



# PARTNERSHIP OPPORTUNITIES 2016 - 2017



“IT WAS SO EPIC!  
**I HAD A BLAST**  
PLAYING MINUS ZERO FESTIVAL  
IN VERMONT THIS YEAR!”

-JAUZ







PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

T H E C O N C E P T

## REACH MILLENNAILS AT 3 MAJOR RESORTS THIS SEASON AND TAP INTO THE AFFLUENT WINTER SPORTS MARKET

---

Minus Zero is the only national Winter EDM Music festival covering Los Angeles, Denver, Vermont & New York Markets. Each two-day performance mixes the best in musical talent with art, culture, and winter sports entertainment.

In 2016, Minus Zero will reach 40,000 individuals making its the #1 winter resort music series in North America.

[VIEW THE EXPERIENCE](#)





PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

# T H E V E N U E S

★  
POTENTIAL 2016-2017 VENUE



SOUTHERN CALIFORNIA'S  
CLOSEST WINTER RESORT

**MARKET**  
LOS ANGELES

**5,000**  
SEASON PASS HOLDERS

★  
POTENTIAL 2016-2017 VENUE



**WINTER PARK**

ONE OF THE TOP 10  
RESORTS IN THE COUNTRY

**MARKET**  
DENVER

**132,000**  
SEASON PASS HOLDERS



20 MILLION NEW YORKERS  
CAN'T BE WRONG

**MARKET**  
VERMONT / NEW YORK

**26,000**  
SEASON PASS HOLDERS

**REACH 40,000 GUESTS AT 3 WORLD CLASS RESORTS**  
**GENERATE ANOTHER 495,000 ON-SITE IMPRESSIONS**

OVER THE COURSE OF THE PROMOTION AND BE DIRECTLY PROMOTED TO 200,000 SEASON PASS HOLDERS





PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

# A R T I S T S

2 0 1 5

2 0 1 6

Jamie Jones

Zen Freeman

Paul Oakenfold

deadmau5

Imposter

Lee Burridge

Doc Martin

Robert Babicz

Kaskade

Luke Alexander

Dance Spirit

Marquess Wyatt

Moon Boots

Thomas Jack

Mich Chach

Jon

Mr C

Manik

Gorgon City

DJ Ragoza

Charnis

David Scuba

Droog

Jauz

Bamboora

Andrei Osyka

Raul Campos

Plastic Love

Atlas

Casey Kiss

Freddy Be

Danny B.

Tara Brooke

Serge Devant

Fiction of Red

Human Resources

Bones & Troy Kurtz

JJ Flores

Tony Arzadon

Sam Allan

Deep Jesus

Adam Auburn

Goshfather & Jinco

Dude N Guy

Voltran

Marbs

Kedd Cook

Carlos Astuti

Human Resources

Capital City

Benjamin Beck

Bixel Boys

Ec Twins

Cameron St. Denis

DJ Reza

Steve Castro

Mark Lewis

La 'Reda





PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

# M A R K E T I N G

## WEBSITE

**50,000+ UNIQUE**

MinusZeroFestival.com Visitors

**15,000+ YOUTUBE**

Fan Views On Videos

**10,000+ POSTS**

Posts with #MinusZeroFestival

**25,000+ SNAPCHAT**

GeoFilter Snapchat Views

**13M+ FACEBOOK**

Facebook Brand Impressions

**3M+ INSTAGRAM**

Instagram Brand Impressions

**5M+ TWITTER**

Twitter Brand Impressions

## DIGITAL ADVERTISING

**350,000+ EMAIL SUBSCRIBERS**

across all Minus Zero databases.

Month long media blasts in each major market including event listings, "pre-purchase" call to action, & "enter to win" campaigns.

## STREET TEAM ADVERTISING

Localized poster and flyer distribution in each of the four markets of ski towns.







PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

# PUBLIC RELATIONS

## billboard

February 24, 2016

### Minus Zero Festival Announces Vermont Lineup: Deadmau5, Kaskade & More (Exclusive)

2/24/2016 by Matt Medved



Billboard Dance is exclusively announcing the lineup for Minus Zero Festival's northeast edition in Stratton Mountain, Vt. from April 9-10.

Headliners **deadmau5** and **Kaskade** will be joined by **Thomas Jack**, **Gorgon City**, **Jauz**, **ATLAS**, **Tony Arzadon** and more.

**Osheaga Announces 2016 Lineup:**  
**Radiohead**, **Red Hot Chili Peppers**,  
**Lana Del Rey & More**



Minus Zero Festival has also announced editions in Denver, Co. and Wrightwood, Ca, partnering with Las Vegas firm Silent Partner Entertainment Group for all booking and marketing needs.

Tickets will be available from Feb. 26 at [minuszerofestival.com](http://minuszerofestival.com).

