

Sara Evans - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier B | Billing 20 | Priority 69% | Viral 29% | Hype 82%

Primary Capture Moments

- TikTok: Use "Not Over You" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Suds in the Bucket" for a high-payoff ending.
- Prioritize the first 90 seconds: "Not Over You" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Suds in the Bucket / Born to Fly".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Suds in the Bucket: in-set 92% | opener 0% | closer+encore 88%
- A Little Bit Stronger: in-set 77% | opener 0% | closer+encore 0%
- Born to Fly: in-set 77% | opener 0% | closer+encore 88%
- A Real Fine Place to Start: in-set 74% | opener 13% | closer+encore 0%
- I Keep Looking: in-set 72% | opener 13% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Not Over You" to maximize first-scroll retention.
- Save a hard cut reveal for "Suds in the Bucket" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-03T18:58:05.088Z
- Poster day hint: Saturday June 6