED: Oversized tote bags, solid mesh tote bags, large backpacks, diaper bags, hydration packs, solid mesh drawstring bags, cooler bags, purses, mesh bags, hip waist packs, plastic storage bags, clear drawstring bags, clear totes, small bags & purses.

MUST BE ACCOMPANIED BY A LAWN CHAIR PASS

OFFICIAL BAG POLICY

APPROVED: Clear small backpacks, clear drawstring bags, plastic storage bags, clear totes, solid or clear hip/waist packs, small bags & purses.

NOT APPROVED: Oversized tote bags, solid mesh tote bags, large backpacks, diaper bags, hydration packs, solid mesh drawstring bags, cooler bags, purses, mesh bags, hip/waist packs, plastic storage bags, clear drawstring bags, clear totes, small bags & purses.

ALLOWED ITEMS

- Cellphones / small portable chargers
- Sunscreen (non-aerosol)
- One (1) factory-sealed bottle of water (20 oz. max size) or one empty plastic refillable water bottle (no glass or metal)
- Binoculars
- Towels 30"x58" max – towels prohibited from standing only marked areas
- Small, point-and-shoot digital camera
- Hats and sunglasses
- Earplugs
- Sealed packs of cigarettes and cigars
- Vape pens / e-cigarettes

Your safety is our number one priority, so these items are also subject to change at any time and at the discretion of the security staff.

PROHIBITED ITEMS

- No outside chairs of any kind - unless with a chair pass.
- No large bags, backpacks, or duffel bags
- No blankets - towels will be allowed in non-standing only areas (blankets prohibited)
- No metal or glass containers
- No CamelBaks or other refillable hydration packs
- No coolers or picnic baskets
- No outside food or beverages – exception: one (1) factory-sealed bottle of water (20 oz. max size)
- No strollers
- No video cameras or GoPros
- No audio recording devices
- No laptops or tablets
- No professional cameras or cameras with removable lenses
- No lasers or laser pointers
- No drones
- No umbrellas
- No hula hoops or totems
- No balloons or beach balls
- No confetti or glow sticks
- No aerosol cans
- No whistles or air horns
- No fireworks or explosives
- No musical instruments of any kind
- No weapons of any kind
- No drugs or drug paraphernalia
- No pets (service animals OK)
- No colors or patches
- No chains, chain wallets, or spikes
- No unauthorized vending or advertising
- No walkie talkies / two-way radios
- No selfie sticks

Media / Social Media / Photo Policy:

- Please do not talk to any type of press. Direct all media and press questions to your supervisor or radio dispatch.
- Let's keep it a surprise! Do not post photos of public areas until after the doors have opened to fans.
- Do not take or post any images of artists or festival offices, staff areas, backstage non-fan areas, etc.
- Above all, do not post your credentials on social media. This will result in immediate termination.**

Staff Parking:

All staff will receive their designated parking passes at the time of credential pick up at the off site Box Office.

*See hours and location under Box Office

Please have your parking pass in your vehicle window when you arrive for parking staff to see.

Staff Off Site Parking:

Location: University of Louisville - Purple Lot B
2931 S Floyd St, Louisville, KY 40209
*Overnight parking is not allowed.

Staff Shuttle:

Staff shuttle will run from the staff lot to the festival grounds.

Thursday - Sunday:

6:00AM-10:00AM - Approx every 30 mins

10:00AM-9:00PM - Approx every hour

9:00PM-1:00AM (with a hold during mass egress)

*Please have your working credentials on and ready to show the shuttle driver to enter the shuttle.

Staff Shuttle Onsite Drop Off / Pickup Location:

Located on the SE Corner of Lot E1 across from the horse barns

Pass Types

All pass types include entry to Kentucky Kingdom Theme Park during event specific hours.

General Admission (GA): Gains entry to the Festival.

Mint VIP: Located near the West Wing of the KY Expo Center, next to the Oak Stage. This pass type receives access to all General Admission and Mint VIP areas.

