



LIVE THE MOMENT MUSIC FESTIVAL

23-24
AUG-2025

A TWO-DAY FESTIVAL

LIFE PARK



ISTANBUL



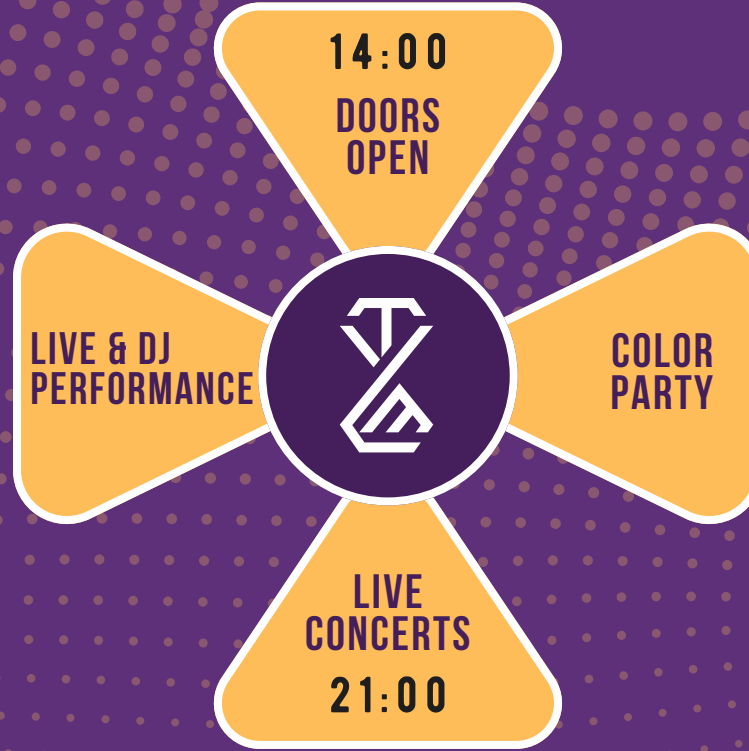
WWW.LTMFEST.COM



"LTM 2025: BE AT THE HEART OF ART AND ENTERTAINMENT!"



THE OPEN-AIR FESTIVAL, ORGANIZED FOR THE INTERNATIONAL COMMUNITY, WILL BE HOSTED BY ARIYA PRODUCTION FOR THE **FOURTH TIME**



FESTIVAL TICKETS WILL BE SOLD ON THESE WEBSITES.
TICKET SALES START: **5** MONTHS BEFORE THE FESTIVAL DATE.

biletix
ticketmaster Türkiye

Biletler
PASSO
Passo Mobil ve www.passo.com.tr'de.

Bubilet

BUGECE.CO

biletino

BILITIK.COM

Platinumlist
tickets

biletinial

LIVE CONCERTS

(MAIN STAGE)



  **INNA**

11M+ MONTHLY LISTENERS



  **ARASH**

10M+ MONTHLY LISTENERS



DISCUSSIONS WITH THE ARTISTS ARE ONGOING

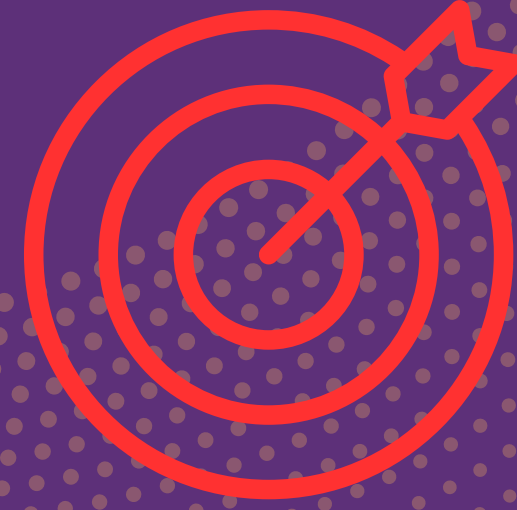


1.7M+ MONTHLY LISTENERS



1M+ MONTHLY LISTENERS

DJ PERFORMANCE



* DISCUSSIONS WITH THE ARTISTS ARE ONGOING *

ALTERNATIVE ARTISTS



11M+ MONTHLY LISTENERS



4M+ MONTHLY LISTENERS



1M+ MONTHLY LISTENERS

ACTIVITIES



COLOR PARTY



COLOR SPLASH



COLOR PARTY

FESTIVAL CONCEPT: COLOR PARTY

INSPIRED BY THE FAMOUS "HOLI" FESTIVAL IN INDIA, THIS CONCEPT IS DESIGNED FOR ULTIMATE FUN AND ENJOYMENT

THIS CHOICE WAS MADE BECAUSE OF ITS POTENTIAL TO CREATE DIFFERENT AND COLORFUL ATMOSPHERES. THE SPREAD OF COLORS CREATES GREAT EXCITEMENT IN THE AUDIENCE AND BRINGS OUT THE HIGHEST ATTENTION MOMENTS OF THE EVENT. THESE MOMENTS PROVIDE A PERFECT OPPORTUNITY TO EFFECTIVELY CONVEY BRAND MESSAGES AND CONTENT.

WITH CREATIVE PLANNING, THESE SPECIAL MOMENTS CAN BE USED TO ATTRACT THE ATTENTION OF THE PARTICIPANTS AND CREATE UNFORGETTABLE EFFECTS.



MAKEUP STANT

MAKEUP AND ACCESSORIES BOOTHS:

PROVIDING MAKEUP SERVICES, TEMPORARY TATTOOS, AND FESTIVAL-THEMED ACCESSORIES.

