



nightculture



**2017 PARTNERSHIP
OPPORTUNITIES**

SOMETHING WONDERFUL

SAT APRIL 29 & SUN APRIL 30 2017
TEXAS MOTOR SPEEDWAY
DALLAS/FT WORTH, TX



DISCO DONNIE
PRESENTS

nightculture

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

NightCulture, Inc.

NightCulture Inc. is a Houston based producer of live concerts and events. NightCulture operates in the following Texas markets: Houston, TX, Austin, TX, Dallas, TX, San Antonio, TX and is the first Electronic Music company to trade in the public markets under the ticker symbol, NGHT. <http://www.NightCulture.com>

SOMETHING WONDERFUL

Something Wonderful Festival Overview

New in 2015, the creators of Houston Texas's beloved Something Wicked Halloween Music Festival developed an all-new experience — Something Wonderful Music Festival, which was held Dallas Texas, Saturday April 18, 2015 at the Cotton Bowl. For 2016, Something Wonderful grew and moved venues to the massive Texas Motor Speedway and increased to three full stages.

In 2017, Something Wonderful will expand to two days with multiple stages of the world's best DJs, new festival characters, and a focus on experiential production to engage Something Wonderful festival attendees.

Audience Profile

GENERAL DESCRIPTION

- 18 - 30
- Large Hispanic population
- 80% coming from out of town

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

2016 flier, 2017 coming soon!



2016 info

Date: Saturday April 23, 2016

City: Dallas-Fort Worth, Texas

Venue: Texas Motor Speedway

2016 Attendance:
17,000 attendees

Event hours:
3pm-1am

2017 info

Date: Sat April 22 & Sun April 23, 2017

City: Dallas-Fort Worth, Texas

Venue: Texas Motor Speedway

2016 Estimated Attendance:
~20,000 daily (40K weekend)

Event hours:
Sat 4pm – 1am • Sun 4pm – 12am

SOMETHING WONDERFUL

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 THE FESTIVAL

- On-site 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 Something Wonderful Festival

Ticketing and data collection

Something Wonderful partners with leading online self-service ticketing platforms. Something Wonderful's tracking-link system allows us to gain insights on audiences, monitor page views, gross revenue, and tickets sold for Something Wonderful 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, Something Wonderful Music Festival has you covered. A wide variety of food and beverages are available inside, including VIP beverage experiences for those 21+.

Merchandise

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

Brand partnerships

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

Production

Something Wonderful 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

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

Other amenities

Something Wonderful 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.





**Thank you for listening.
For more information,
please contact:**

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