

25 Years Loud

OFFICIAL UMS MEDIA KIT

From Underground to Unforgettable: 25 Years of the Underground Music Showcase

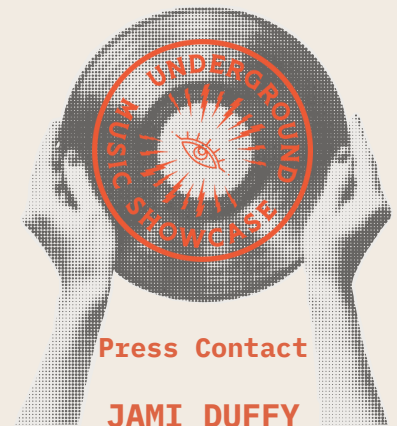
For 25 years, the Underground Music Showcase has been more than just a festival—it's been the heartbeat of Colorado's music scene.

From its gritty, grassroots beginnings to becoming the state's largest and longest-running music festival, UMS has been the stage where local legends are born, careers are launched, and legacies are built.

This year, we're turning up the volume on everything that makes UMS iconic. We're celebrating every era of the festival, from the underground anthems of its early days to the genre-bending performances that define it now.

Through an unforgettable lineup, storytelling, and activations, we'll honor the voices and sounds that have shaped Colorado music while igniting the future of our scene.

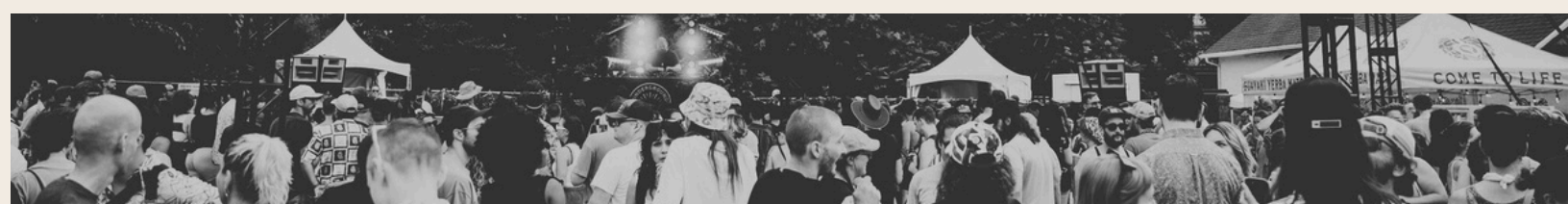
JULY 25-27, 2025
SOUTH BROADWAY, DENVER, CO



Press Contact

JAMI DUFFY

jami@youthonrecord.org
303.717.1027





We're Still Here. >>>

WHY UMS HAS SURVIVED WHILE OTHER FESTS HAVE DIED

- > **Legacy and Scale:** Though UMS has grown its footprint, it has maintained a sustainable and steady pace, ensuring both independent ownership and a commitment to music discovery. Fest goers appreciate the local and indie vibes, and the affordable ticket prices, while also experiencing headlining musicians from across the globe. The weekend remains affordable, raw, independent and authentic.
- > **Mission and Impact:** At the heart of the UMS is a values-driven approach. The fest's impact is seen through artist and community care supports (see page 6). Fest goers and sponsors want to have fun and do good - and so does UMS!
- > **Co-Ownership Model:** A unique co-ownership and management model between a for-profit creative experience company, Two Parts, and Youth on Record, an award-winning nonprofit organization at the leading edge of music, entertainment, and youth development, has allowed UMS to diversify funding sources. UMS has secured government and philanthropic support under the new model, supporting its sustainability.
- > **Location:** UMS thrives on Broadway, and in Denver, CO, the epicenter for arts and culture in the American West. Harnessing the enthusiasm of Colorado's loyal music fans, soaking up the perfect Colorado summer weather, and activating Broadway music venues, churches, business and parking lots, the fest couldn't ask for a better home.

UMS BY THE NUMBERS

SHOWS, FANS, ENGAGEMENT & MORE

Festival attendees immerse themselves in a vibrant discovery music festival set in an urban landscape, featuring **three outdoor stages** and **twelve indoor venues** along the historic South Broadway. Local merchants, businesses, and residents all come together to support and engage in the UMS weekend festivities.