ONE OF THE MOST POPULAR ACTIVITIES AT THE FESTIVAL IS THE SETTING UP OF BOOTHS SELLING MAKE-UP SERVICES, TEMPORARY TATTOOS AND FESTIVAL-RELATED ACCESSORIES.

THESE BOOTHS WILL BE DISTRIBUTED AMONG APPLICANTS AND SERVICE PROVIDERS DUE TO HIGH DEMAND SO THAT PARTICIPANTS CAN FULLY ENJOY THEIR FESTIVAL EXPERIENCE BY TAKING ADVANTAGE OF THESE SERVICES.



FOOD COURT

FOOD COURT:

RENOWNED BRANDS OFFERING DIVERSE, HIGH-QUALITY MENUS. SPONSORING BRANDS CAN ALSO PARTICIPATE TO GAIN EXPOSURE AND BUILD THEIR DATABASE.

IN ADDITION, IT IS POSSIBLE FOR BRANDS THAT APPLY FOR SPONSORSHIP TO TAKE PLACE IN THIS AREA. IN THIS WAY, IN ADDITION TO PROVIDING SERVICE TO NEW AUDIENCES, THEY CAN BENEFIT FROM THE ENVIRONMENT CREATED AT THE FESTIVAL AND GAIN BRANDING AND DATABASE CREATION OPPORTUNITIES.

OTHER ACTIVITIES



FIRE DANCE



HIP-HOP DANSI



ZUMBA



KABILECOSTUME

ACTIVITIES: AN OPPORTUNITY

- THIS FESTIVAL PROVIDES AN UNFORGETTABLE EXPERIENCE TO THE AUDIENCE WITH ITS CREATIVE CONCEPTS AND UNIQUE STAGE PERFORMANCES, IT PROVIDES A GREAT ENVIRONMENT FOR BRANDS AND A UNIQUE OPPORTUNITY TO INTRODUCE THEMSELVES IN AN ENERGETIC, ARTISTIC ATMOSPHERE.
- HIP-HOP DANCES, FIRE DANCES AND LED LIGHT DISPLAYS WITH ENERGY-FILLED DISPLAYS. MARKALAR, BU ÖZEL ANLARLA OŞELEZLENDİRILEREK IZLEYICILERIN SINDAĞI BIR YER EDINEBILIR.
- THE ARTISTIC AND VISUAL DIVERSITY OF THE FESTIVAL ALLOWS BRANDS TO BE INTRODUCED TO THE AUDIENCE IN AN UNFORGETTABLE EXPERIENCE. ALSO, BY SUPPORTING HEALTH AND WELLNESS THEMES WITH DYNAMIC ACTIVITIES SUCH AS ZUMBA, BRANDS CAN BE ASSOCIATED WITH THESE VALUES.
- FESTIVAL, AS WELL AS A PLATFORM FOR SHOWCASING SPECIAL TALENTS, ALLOWS THE PARTICIPANTS TO EXPRESS THEIR CREATIVE POTENTIAL BY GIVING THEM INSPIRATION. IN THIS WAY, BRANDS CAN HIT A LARGE AUDIENCE BY BENEFITING FROM THE VISUAL-AESTHETIC POWER OF ART.

ADVANTAGE FOR BRANDS:

- THIS FESTIVAL OFFERS A UNIQUE PLATFORM WHERE THE BRANDS WILL REACH THOUSANDS OF PEOPLE AND LEAVE A STRONG IMPACT IN AN ENERGETIC AND ARTISTIC ATMOSPHERE.



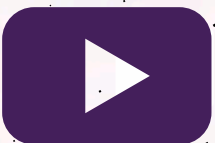
“ FROM ARTISTS
SOCIAL MEDIA
POSTER SHARING ”



9 M+



20 M+



20 M+



TARGET AUDIENCE



7,000+
PARTICIPATORS

Group A-B-C1
university students,
university graduates
private sector employees
music enthusiasts
social media users, internet users
and individuals seeking entertainment.

