



**BROMBERG'S**  
**BIG NOISE**  
MUSIC FESTIVAL

## BRAND PARTNERSHIP GUIDE

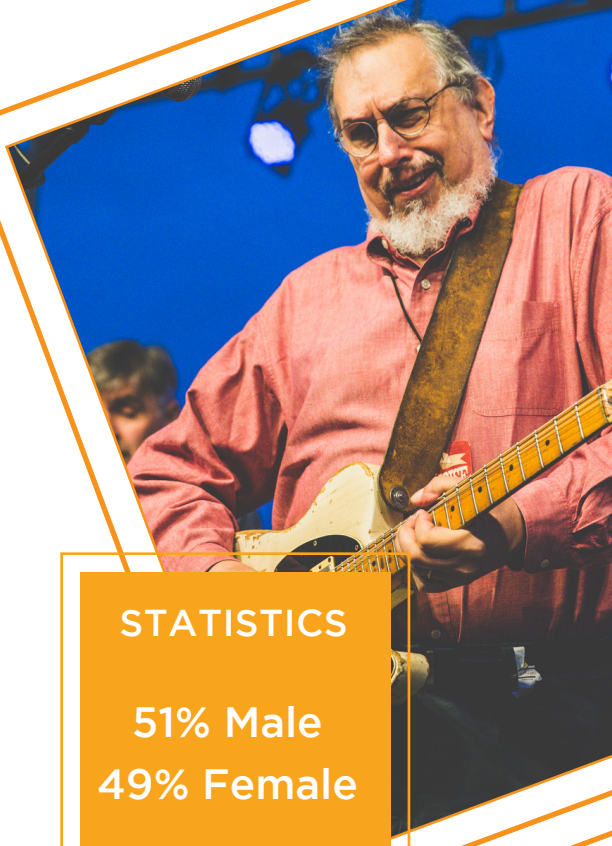
May 19 - 20 2018 | Tubman Garrett Park | Wilmington DE

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# WHO WE ARE.

Big Noise is the premier Americana festival in the Mid-Atlantic. We work with a wide variety of brands to raise their profile through our diverse marketing channels. Instead of being just another name, our partners are integrated into our operation in a profound way that adds value to the festival attendees experience. It starts with the build-up to our on-sale date and continues through unique post-event recaps. We are focused on driving metrics and creating a top of mind position for your brand.

In an often crowded festival space Big Noise finds a perfect fit meshing a nationally acclaimed lineup with a refined group of festival attendees, thus allowing brands the opportunity to test products and strategies without the exorbitant cost.



## THE EVENT

On-site attendance

**4K-8K**

Pre-Event Series

**2K**

## LOCATION

Tubman  
Garrett  
Riverfront Park

## STATISTICS

51% Male  
49% Female

## FORMAT

An advance sales  
ticketed event  
founded in:

**2010**

## GENRE

Americana  
**MUSIC**

## PERFORMANCE

**10+**

Musical  
Performances

**2 DAYS!**

## ATTENDEES

**50%**  
ages 35-53



# BRAND REACH.

**Multi-Channel Coverage, Creating unique impressions across multiple mediums.**

Big Noise media campaigns generate thousands of impressions through our unique strategies and specialized media channels.

## Primary Promotion & Media Exposure For Your Brand

Align your marketing efforts with Big Noise's through co-branded promotional campaigns that are custom designed and outfitted to showcase your brand.

## Press Support For Your Activations and Ad Spends

Unique sponsorship programs get the attention of local and national media alike. We assist you throughout the process in promoting your efforts to the music, culture, and business channels. When you book early, before our lineup announcements, you'll be sure to maximize the exposure for your brand.



## Contests and Giveaways

Nothing builds goodwill on the part of your brand like sponsored giveaways and contests that benefit our audience. We can enable your programs with valuable incentives... artist access, official merchandise, and unique items autographed by artists.

## Custom Promotional Campaigns

Some of our most impactful promotional efforts for our brand partners focus not only on the end consumer, but also on the retail and distribution clients. In-store advertising, themed nights and co-branded incentive programs that drive traffic from the street to your retail can be provided on a turnkey basis. We offer our brand partners a great atmosphere for hospitality that includes all access privileges.

ONLINE



SOCIAL  
MEDIA

RADIO



OUTDOOR  
& STREET

PRINT  
& PRESS



# BRAND IMPACT.

## High Profile Activations and Co-Branded Marketing Efforts - The Possibilities

Big Noise's goal is to help your activations and promotions achieve the biggest imprint possible. With our unique set of characteristics and our ability to cater to your specific goals, we will work with you to achieve the success that few others can. We are small enough to test out your new projects and large enough to proof concepts.

### Artist Relationships

Many brands prefer their campaign to have a direct relationship to an artist. At Big Noise we can help establish relationships with the acts and deliver influencer audiences within your key demographic. From simple meet-and-greets, to one-of-a-kind invite only experiences, Big Noise can leverage the relationships that will make your brand stand out.

### Title Sponsorship and Hosted Public/Private Events

Big Noise doesn't end with the one-day event in Wilmington. With Pre and Post Events in Philadelphia, and other suburbs, the music doesn't end. With our relationships with local public and private venues we can produce invite-only affairs that key on a variety of activities enjoyed by our customers. Our focus is on diverse entertainment offerings and paring your brand with the best possible format for success.

### Value-Added Programs

We can definitely put your brand and logos on stage or all over the festival grounds for that matter, but we can also do so much more than that to connect you with our people. How about a branded onsite contest where you could win Big Noise tickets for life? We can do BIG things at BIG Noise with your BIG help!

We appreciate the support of these past sponsors:

