

Resurgence Event Proposal
RESURGENCE x The Bridge Hotel

The Vision:

Both the team at Dopamine & Imagine SMTNG both strive to create an event that implements the high-end quality of production that they have experienced abroad. Both promoter brands have many years of experience in the nightlife industry as Artists, DJs and seasoned promoters.

What is RESURGENCE?

RESURGENCE, conceptually, is the revival of a movement in dance music culture in Sydney, unifying the new sound of melodic house and techno, indie dance, afro house and tech proliferating throughout the world.

Our goal is to create an event of the highest quality and shift the dance music scene towards a more refined style of event. In doing so, giving the experience to the attendees of events they may have experienced abroad and bringing that back to Sydney.

Coming back after a sold-out Warehouse event earlier this year, we bring Resurgence to the Bridge Hotel Saturday, September 24th, for a memorable night, unique and quality sound systems powered by L'acoustics, skilled selectors and artists that act as stewards of this resurgence and a fully immersive experience such that you would find in clubs like DC10, Nowadays, Clubspace Miami and more.

We will build a custom stage, lighting and sound design that encircles the whole crowd. The Boiler Room style setup allows the crowd to surround the artist on all sides (artist will be crowd level to create a boiler room atmosphere). To enhance this design, the visual elements will focus on this stage setup (custom fully operated lighting rig focusing on the center of the dancefloor as well as other design ideas such as LED screens overhead etc). These designs will be custom designed to suit the venue. Arian of Imagine SMTNG and owner of Integratd, has many years of experience running production for some of the biggest events and festivals both here and abroad. This experience ensures the professionalism of our operation and production setup.

In addition to custom lighting design, we will install a high-end 4-point sound system (depending on the venue, however, always surrounding all attendees) to ensure that the quality of the audio is spread equally amongst the dancefloor to create a fully immersive experience. At the Bridge Hotel, three different rooms with DJs have been arranged, each giving a different experience.

Why will this be effective?

Highly produced parties have exploded in major cities, with venues and promoters spotting them as an opportunity to maximise revenue by:

1. Attracting a more experienced, musically educated and affluent crowd who will stay in the venue for the duration of the event and purchase higher-priced drinks and cocktails throughout. Table/booth service is an avenue to explore with the venue.
2. Making it easier to sell out future events quickly and well in advance by building a following of more experienced clubbers who still want to go out and listen to underground/international House & Techno music with groups of friends frequently but are currently underserved and uninspired by regular events in Sydney.
3. After nearly 2 years of intermittent lockdowns, the older 30+ audience that has not been as active socially will likely be much more socially active over the next 12/24 months.

360's resident DJs and guest Artists will be skilled/experienced selectors, building the vibe and atmosphere as the party develops and the floor fills, playing the kind of music you would hear on the terraces of famous clubs like Space, Amnesia & DC10, with production to match, in order to create the same vibe in a more intimate venue.

The Team:

Max & Net - (Dopamine Collective, Gelassenehit, SoundWaves, Kode).

Shayan & Arian: - (Imagine SMTNG, SMTNG, Integratd Holding (production company, festivals and events)).

As Arian has extensive experience in club, event and festival stage production, he will advise and undertake staging, lighting and sound optimisation for the venue to fit with our brand.

Collectives:- Dopamine Collective + Imagine SMTNG

Both our teams have the same vision for this project and working together will ensure:

1. Wide promotion across all our personal networks.
2. We possess the wide range of skills and manpower it takes to build a successful event.

Links to socials:

Dopamine: <https://linktr.ee/dopaminecollective>

Gelassenheit: <https://linktr.ee/gelassenheit>

Kode: <https://linktr.ee/KodeSundays>

SoundWaves: <https://linktr.ee/SoundWaves.Collective>

SMTNG: <https://linktr.ee/SMTNG>

Imagine SMTNG: <https://bit.ly/3pO7IjD>

Integratd: <https://integratd.co/> + <https://www.instagram.com/integratd/>

Promotional avenues:

1. Through a systemised and strategic marketing campaign, we'll use our team's existing expertise and resources in both organic social content and paid ads linked to lead capture funnels using email, SMS, re-targeting and messenger channels to be omnipresent to our audience and the wider Sydney and national market. Using these platforms we can follow up frequently & consistently, add value to our subscribers through our shared love for the music and the scene, and promote our future events.
2. Co-promotions with other local events and brands. We'll partner with synergistic promoters currently running other well-produced events, offering incentives for their followers to attend our daytime & evening 360 events.
3. Through incentivised early release ticket offers and VIP guest lists. We'll use these to create momentum and scarcity as the catalyst for early ticket sales and to incentivise customers to get to the venue early.
4. Through engaging content and giveaways to augment sales, create hype & brand loyalty.
5. Through strategic invitations of key industry people and social media influences, offering them free entry and a dollar value bar spend.
6. Additionally, we will be creating photo and video content that will promote the brand and the venue. We consider investment into content creation crucial for brand reputation. We would share this content with you free of charge.