STATISTICS ARE BASED ON A SINGLE DAY



EUROPE



UKRAIN



TURLIYE



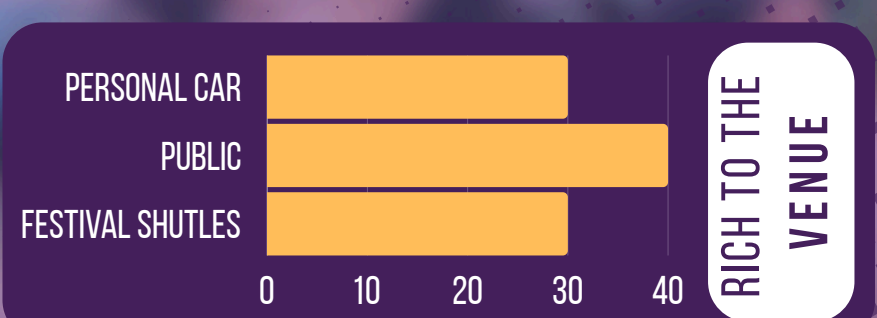
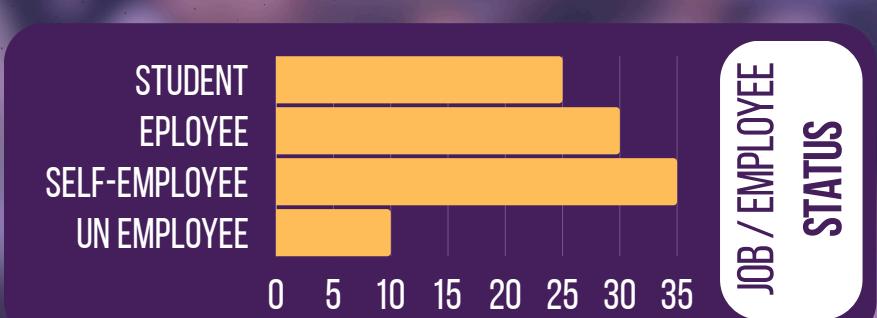
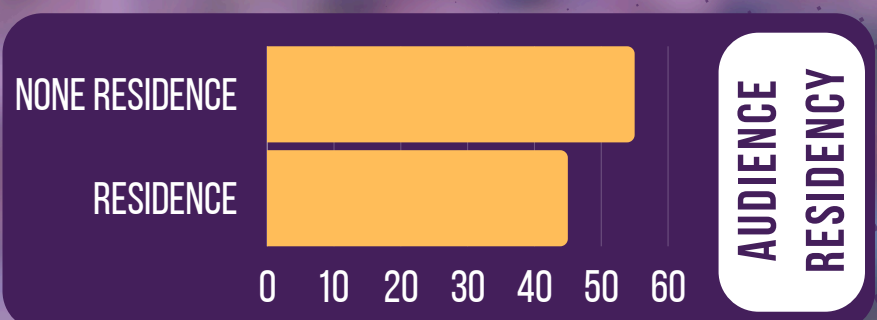
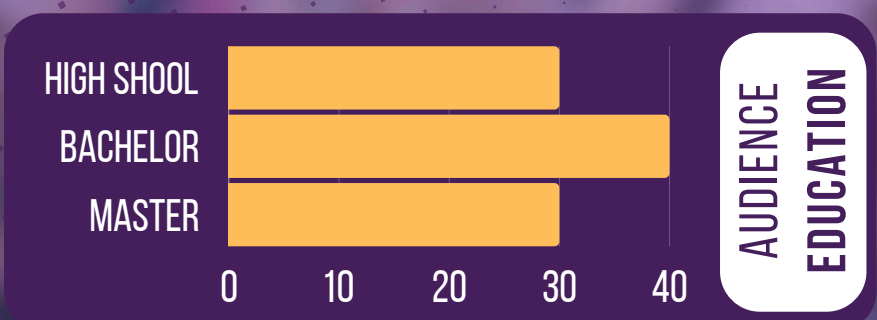
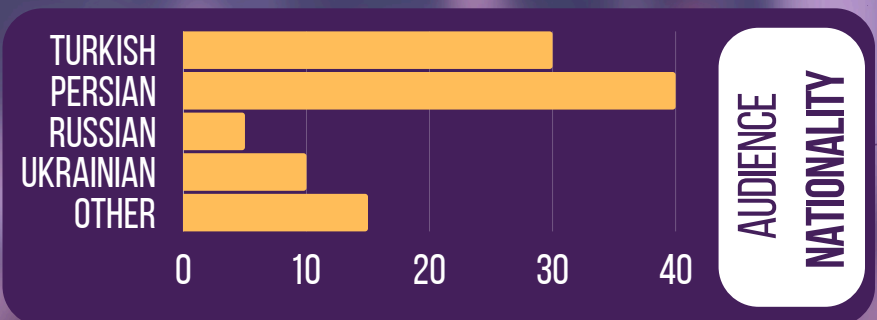
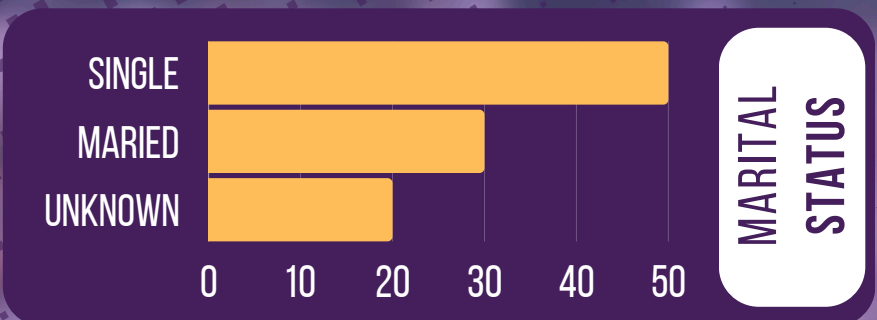
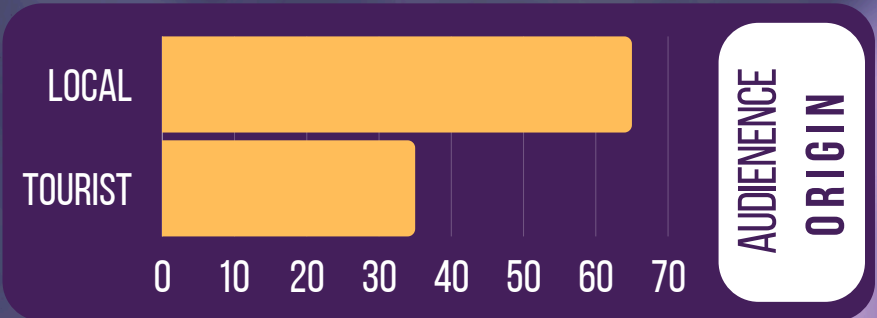
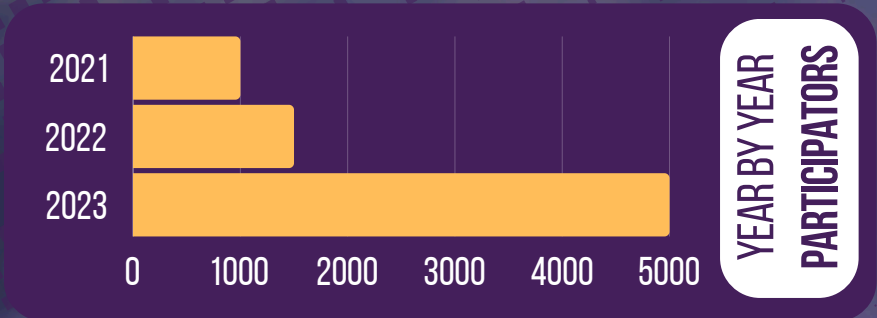
IRAN

