



MUSIC INDUSTRY PARTY AND NETWORKING DURING SXSW

THE RIDICULOUS BOAT PARTY RETURNS

SXSW is the largest music and innovation conference and festival in the world. The Ridiculous Boat returns for a second year on Lady Bird Lake offering a unique event space where a curated guest list of innovative music industry and tech delegates can attend, network and enjoy musical performances.



THE DETAILS



Cruise & Lounge options

11 March

100 guests for cruises

Live music

Food & drink options

Step and Repeat wall

SPONSORSHIP OPPORTUNITIES FROM \$1000

Join forces with Ridiculous Biz to host an epic experience on Ladybird Lake during SXSW. Last year the Ridiculous Boat Party attracted RSVPs from more than 3000 people in the music and tech sectors including labels, streaming platforms, social media platforms, managers, publishers and marketing services. Previous sponsors include Department of Business and Trade, AIM, Amplead, Blackstar Amps, LICKS magazine, and Lazarus Brewery.

OPTION A: BOOZY BRUNCH (10AM-1PM)

This can either be stationary or a brunch cruise (disembarkation for the cruise would be at 11am)

\$7.5k inclusive of the 2 hour cruise

\$6k for a dock-side lounge online (no cruise)

OPTION B: DOCKSIDE LOUNGE WITH HAPPY HOUR DRINKS (2-5PM)

A unique riverboat lounge with food and drink options to suit your brand.

\$6k

OPTION C: SUNSET CRUISE (7-10PM)

A two-hour cruise during sunset with a chance to see Austin's legendary bats, followed by a dockside party for the remaining hour.

\$3.5k for supporting sponsor (x3 spaces available)

\$8k for headline sponsor

OPTION D: BRAND PRESENCE FROM AFAR (ALL DAY)

For companies that aren't attending SXSW but would still like brand presence at the event.

\$1000 (sponsorship only includes starred benefits below)

Sponsorship packages include:

- Food and drink for 100 people, plus cash bar service
- Your lightbox/merch at the event (for you to supply)
- Email marketing to our database of 3000+*
- Logo on step and repeat for the whole day*
- Access to all the professional photos and videos taken at the event*
- 10 tickets for the sunset cruise, brunch, or happy hour for headline sponsors, 5 tickets per supporting sponsor
- Option for live music at each event and 1 slot available on Sunset Cruise for headline sponsor