



DISCO DONNIE
PRESENTS

SMG EVENTS

SCMF

SUN CITY MUSIC FESTIVAL
2016

Ascarate Park, El Paso, TX • 2 Days • 3 Stages

**BRAND PARTNERSHIP
OPPORTUNITIES 2016**



DISCO DONNIE
PRESENTS

SMG EVENTS

Disco Donnie Presents

Disco Donnie Presents is an award-winning and recognized leader in electronic dance music event production, founded by “Disco” Donnie Estopinal. Since the company’s inception in 1994, DDP has generated over 5,000 live events, arena shows and outdoor festivals around the world, including the US, Mexico, Canada and Latin America. DDP, both on its own and through partnership, develops innovative and strategic business opportunities in live entertainment.

Additional information is available at
www.discodonnipresents.com

SMG Events

SMG Events is the premier producer of electronic dance music events in the Southwest. SMG events are routinely hosted in El Paso, Albuquerque and the Southwest.

Additional information is available at
www.facebook.com/SMGeventsofficial

SCMF

SUN CITY MUSIC FESTIVAL

Sun City Music Festival (two days)

El Paso, TX - Labor Day Weekend 2015

15,000 (2011)

22,000 (2012)

30,000 (2013)

35,000 (2014)

40,000 (2015)

45,000 (2016 estimate)





Sun City Music Festival Overview

Sun City Music Festival, the southwest's largest dance music festival, returns for 2015 and the biggest yet! Since its conception five years ago, Sun City Music Festival has become a regional favorite, but also draws visitors from all over the United States, Mexico and abroad.

FESTIVAL FEATURES INCLUDE:

- 3 stages, including the Beatport Stage (beatport.com)
- Experiential, dynamic, creative production

EVENT INFORMATION:

- Event hours: 5pm-2am daily

SCMF Audience Profile

GENERAL DESCRIPTION

- 13 - 30
- Large Hispanic population
- 80% coming from out of town
- Expected 45k audience in 2015, spread equally between two days.

THE SWEET SPOT

- 18-25 - Younger, EMC crowd
- Creative, newly independent
- Seasoned dance music fans
- More conscious of purchases
- 28-35 - Young Professionals
- Higher end tastes
- Be in the know and seen at the "cool" place



Pictured above: 2015 lineup
2016 lineup coming soon.



Sponsorship Overview

MUSIC

- Mega-stars
- Rising acts
- Local

EXPERIENCE

- Interactive art
- VIP Lounges
- Backstage

SUSTAINABILITY

- Recycling program
- Greening
- Social Responsibility

MEDIA

- Website
- Social
- Print

Experiential Opportunities

Art installations

Experiential installations add a visual and interactive touch to the festival.

Food/Drink Vendors

A chance for brands to show off their product or culinary skills to thousands.

Photo Booths

Fun way to share your festival experience through social media.

VIP

Exclusive access to VIP members both on site and backstage.

Customized Build

Let's design something incredible together.

Media Opportunities

PRE-EVENT

- Posters/Flyers
- Logo on website partner/sponsor page
- Right to use festival marks and logos in approved promotions and PR
- Inclusion in festival e-blast

DURING SMF

- Onsite signage
- Stage + Backstage/Green Room
- Social media engagement across FB/Twitter etc.

AFTER EVENT

- Social media engagement across FB/Twitter etc.
- Presence in festival recaps on Youtube, FB, Twitter, Instagram, Email Subscribers

About SCMF

Ticketing and data collection

SCMF partners with Eventbrite, a leading online self-service ticketing platform. Eventbrite's tracking-link system allows SCMF to monitor page views, gross revenue, and tickets sold for SCMF marketing channels in real-time. Using tracking links, we can track attendees and sales via promotions on Facebook, Twitter, eblast or any other method.

Food and beverage sales

Whatever what your taste, SCMF has you covered. A wide variety of food and beverages are available inside, including VIP beverage experiences for those 21+.

Merchandise

SCMF features a variety of exclusive clothing and merchandise themed around festivals and the Disco Donnie Presents brand.

Sponsorships

SCMF offer brands opportunities to connect with Millennials and other audiences in an authentic manner. Our festival sponsorships include traditional and non-traditional options, such as integrating brands into the festival space itself, such as sponsorship of VIP areas, artist green rooms, cell phone recharging zones and more.

Theatrics

Inside SCMF, you'll encounter performers consisting of dancers, stilt-walkers and other creatures, engaging and amusing patrons at every turn.

Production

SCMF delivers leading-edge production to create an unparalleled experience of sight and sound at every stage. Lights, sound, and spectacles will amuse your senses throughout the night.

Art Installations and interactive pieces

Inside SCMF, you will encounter performers consisting of dancers, stilt-walkers and other creatures, engaging and amusing patrons at every turn.

Other amenities

SCMF features typically include On-site ATMs, a general store, lost & found/info booth, food and beverages (including beer and wine sales for those 21 and over), and merchandise booths.