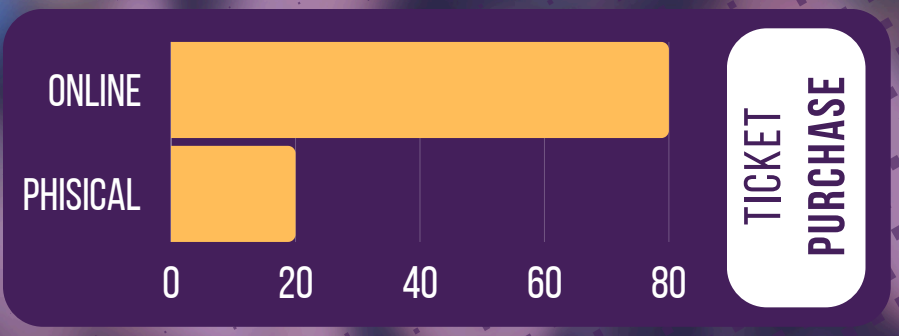
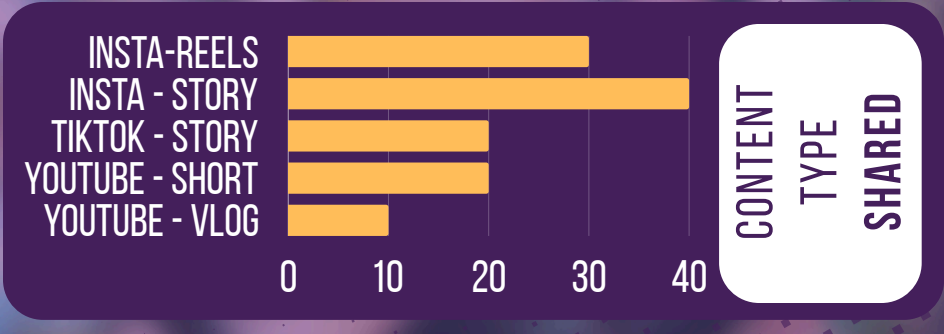
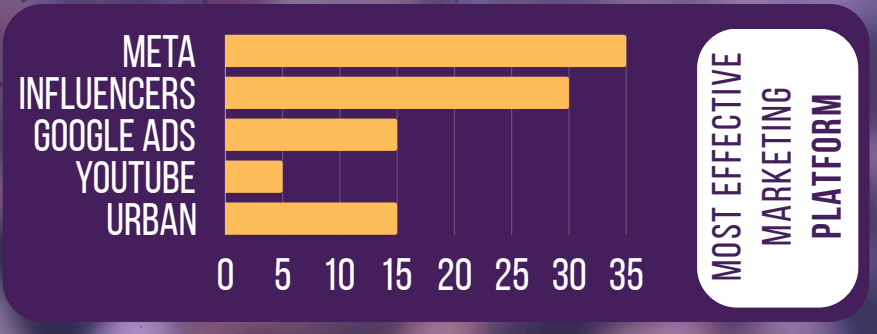
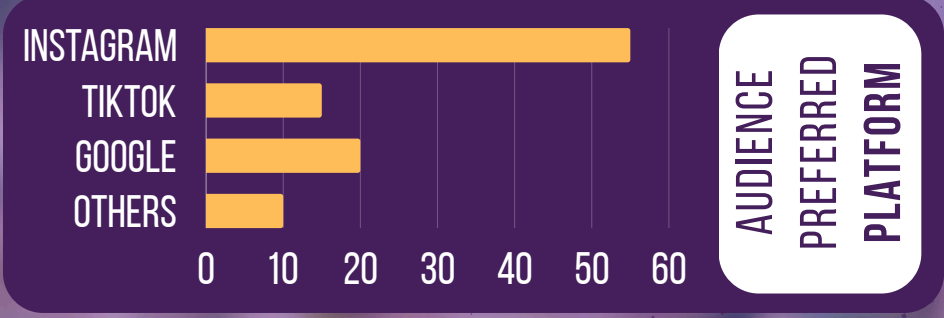
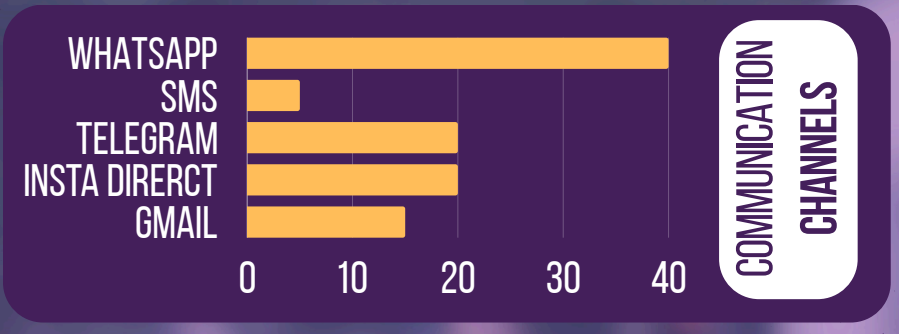
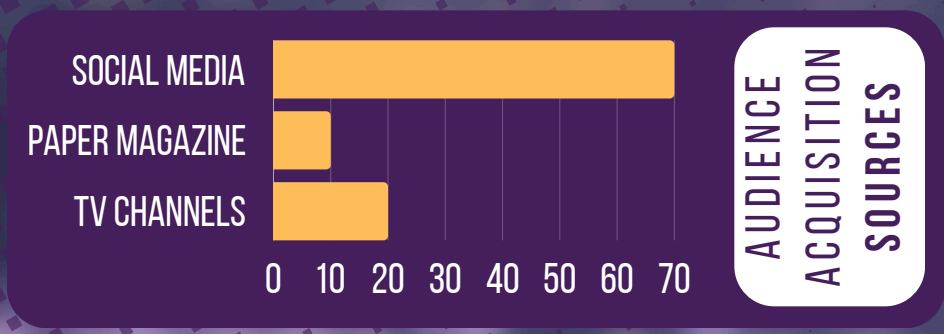


