



SPONSORSHIP OPPORTUNITIES // 2018



WWW.BACKWOODSMUSICFESTIVAL.COM

A photograph of a male musician performing on stage. He is wearing a black tank top with white text that reads "NO FEAR NO PAIN NO SWEAT NO PROBLEMS". He is holding a black electric guitar and has his right arm raised in the air. He is singing into a microphone. The background is dark with stage lights.

GOOD PEOPLE, GOOD MUSIC, GOOD TIMES.

AFTER BEING NAMED OKLAHOMA'S LARGEST CROSSOVER MUSIC FESTIVAL BY PROMOTIONS NOW, BACKWOODS IS LOOKING TO TAKE OVER ANOTHER STATE, WITH A NEW HOME AT MULBERRY MOUNTAIN IN THE BEAUTIFUL OZARK MOUNTAINS IN ARKANSAS. 2018 EXPECTS CROWDS OF 30,000 OVER THE COURSE OF THREE DAYS.

THE FESTIVAL HAS EARNED THE REPUTATION OF SHOWCASING SOME THE BEST BANDS AND DJs IN THE WORLD. PAST ACTS INCLUDE ODESZA, PORTER ROBINSON, NERO, MOE., AND MANY MORE.

DEMOGRAPHICS

\$0K - \$50K

\$50K - \$100K

\$100K - \$150K

3%

44%

62% MALE
38% FEMALE

74%

53%

16%

8%

<21

21 - 34

35 - 54

NO COLLEGE

41%

COLLEGE

50%

GRAD SCHOOL

9%

SOCIAL & PRESS

f 90,100 FOLLOWERS

DAILY TOTAL ORGANIC REACH: 850,000

DAILY ORGANIC IMPRESSIONS: 2.75 MILLION

t 33,700 FOLLOWERS

PAID ADS - 3.85 MILLION IMPRESSIONS IN 2016

PAID ADS - 95,000 TWEETS ENGAGEMENTS (RETWEETS, FAVORITES)

i 34,500 FOLLOWERS

y 88,000 VIEWS

EMAIL DATABASE OF 110,000

AVG. MONTHLY WEBSITE HITS 160,000

PRESS:

BUSINESSINSIDER.COM/THIS-MAP-SHOWS-THE-BIGGEST-FESTIVALS-IN-EACH-STATE-2015-10

SENSBLEREASON.COM/BACKWOODS-MUSIC-FESTIVAL-THE-MIDWESTS-BEST-KEPT-SECRET-REVIEW/

THATDROP.COM/ONE-OF-EDMS-BEST-KEPT-SECRETS-IS-HIDING-IN-THE-BACKWOODS-OF-THE-SOUTH-PHOTO-REVIEW/



PAST YEARS' ARTISTS

2015

PORTER ROBINSON / INFECTED MUSHROOM / ODESZA
KELLER WILLIAMS / THE FLOOZIES / LETTUCE / PAPADOSIO
LIQUID STRANGER / BIG WILD / COM TRUISE / ANDY FRASCO
WASHED OUT

+ 100 MORE ARTISTS

2016

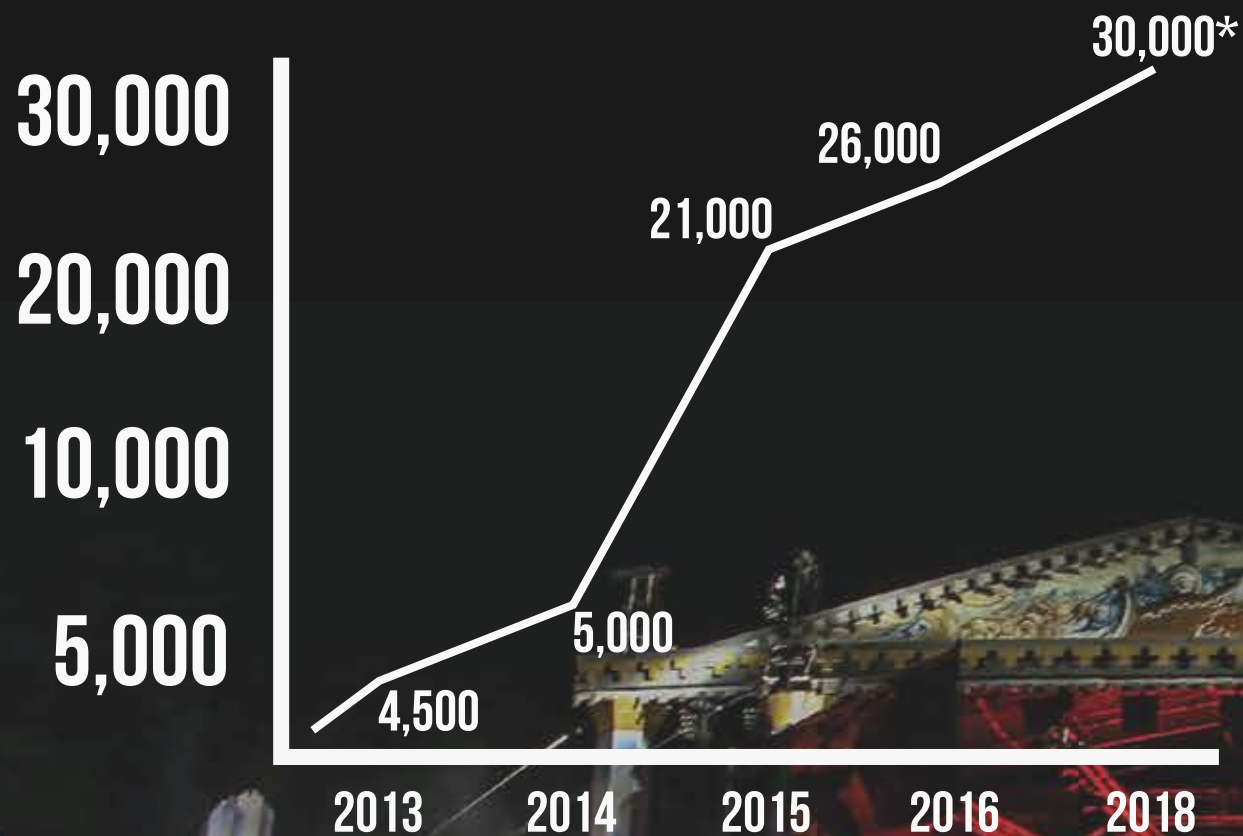
NERO / BIG GIGANTIC / MOE. / NAKHO & MEDICINE FOR THE PEOPLE
ILLENIUUM / HIPPIE SABOTAGE / MARIAN HILL
TRITONAL / COLEMAN HELL / AUTOGRAF / A SILENT FILM

+ 100 MORE ARTISTS



FESTIVAL GROWTH & SPONSORSHIP OPPORTUNITIES

FESTIVAL GROWTH



* EXPECTED ATTENDANCE

SPONSORSHIP OPPORTUNITIES

- CUSTOM ON-SITE ACTIVATIONS
 - EMAIL
 - WEBSITE
- SOCIAL MEDIA INTEGRATION
 - BLOG INCLUSION
- MENTIONS IN PR/NEWS RELEASES
- PRINT SCHEDULES & FESTIVAL MAPS
- STAGE INTEGRATIONS
- CO-ADVERTISING OPPORTUNITIES

CONTACT

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