 **10K+**

fest-goers enter each day

 **700+**

regional + national discovery artists each year

 **200+**

captivating shows over three days

 **20+**

community & business partners

UMS IS THE HEARTBEAT OF SOUTH BROADWAY -- AND IS THE NEIGHBORHOOD'S MARQUEE ECONOMIC DRIVER.



STORIES TO TELL

LEGACY, CAREERS, & COMMUNITY

25 YEARS LOUD -- A LEGACY OF COLORADO MUSIC!

For 25 years, the Underground Music Showcase has set the stage for Colorado's most impactful music moments, growing from a gritty, humble gathering to become Colorado's largest and longest running independent music festival. UMS has influenced trends and launched some of Colorado's most prominent music careers. As it hits its 25th year, the festival reflects on a rich history of fostering talent and shaping the music landscape, celebrating the diverse sounds that have defined and propelled Colorado's music scene forward.

PUBLIC HEALTH AND SAFETY

Can festivals keep communities safe? We think so! UMS champions mental health with its robust harm reduction strategies. By introducing sober support, an artist care lounge, fentanyl reduction and awareness training, and partnering with the Department of Public Health and Safety, UMS is dedicated to creating a safe and inclusive environment for both artists and attendees.

VIBRANT DENVER & TOURISM

Make UMS your next travel destination! Aligned with the mayor's vision of a vibrant city, UMS enhances Denver's cultural appeal by showcasing emerging artists and innovative musical acts. This annual event transforms Denver into a lively hub of artistic expression, drawing music lovers and cultural tourists alike, and bolstering the city's reputation as a premier destination for arts and culture.

CAREER PIPELINE

The partnership between the Underground Music Showcase and Youth on Record is pivotal in nurturing the next generation of musicians and industry professionals. By offering opportunities for growth and exposure, this collaboration ensures a steady infusion of fresh talent into the music scene, supporting both individual artists and the broader industry.





STORIES TO TELL

MISSION, SOBRIETY & ACCESSIBILITY

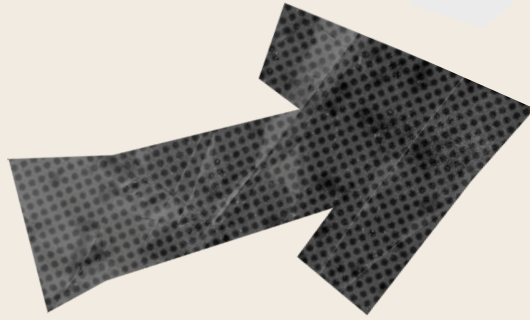
A FEST ON A MISSION FOR ARTISTS & COMMUNITY

Denver's UMS is changing the national festival scene by prioritizing artist and community well-being. With mental health resources and inclusive amenities, UMS blends the best in music with strong support for both performers and attendees. The UMS provides sober bars and support for attendees seeking a sober festival experience, thriving artist minimums and free artist professional development, and owners capitalize on the fest's profile to infuse care supports for the local community.

ACCESSIBILITY ADVOCACY

Everyone deserves music! UMS is leading the charge in making festivals more inclusive. With a detailed accessibility plan, UMS works to ensure that as many people as possible can enjoy the full festival experience. This proactive approach includes features like accessible viewing areas, an accessibility map, an on-site accessibility team, and easy-to-navigate layouts. By prioritizing accessibility, UMS not only sets a new standard for event inclusivity but also highlights its crucial role in the broader music and cultural scene.

Music Fest on a Mission



» ARTIST CARE

- **Mental Health Focus:** Prioritizing the mental well-being of UMS artists as a core element of festival ethos.
- **Artist Care Lounge:** Providing a dedicated space supported by your sponsorship for artists to relax and connect.
- **Thriving Wages:** Ensuring artists not only perform but thrive financially through your sponsorship.
- **Musician Conference:** Contributing to the success of a two-day conference, "Impact Days," dedicated to the knowledge-sharing and professional growth of musicians.

» COMMUNITY CARE

- **Representation for All:** Ensuring BIPOC, LGBTQ, attendees with disabilities, women, and young creatives are not just represented but deeply supported.
- **Underground Parties:** Creating inclusive and diverse gatherings that reflect the richness of the community.
- **Accessibility Commitment:** A commitment to making the UMS accessible to all, breaking down barriers for everyone to enjoy.
- **Sober Bars & Harm Reduction:** Providing spaces for those leaning towards a sober experience to comfortably enjoy the festival.
- **Workforce Pipeline for Young Creatives:** Supporting the next generation by fostering a pathway for Youth on Record students to engage in the festival.
- **On-Stage Representation:** Showcasing the majority of artists as women, BIPOC, and LGBTQ, ensuring the stage reflects the true diversity of talent.

THE AVERAGE UMS FAN

A SUPER COOL MUSIC LOVER

MUSIC SHOWCASE



24-45 YEARS OLD

COLORADAN (80%)

MUSICIAN (20%)

WEEKEND-PASS HOLDER

SOBER-ISH (20%)

REPEAT FEST GOER (53%)



NEWS FEATURES

[Click here for a full list of media](#)

> 2024

303 MAGAZINE - [Prepare for the Underground Music Showcase 2024: A Q&A with Festival Co-Manager Jami Duffy](#)

COLORADO SUN - [After 22 years, Denver's largest music festival hired its first accessibility team. Here's what they came up with.](#)

DENVER GAZETTE - [Underground Music Showcase trains staff for potential fentanyl overdoses](#)

WyomingTribuneEagle:
[Arts Council seeks musical ambassadors for Underground Music Showcase](#)

303 Magazine:
[Youth on Record's "Underground at the Showcase" Podcast Returns for Second Season](#)

> 2023

Ultra5280:
[Bless This Mess It's UMS 2023: The Recap](#)

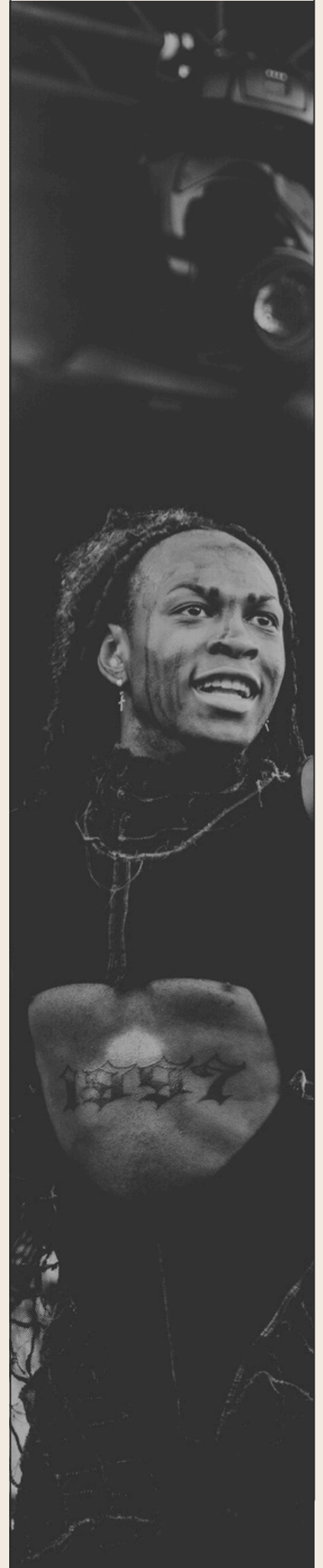
Denver Post:
[The UMS is short on pricey headliners – that's what makes it special](#)

> 2022

303 Magazine:
[Denver's Underground Music Showcase To Feature First-Ever Sober Bar Concept](#)

Denver Post:
[Denver's Underground Music Showcase returns in July with big changes](#)

Denverite:
[The Underground Music Showcase has a new co-owner – the music education nonprofit Youth on Record](#)



MEDIA + MORE

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[UMS 2024 RECAP
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[ELEVATING DENVER
AMPLIFYING LOCAL MUSIC](#)



IMPACT REPORTS + RECOGNITION

DIVE A LITTLE DEEPER

IMPACT REPORTS - DIVE DEEPER INTO THE IMPACT OF THE UMS

[View the 2022 Impact Report](#)

[View the 2023 Impact Report](#)

IMPACT DAYS SESSIONS - WATCH THE FULL ARTIST WORKSHOPS

[Watch 2022 Impact Days Sessions](#)

[Watch 2023 Impact Days Sessions](#)

IMPACT DAYS PHOTOS - CAPTURING THE MAGIC

[See 2022 Impact Days Photos](#)

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AWARDS + RECOGNITION

[Learn more about the CBCA Business for the Arts Award](#)



SEE YOU ON BROADWAY!

FRIDAY.

JULY 25, 2025

5 PM.