

# Sammy Arriaga - One-Page Highlights

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

Tier C | Billing 260 | Priority 20% | Viral 0% | Hype 20%

## Primary Capture Moments

- TikTok: Use "Moves like Mexico" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The Chair" for a high-payoff ending.
- Prioritize the first 90 seconds: "Moves like Mexico" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "The Chair / I left my heart in Texas".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- The Boat: in-set 78% | opener 0% | closer+encore 0%
- Moves like Mexico: in-set 72% | opener 100% | closer+encore 0%
- Hero: in-set 71% | opener 0% | closer+encore 0%
- Limes: in-set 70% | opener 0% | closer+encore 0%
- Amarillo by Morning: in-set 70% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Moves like Mexico" to maximize first-scroll retention.
- Save a hard cut reveal for "The Chair" 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 40%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-11T05:30:48.275Z
- Poster day hint: Thursday