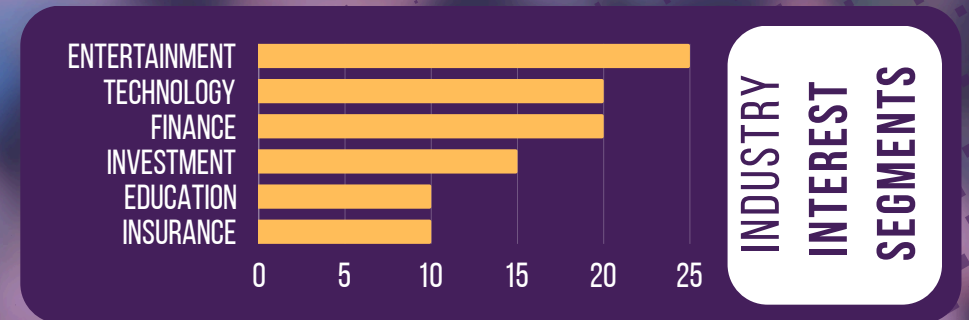
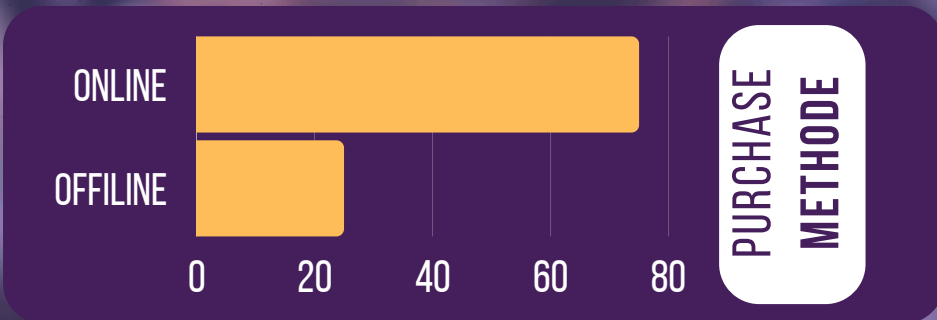
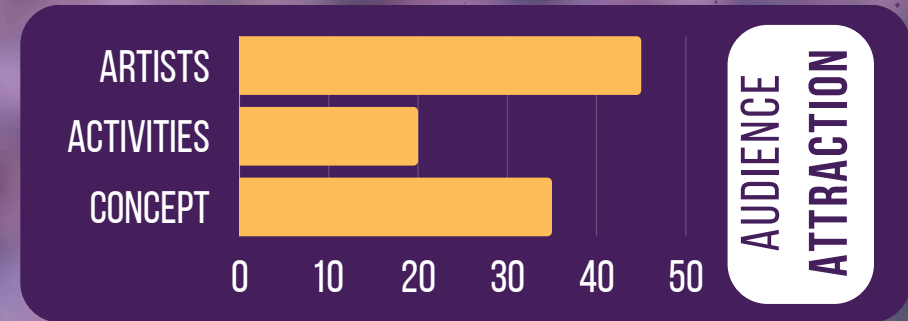
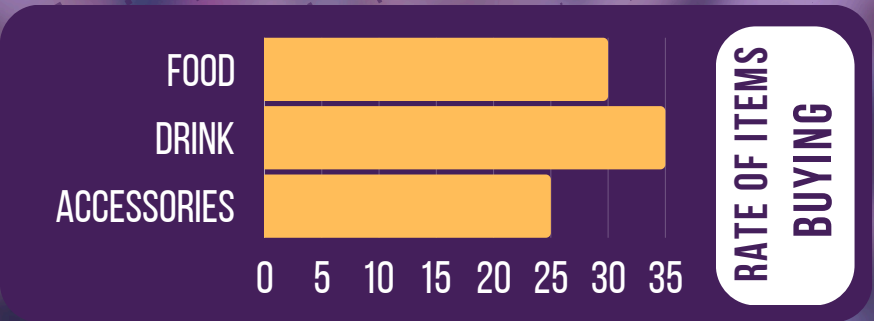
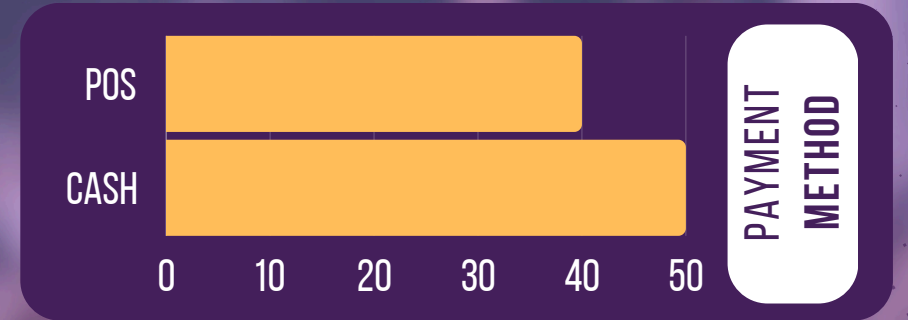
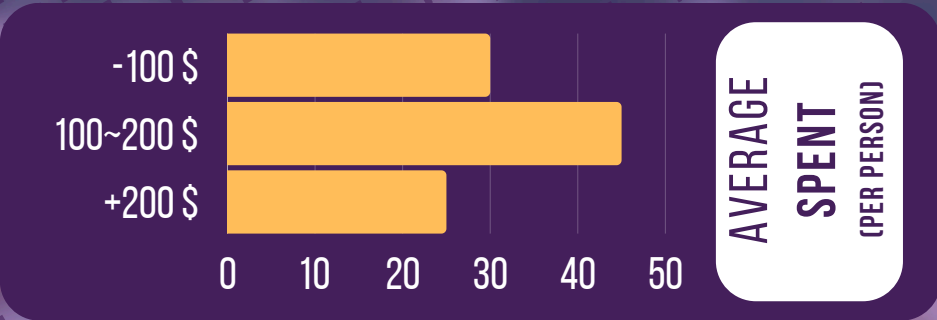
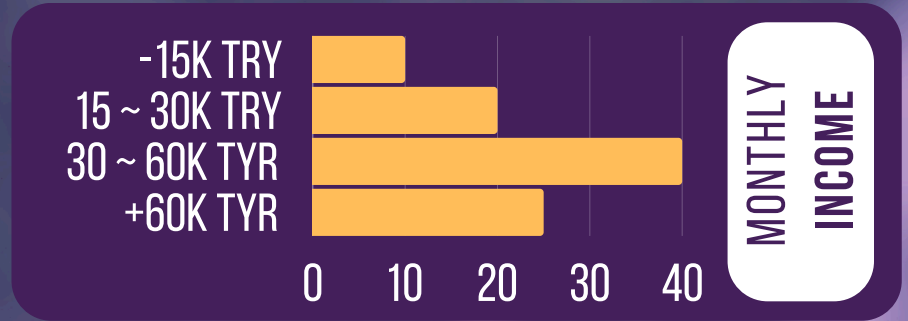
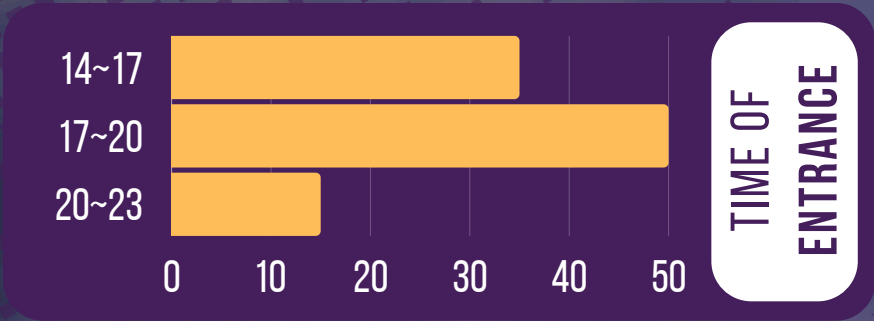
RUSSIA



