



SUNSET MUSIC FESTIVAL

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PARTNERSHIP OPPORTUNITIES



DISCO DONNIE
PRESENTS



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 7,000 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

Sunset Events

For years Sunset Events has dominated the dance music industry with top events, festivals, and promotions in Tampa Bay and Central Florida. Our winning combination of aligning the right artist, at the right time in the right venue, allows us to achieve unprecedented results. At Sunset Events we value our fans and the experience we deliver to them – that is why we go above and beyond with our productions, events and service.

Additional information is available at
www.sunsettampa.com

Event Info

SMPF

SUNSET MUSIC FESTIVAL

Sunset Music Festival (two days)

Tampa, FL - Memorial Day Weekend 2016

Saturday May 28 & Sunday May 29, 2016

8,000 (2012) One day

22,000 (2013) One day

50,000 (2014) Two days

55,000 (2015) Two days

60,000 (2016 estimate)





Sunset Music Festival Overview

Now in its fifth year, Sunset Music Festival has witnessed explosive growth to firmly position itself as one of the largest music festivals in the United States. 2015's Sunset Music Festival was the biggest yet, with an attendance of over 55,000.

Features for 2016's festival include multiple stages, RFID ID cashless wristband technology, and a continued focus on experiential production to engage Sunset Music Festival goers in dynamic, creative and memorable ways.

Audience Profile

GENERAL DESCRIPTION

- 18 - 30
- Large Hispanic population
- 80% coming from out of town
- Expected 60k audience in 2016, spread equally through both 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





Sponsorship Overview

MUSIC

- Mega-stars
- Rising acts
- Local

EXPERIENCE

- Interactive art
- VIP Lounges
- Backstage
- Water bottles

SUSTAINABILITY

- Recycling program
- Greening
- Social Responsibility

MEDIA

- Website
- Social
- Print
- Radio
- Newspaper

Experiential Opportunities

Art installations

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

Local Food/Drink Vendors

A chance for local talent to show off their 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 builds

Let's design something incredible together. Cell phone charging stations, custom soundscapes, cool down stations, silent disco and more are available for custom brand partnerships.

Media Opportunities

PRE-EVENT

- Posters/Flyers/Radio/Newspaper
- 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
- Artist meet & greets
- Social media photobooth
- FB/Twitter engagement

AFTER EVENT

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

About Sunset Music Festival

Ticketing and data collection

Sunset Music Festival partners with Eventbrite, a leading online self-service ticketing platform. Eventbrite's tracking-link system allows Sunset Music Festival to monitor page views, gross revenue, and tickets sold for Sunset Music Festival 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, Sunset Music Festival has you covered. A wide variety of food and beverages are available inside, including VIP beverage experiences for those 21+.

Merchandise

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

Sponsorships

Sunset Music Festival 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, art installations and interactive pieces

Inside Sunset Music Festival, you'll encounter performers consisting of dancers, stilt-walkers, art installs and other creatures, engaging and amusing patrons at every turn.

Production

Sunset Music Festival delivers leading-edge production to create an unparalleled experience of sight and sound at every stage. Lights, sound, fireworks, SFX (cryo & fire), and other spectacles will amuse your senses throughout the night.

Safety & medical

Sunset Music Festival staff includes medical techs and staffing to assist fans with special or medical needs.

Other amenities

Sunset Music Festival 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.



About Sunset Music Festival Cashless & Social RFID sponsorship

ON-SITE

Tap Here Stickers: Sponsor logo is seen every time the guest makes a transaction. To give you an idea of the sponsorship value, at most festivals there are over 100,000+ transactions.

Access Control Vinyls: The entry portal vinyls are also open for branding. Again, the logo is seen every time the guests enters or exits the event.

Wristbands: Every event goer, staff member and artists wears a wristband which can be branded with the sponsor's logo.

DATA REPORTING

Access Control: Sponsor data with real time capacity counts in each area, as well as peak traffic times.

Cashless Sample Report: Calculate total topups online/onsite, the total spending in categories and more.

Sales Merchant Report: Provides a breakdown for each merchants sales in certain time intervals.

SOCIAL

With Thuzi technology, SMF wristbands will also have built-in social sharing capabilities for branded meet and greet, contesting, sampling and an array of customized brand partnership opportunities.