Angel's Envy Beyond VIP (SVIP): Located on the Highland entrance side of the festival, next to the Barrel stage. These pass holders receive access to all General Admission, Mint VIP and Angel's Envy Beyond VIP areas.

The Barrel Club Suites: These exclusive suites are located on top floor of the Angel's Envy Beyond VIP deck and suite holders receive access to all General Admission, Mint VIP and Angel's Envy Beyond VIP areas.

Lawn Chairs Pass: Fans wanting to bring their own lawn chairs to B&B must have purchased a Lawn Chair Pass.

- Single, collapsible chairs are permitted.
- Passes were sold in advance and are **sold out**.
- Lawn Chair Pass holders can only use their chair within the dedicated "Chair Zones" marked on the map, and look for signage.
- All lawn chairs (and towels) are prohibited in "Standing Room Only" areas in GA.
- Lawn Chairs are NOT permitted within the Beyond VIP or Mint VIP areas with or without a Lawn Chair Pass.

Sober Program: Sobriety meetings are held daily at the Sober & Beyond located behind the indoor Main Merch, inside the KY Expo Center, next to Main Medical. Meeting times are at 1pm, 3pm and 6pm and support is available throughout the day.

Renew You: This is a space for neurodiverse fans. It is a low-stimulus space for fans to use when they feeling overstimulated. This is located behind the indoor Main Merch, inside the KY Expo Center, next to Main Medical.

Parent Pod: A designated space for parents to nurse, feed their babies, or pump. This is located behind indoor Main Merch, inside the KY Expo Center, next to Main Medical.

*No breast milk or pump storage provided at this location.
*Breast milk can be stored at Main Medical.

Kentucky Kingdom Theme Park:

Fans will have exclusive access to Kentucky Kingdom, this is included for all festival passholders. Fans can enter and exit Kentucky Kingdom once inside of the Festival grounds.

- Access to 18 amusement rides
- Concessions, shopping & air-conditioned indoor dining
- Extra shaded areas, picnic spots & restrooms

Thursday - Sunday: Rides run daily from 2:00PM - 9:00PM — with the Giant Ferris Wheel staying open until 10:00PM

*Hurricane Bay waterpark will not be in operation during the event for festival goers or the public.

Medical: Main Medical is located behind the indoor Main Merch, inside the KY Expo Center, across from the Box Office. Auxiliary medical is located just outside of KY Kingdom entrance and across from Mint VIP. Fans or staff with injuries or medical concerns may utilize services at any medical location. Any staff with a radio can contact medical directly on Channel 3.

Emergency Information

Our number one priority is ensuring the safety of fans, artists, and staff. Festival emergency response is led by a central Command Center. Command is staffed by three dispatchers, each with a dedicated radio channel:

Medical issues are reported to the Medical Dispatcher on [Channel 3](#)
Security issues are reported to the Security Dispatcher on [Channel 2](#)
All other issues are reported to the Festival Dispatcher on [Channel 1](#)

Severe Weather: Please be advised that tents, the VIP viewing platform, or any other temporary structure is not a safe place to seek shelter.

Staff: Seek shelter Inside Department Office/Trailer or KEC – South Wing C (By Circle of Champions)

Fans who parked: Will return to their vehicle to seek shelter.

Fans who arrived by Drop off/Rideshare /Taxi: Fans that do not have access to a vehicle will seek shelter in Freedom Hall

Fans who arrived are camping: Will return to the campground to seek shelter either in their vehicle or seek shelter in Freedom Hall.
*Campers should not shelter in their tents.

Fans with disabilities: Fans that may require additional time or assistance to evacuate are asked to check in at the Access Center upon arrival for additional information.

LENSAlert: Louisville Metro Government and Emergency Ops Center has a program called "LENSAlert" that allows users to opt in to Emergency Messaging and Severe Weather Notifications. If you would like to receive notifications, please TEXT BOURBON to 67283 to start receiving emergency notifications.