MIDDLE EASST







WHY LTM FESTIVAL?

UNIQUE AND CAPTIVATING CONCEPT

- THE "COLOR PARTY" CONCEPT CREATES A VIBRANT AND CHEERFUL ATMOSPHERE THAT ESPECIALLY APPEALS TO THE YOUNGER GENERATION AND GEN Z.
- THIS UNFORGETTABLE EXPERIENCE ENHANCES CONTENT SHARING AMONG PARTICIPANTS, STRENGTHENING BRAND VISIBILITY.

MULTIFACETED MARKETING FOR MULTINATIONAL AUDIENCES

- TARGETED ADVERTISING TAILORED TO EACH COMMUNITY ATTRACTS NOT ONLY LOCALS BUT ALSO VISITORS FROM NEIGHBORING COUNTRIES. THIS ENABLES BRANDS TO GAIN NEW CUSTOMERS FROM DIVERSE CULTURES AND MARKETS.

LOCAL AND INTERNATIONAL ARTISTS

- BY FEATURING RENOWNED ARTISTS FROM VARIOUS COUNTRIES, THE FESTIVAL GAINS A MULTINATIONAL DIMENSION, OFFERING SPONSORS ACCESS TO NEW MARKETS.

FESTIVAL PHILOSOPHY AND SLOGAN

- WITH ITS SLOGAN "LIVE THE MOMENT," THE FESTIVAL DELIVERS A PHILOSOPHICAL MESSAGE ABOUT THE VALUE OF THE PRESENT MOMENT, RESONATING ESPECIALLY WITH THE YOUNGER GENERATION.

THIS PHILOSOPHY IS REFLECTED IN THE VISUAL DESIGNS AND PROMOTIONAL MATERIALS, FOSTERING GREATER ENGAGEMENT BETWEEN ATTENDEES AND SPONSORS.



PROMOTION PLAN

5

MONTHS OF EFFECTIVE AND TARGETED ADVERTISING

WITHIN THE SCOPE OF THE MEDIA PLAN, THE FOLLOWING CHANNELS ARE TARGETED:

TO REACH 3,000,000 + PEOPLE OUTDOORS, 10,000,000 + PEOPLE DIGITALLY,

TO REACH 4,500,000 + PEOPLE ON THE MEDIA (TV& RADIO).