## PRESS CLIPS

### DANCING ASTRONAUT



February 24, 2016

#### Deadmau5 and Kaskade to headline Minus Zero in Vermont

Feb 24 2016



Earlier this month, winter music festival [Minus Zero](#) announced their expansion beyond California with additional shows in Colorado and Vermont. This news also revealed details of the first installment, which takes place April 2 and 3 in Winter Park, CO. [Kaskade](#), who is one of the Colorado headliners, is now set to play the second Minus Zero show, set a week later in Stratton Mountain, VT.

[Deadmau5](#) will also play the Vermont event, scheduled for a headlining set on Saturday, with [Kaskade](#) closing out the Sunday show. Other performers for the two-day event include [ATLAS](#), [Gorgon City](#) (DJ set), [Jauz](#), and [Thomas Jack](#).

The full lineup for the Vermont edition of Minus Zero can be found below, with passes on sale Friday starting at \$85 for one day, or \$99 for the weekend.



MAY 2016

ON THE FLOOR

Pierce Fulton



ON THE FLOOR



## The Manchester Journal

April 20, 2016

### EDM DJ reflects on return to hometown for music festival

Pierce Fulton grew up in Stratton and showed off his emerging talents for family and friends

By Makyla McGeeney

[mmcgeeney@benningtonbanner.com](mailto:mmcgeeney@benningtonbanner.com) @MC\_McGeeney on Twitter

POSTED: 04/20/2016 03:02:39 PM EDT

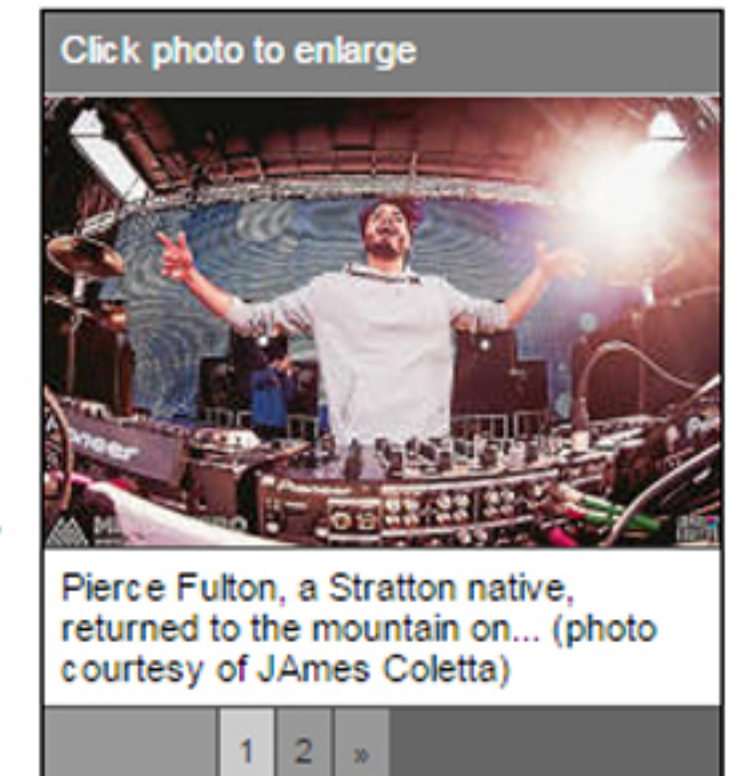
**STRATTON** >> At 8 years old, Pierce Fulton was taking snowboarding lessons at Stratton Mountain & Resort. Fast forward 15 years later, and he returned to perform at the Minus Zero Music Festival for all of his high school and college friends and family at the same location.

Growing up in Stratton, Fulton graduated from Burr & Burton in 2010 and went on to the University of Vermont for two years. After his momentum grew for music production, the artist left to pursue a full time career in the field. To Brooklyn and now Los Angeles, Fulton reflects on his high school music classes and guitar skills while generating electronic dance music or EDM, which ultimately brought him back to his stomping grounds on April 9.

"It was totally nuts," Fulton said on his return. "I had my family, high school and college friends and my high school music teacher in the crowd. I also got to snowboard for the first time in 3 years a few hours before my set which was incredible."

From time to time he'll return to Burr & Burton and meet with students.

Inspiration for the musician's talent stems from his great grandfather's singing, songwriting and trombone playing career. Their middle names, Collins, are even the same.



Pierce Fulton, a Stratton native, returned to the mountain on... (photo courtesy of James Coletta)

## YOU'REDM

March 31, 2016



### PIERCE FULTON TELLS US WHAT WE NEED TO DO IN VERMONT FOR MINUS ZERO FESTIVAL

YOUR EDM STAFF x MARCH 31, 2016

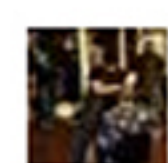
GUEST EDITORIAL FROM PIERCE FULTON:

## SOCIAL MEDIA CLIPS



**Ryan Blanchard** Absolutely EPIC Day/ Night!! It was so much fun Skiing and then partying all night. GREAT crowd good vibes and awesome music. IT IS ALL ABOUT THE MUSIC FOLKS!!!

