

# 2025 420 Livestream Production Design Document

**Event Name:**

420 Livestream 2025

**Event Dates:**

Sunday, April 13, 2025 – Sunday, April 20, 2025 (8 days, 24 hours a day)

**Event Website:**

[www.420livestream.com](http://www.420livestream.com)

**Streaming Platform:**

Powered by Headstate TV

[www.headstate.tv](http://www.headstate.tv)

## Event Overview

The **420 Livestream 2025** is a week-long, 24-hour event celebrating cannabis culture through music, art, comedy, cannabis advocacy, promotions, and more. This event aims to create a global platform for cannabis enthusiasts, activists, and performers. Broadcasted across a variety of streaming platforms, the event will feature both **live** and **pre-recorded performances** across multiple stages.

The event will take place from **April 13, 2025**, to **April 20, 2025**, and will be streamed across **Headstate TV, YouTube, Facebook, Twitch, X, DLive, and Mixcloud**. Performers can either stream live or submit pre-recorded content for later broadcast.

## Event Structure

The 420 Livestream will run continuously for 8 days, 24 hours a day, broken down into two primary stages with curated content.

### Stage 1: Main Stage (currently unnamed)

- **Host:** Headstate Productions
- **Content:** Music performances, art exhibitions, cannabis advocacy panels, smoke sessions, live performances from curated artists.
- **Performers:** Artists performing live or pre-recorded sets. Performers must either own the rights to their music or secure proper licensing to avoid DMCA takedowns or muted streams.
- **Streaming:** Multi-streamed to **Headstate TV, YouTube, Facebook, Twitch, X, DLive, and Mixcloud**.

- **Headliners in Negotiation:**
  - [REDACTED]
  - [REDACTED]
- **Potential Artists Contacted:**
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]

**Stage 2: DJ Meltdown Stage (currently unnamed)**

- **Host:** DJ Meltdown
- **Content:** A mix of live DJ performances, curated pre-recorded mixes, and special guest DJ sets.
- **Performers:** DJ Meltdown and other artists that he curates or invites. Performers can either stream live or submit pre-recorded sets.
- **Streaming:** Multi-streamed to **Headstate TV** and additional platforms as chosen by DJ Meltdown.
- **Headliners TBA:** The lineup for Stage 2 will be announced closer to the event date.

**Performers and Licensing**

Performers must adhere to the following guidelines to ensure their content can be aired without issues:

**Performance and Licensing Agreement**

- **Artists must submit a signed “LIVE PERFORMANCE, STREAMING, AND VIDEO USE AGREEMENT”** or an equivalent legal instrument that grants Headstate TV the rights to use the audio, video, and performance content. This ensures the content is legally cleared for broadcast and avoids any potential DMCA takedowns or muted streams.

**Copyright and Licensing**

- Performers must have rights to their music and performances. This includes either owning the rights to their music or having the necessary licenses to use the music during the live stream.
- **Headstate TV will provide avenues for performers to legally license their content** if they do not already hold the rights. These arrangements must be made in advance.

**4. Streaming Platforms & Technical Setup**

The event will be multi-streamed across the following platforms:

- **Headstate TV**
- **YouTube**
- **Facebook**
- **Twitch**
- **X (formerly Twitter)**
- **DLive**
- **Mixcloud**

Each platform will feature live broadcasts, and some content may be tailored for specific audiences or platforms. For example, live smoke sessions may be tailored to platforms with more lenient content moderation, while other content like music performances or art may be presented across all platforms.

### **Technical Specifications:**

- **Streaming Software:** OBS Studio, Restream, or custom streaming setups as needed.
- **Video Quality:** 1080p Full HD, with potential for 4K streams based on platform and technical capabilities.
- **Audio Quality:** High-quality, stereo audio with clear mixes.
- **Backup Streams:** Ensure redundant internet connections and streaming software in case of failures.
- **Content Moderation:** Active moderation on each platform to ensure compliance with community guidelines, especially related to cannabis content.

### **Promotions and Marketing**

Promotions for the event will be managed through the official website, [www.420livestream.com](http://www.420livestream.com), and through social media platforms for both **Headstate TV** and key performers.

### **Marketing Channels:**

- **Social Media:**
  - **Headstate TV Twitter, Facebook, Instagram, TikTok**
  - **Individual performers' social channels**
  - **Platform-specific promotion (YouTube, Twitch, Mixcloud, etc.)**
- **Website:**

The event's central hub for information, including event schedules, performer lineup, and platform links. The website will also host **merchandise sales, promotions, and sponsor information.**
- **Press and Media Outreach:**

Press releases will be sent to media outlets in advance, and outreach will be conducted with influencers, cannabis blogs, and relevant publications to boost awareness of the

event.

### **Sponsorships and Partnerships:**

The event is open to sponsorships and partnerships with cannabis brands, lifestyle companies, and other relevant businesses. Opportunities for **product placements**, **exclusive content**, and **branded stages** will be available.

### **Logistics & Operational Planning**

#### **Event Planning Team:**

- **Event Director:** Responsible for overall coordination of performances, schedule management, and guest relations.
- **Technical Director:** Oversees all streaming and production setups. Responsible for video and audio quality control, managing streaming platforms, and ensuring technical execution.
- **Licensing and Legal Team:** Ensures all content is cleared for broadcast. Works with performers to ensure licensing agreements are signed and legally binding.
- **Marketing Team:** Manages promotion, social media, and sponsorship outreach.
- **Content Moderators:** Monitor chats and interactions across platforms to ensure adherence to platform rules and maintain a positive experience for viewers.

#### **Scheduling:**

- **Performers/Artists:** Submit set times in advance to ensure proper scheduling and streaming slot allocation.
- **Time Zone Management:** Given the 24-hour nature of the event, performers will be assigned set times based on time zones, with priority given to key headliners. Content will be scheduled to ensure there is a seamless flow of performances at all times.
- **Backup Content:** Pre-recorded content will be scheduled during potential gaps in live streams or when technical issues occur.

### **Audience Engagement**

- **Interactive Features:**
  - Live Q&A sessions, audience polls, and real-time interactions during smoke sessions and live streams.
  - Social media integration (live tweets, Instagram posts, etc.) to boost real-time audience engagement.
- **Viewer Rewards:**
  - Virtual "VIP" access to exclusive content for certain donors or sponsors.

- Special giveaways and contests during the live streams, such as cannabis product giveaways, exclusive merch, etc.

## **Post-Event Availability**

After the live event concludes on April 20, 2025, **all content** from the 420 Livestream will be made available on-demand for public viewing. This includes **video** and **audio** recordings, which will be accessible for later enjoyment on the following platforms:

- **Headstate TV** (Primary platform)
- **YouTube**
- **Facebook**
- **Twitch**
- **X**
- **DLive**
- **Mixcloud**

Performers' sets, panels, smoke sessions, and other content will be archived, allowing viewers to revisit the event at their convenience. The on-demand content will be available for free to the public, ensuring fans and those who missed the live event can enjoy the performances, discussions, and experiences long after the event has ended.

## **Conclusion**

The **2025 420 Livestream** is designed to be a groundbreaking celebration of cannabis culture, blending music, advocacy, entertainment, and art into a week-long, global event. By providing a diverse array of performers, interactive features, and multiple streaming platforms, the event will offer a dynamic and engaging experience for audiences worldwide. With a strong technical infrastructure, legal oversight, and dedicated promotion, this event is poised to become a key moment in cannabis culture and entertainment.

**For inquiries or to apply for performance slots, visit [www.420livestream.com](http://www.420livestream.com).**