. FACEBOOK AND INSTAGRAM:

IMPLEMENTING TARGETED AND EFFECTIVE CAMPAIGNS IN META USING ARTIST PAGES (SPECIAL TARGETED ADS)

. GOOGLE ADS:

IMPLEMENTING GOOGLE ADVERTISING CAMPAIGN USING DATABASE OF TICKET SALES SITES AND ARTIST PAGES (WITH SPECIAL VISUAL BANNERS)

. OLDSCHOOL MEDIYA COVERAGE:

INSERTING NEWS IN REPUTABLE PRINT AND DIGITAL PRESS AND TURKISH NEWSPAPERS AND MAGAZINES

. VISUAL MEDIA COVERAGE:

INTERVIEWS AND PREPARING ADVERTISING REPORTS ON CHANNELS

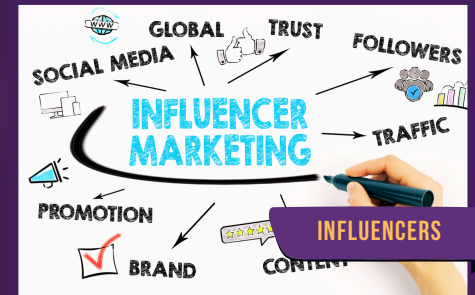
SUCH AS CHANNEL D, SHOW TV

(FROM 3 MONTH BEFORE TO THE WEEK AFTER THE FESTIVAL)

DJ ANNOUNCEMENTS ON RADIO FOR 15 DAYS BEFORE THE EVENT

. VIDEO SHARING ON INFLUENCER ACCOUNTS WITH AT LEAST 500,000 FOLLOWERS

. URBAN MARKETING AND ROCKET ADVERTISING WORK IN ISTANBUL FOR 1 WEEK



WHY BECOME A SPONSOR?

WIDE REACH AND BRAND AWARENESS

WITH 14,000 ATTENDEES AND 10 MILLION ESTIMATED ONLINE IMPRESSIONS, A 5% ENGAGEMENT RATE COULD GENERATE 500,000 INTERACTIONS. ADVERTISING IN PUBLIC SPACES AND BILLBOARDS MAY ALSO INCREASE BRAND AWARENESS AMONG AN ADDITIONAL 750,000 PEOPLE, AS PER TYPICAL OUTDOOR ADVERTISING BENCHMARKS.

ON-SITE INTERACTION AND SALES

DIRECT ENGAGEMENT THROUGH BOOTHS AND SAMPLING IS ESTIMATED TO ATTRACT INTEREST FROM 20% OF ATTENDEES (1,400 DAILY), WITH 5% MAKING PURCHASES. AT AN AVERAGE PURCHASE VALUE OF \$100, THIS COULD RESULT IN \$70,000 IN TOTAL ONSITE SALES OVER TWO DAYS.

DIGITAL SALES

IF 1% OF INTERACTIONS (500,000) CONVERT INTO ONLINE SALES, IT COULD YIELD 5,000 TRANSACTIONS AND APPROXIMATELY \$500,000 IN REVENUE. SUPPORTING LTM FESTIVAL OFFERS MEASURABLE RETURNS ALONGSIDE LONG-TERM BRAND EXPOSURE.



THE LTM FESTIVAL PLACES YOUR BRAND AT THE CENTER OF AN EXCITING INTERNATIONAL EVENT AND ENSURES LONG-TERM VISIBILITY

ACTIVATIONS

SOME OF THE WAYS WE CAN WORK TOGETHER LIST TYPES OF ASSETS AND ACTIVATIONS YOU HAVE ON OFFER FOR EXAMPLE



NAMING OPPORTUNITIES

ON SITE ACTIVITIES

BRAND RECOGNITION

VIP OPPORTUNITIES

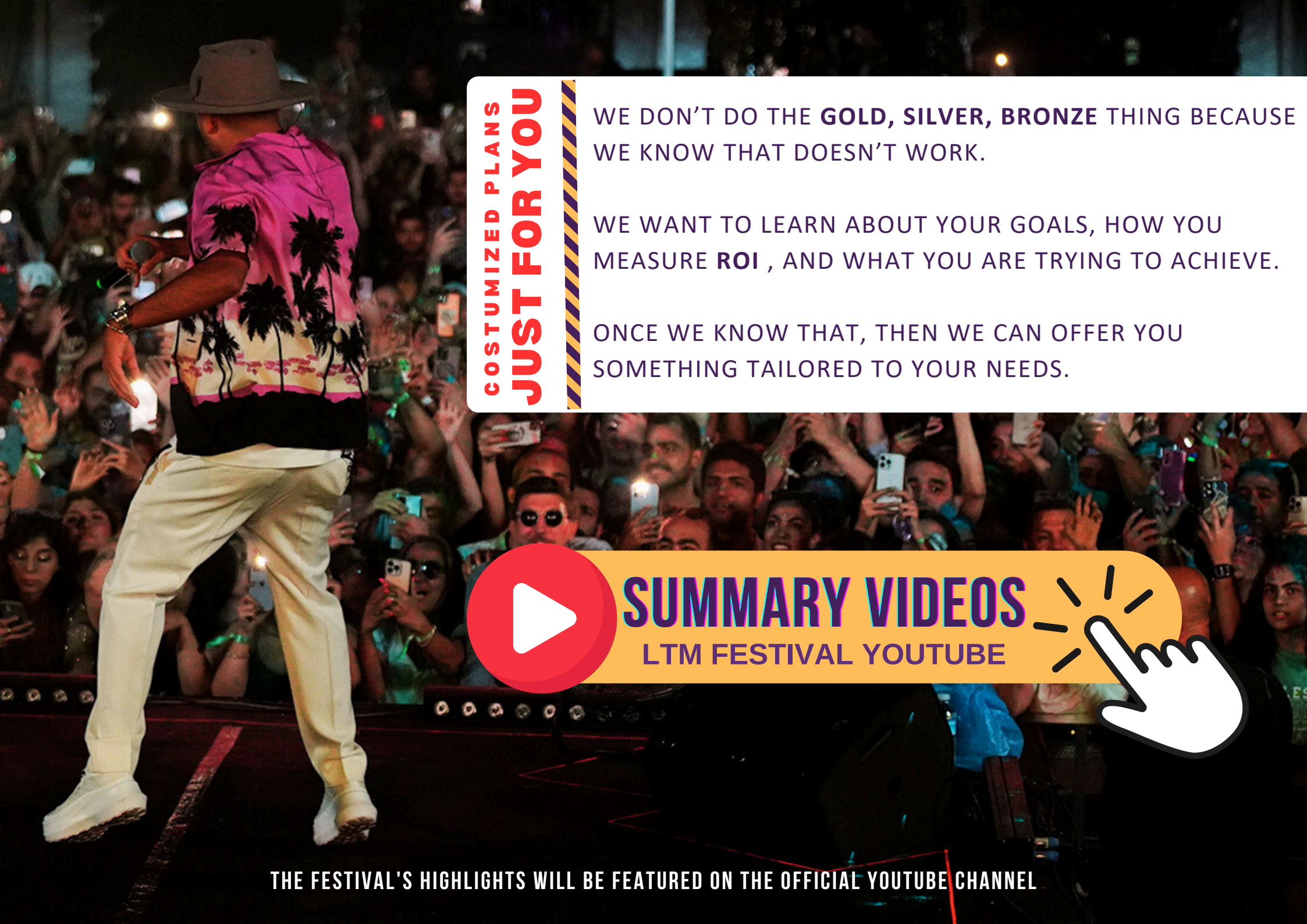
HOSPITALITY

SAMPLING

AUDIENCE DATA

EXPERIMENTAL MARKETING





**COSTUMIZED PLANS
JUST FOR YOU**

WE DON'T DO THE **GOLD, SILVER, BRONZE** THING BECAUSE WE KNOW THAT DOESN'T WORK.

WE WANT TO LEARN ABOUT YOUR GOALS, HOW YOU MEASURE **ROI** , AND WHAT YOU ARE TRYING TO ACHIEVE.

ONCE WE KNOW THAT, THEN WE CAN OFFER YOU SOMETHING TAILORED TO YOUR NEEDS.



SUMMARY VIDEOS

LTM FESTIVAL YOUTUBE



THE FESTIVAL'S HIGHLIGHTS WILL BE FEATURED ON THE OFFICIAL YOUTUBE CHANNEL



TAILORED SPONSORSHIP ACTIVATION PACKAGE

— — — — —

EACH LTM FESTIVAL SPONSOR RECEIVES A TAILORED BASE ACTIVATION PACKAGE, ADJUSTED ACCORDING TO THEIR NEEDS AND BUDGET.

THIS PACKAGE INCLUDES:

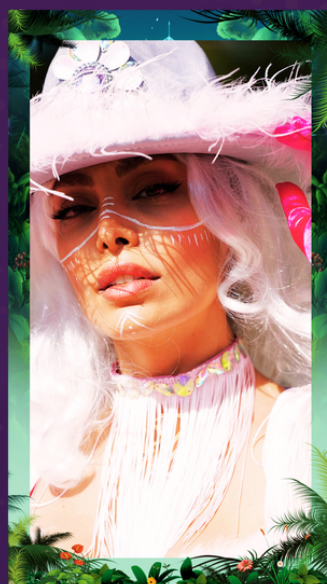
1. **BRANDING:** LOGO PLACEMENT ON BANNERS, DIGITAL SCREENS, AND ONLINE ASSETS.
2. **ONSITE ZONE:** A BOOTH FOR PRODUCT DISPLAYS AND INTERACTIVE EXPERIENCES.
3. **SOCIAL MEDIA:** POSTS, MENTIONS, AND INFLUENCER PARTNERSHIPS.
4. **VIP ENGAGEMENT:** VIP GIFTING AND BRAND INCLUSION IN THE EVENT GUIDE, WITH THE OPTION TO DISTRIBUTE VIP TICKETS.
5. **PRE/POST-EVENT EXPOSURE:** MENTIONS IN NEWSLETTERS AND RECAPS.

THE PACKAGE ENSURES BRAND VISIBILITY AND ENGAGEMENT, WITH THE SCOPE VARYING BASED ON THE SPONSOR'S GOALS AND INVESTMENT

GIVING AWAY A TOTAL OF 500 TICKETS TO SPONSORS WORTH APPROXIMATELY 1,000,000 TYR

PRODUCT PRESENTATION OF THE ARTIST
BACKSTAGE AND IN THE HOTEL ROOM

MAIN SPONSORS ARE ENTITLED TO CITY TRANSPORTATION AND
HOTEL ACCOMMODATION FOR 2 COMPANY OFFICIALS ON THE
CONCERT DATE.



THE PROPOSAL YOU SAW WAS JUST A SHORT INTRODUCTION TO THE LIVE THE MOMENT FESTIVAL.
IF YOU WOULD LIKE TO GET DETAILED INFORMATION ABOUT SPONSORSHIP PLANS AND BENEFITS, YOU CAN CONTACT US.

LET'S START NEGOTIATIONS



+905538061001



INFO@LTMFEST.COM

THANK YOU!



EUROPE



UKRAIN



TURLIYE



IRAN



RUSSIA



MIDDLE EASST



WWW.ARIYAPRODUCTION.COM



[@ARIYAPRODUCTION](https://www.instagram.com/ARIYAPRODUCTION)



IN PARTNERSHIP WITH
LINX MEDIA