Unlike · Reply · Message · 4 · April 10 at 3:32pm



**Andrew Scarbriel** Been to edc ultra and Tomorrowworld and this was one of my favorite's with the location the in and out access and hotel

Unlike · Reply · Message · 2 · May 3 at 6:31pm



**Heather Herindeen** Loved everything about it!! Super well planned, well organized, no issues at all. Never even had to wait in a bathroom line the entire day. Perfect conditions. No complaints here! THANK YOU for everything! Can't wait to see the pics and video footage!

Like · Reply · Message · 5 · April 11 at 3:30pm

**Minus Zero Festival** So happy to hear that! See you next time!

Like · Reply · 2 · Commented on by Lauren Linck (?) · April 12 at 11:21am



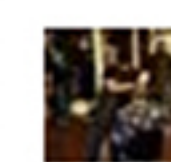
**John DosBicycles** Awesome show this weekend. Thanks!

Unlike · Reply · Message · 2 · April 12 at 7:19pm



**Jill Ann Cray** Yup pretty epic set Kaskade

Unlike · Reply · Message · 2 · April 12 at 12:08pm



**Andrew Scarbriel** One Of My Favorite Kaskade Sets

Unlike · Reply · Message · 2 · April 12 at 12:05pm



**Kyle Pearce** Shit was lit!!!! Bring Borgore next time!!!!

Unlike · Reply · Message · 2 · April 12 at 2:16pm



**Jonathan Deno Machiavelli** Lit x 10^8th

Unlike · Reply · Message · 1 · April 12 at 12:24pm



**Shick Nepard** Incredible experience!! Can't wait til next year! Thank u for all the hard work you guys put into it

Unlike · Reply · Message · 3 · April 12 at 11:38am





PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017

# PUBLIC RELATIONS

220+ MILLION IMPRESSIONS

YAHOO!  
MUSIC

Search

Search

Music Home Live Nation Sasquatch! Backstage Reality Rocks Interviews ...

## Minus Zero Festival Announces Vermont Lineup: Deadmau5, Kaskade & More (Exclusive)

Billboard

February 24, 2016



billboard  
@billboard

Follow

.@MinusZeroFest Vermont lineup includes Deadmau5, Kaskade and more (exclusive)  
[blbrd.cm/lwNfd9](http://blbrd.cm/lwNfd9)



3.8+  
MILLION

FOLLOWERS

689K+

IMPRESSIONS

RETWEETS  
53

LIKES  
141



4:15 PM - 24 Feb 2016



MASS EDMC  
@MASSEDMC



Follow

The time has come - @minuszerofest is TOMORROW! | INFO: [bit.ly/minuszeroVT](http://bit.ly/minuszeroVT)



Pollstar  
@Pollstar



Follow

Festival Noize: Okeechobee, All Good, Bunbury, Lost Highway, High Sierra, Minus Zero & More  
[pollstar.com/news\\_article.a...](http://pollstar.com/news_article.a...)



Vents Magazine  
@ventsmagazine



Follow

MINUS ZERO FESTIVAL Announces deadmau5, Kaskade and More For Stratton, VT Edition  
[ventsmagazine.com/2016/02/24/min...](http://ventsmagazine.com/2016/02/24/min...)



mileHImusic.com  
@MileHI\_Music



Follow

Minus Zero Festival: Featuring Diplo & Kaskade |  
[milehimusic.com/minus-zero-fes...](http://milehimusic.com/minus-zero-fes...)  
#mileHImusic



Party Time Magazine  
@partytimemag



Follow

MINUS ZERO FESTIVAL completes successful 2016 launch at Stratton Mountain Resort in VT, April 9 & 10 [ow.ly/4mPnrz](http://ow.ly/4mPnrz)



Vents Magazine  
@ventsmagazine



Follow

MINUS ZERO FESTIVAL Announces deadmau5, Kaskade and More For Stratton, VT Edition  
[ventsmagazine.com/2016/02/24/min...](http://ventsmagazine.com/2016/02/24/min...)

MEDIA  
IMPRESSIONS



Vermont News  
@vermont\_news



Follow

BBan Minus Zero Music Festival to shred Stratton on April 9 to wrap up sport season: SOUTH LONDONDERRY &GT;&GT...



Minus Zero Music Festival to shred Stratton on April 9 to wrap up sport season  
SOUTH LONDONDERRY — For two days, Stratton Mountain will host the Minus Zero Festival featuring electronic music headliners deadmau5 and Kaskade. On A...  
[benningtonbanner.com](http://benningtonbanner.com)



## AUDIENCE

Active, affluent Millennials  
who like to travel, eat good food,  
and share interesting  
experiences over a myriad of  
social channels.

Millennials are used to  
instant gratification, often think  
there lives are spinning out of  
control and don't mind  
spending money on brands  
they believe in.

## INCOME

8% under \$50k

38% between \$50k - \$100k

33% between \$100k - \$150k

17% between \$150k - \$200k

4% above \$200k

## GENDER



**57%**  
MALES



**43%**  
FEMALES

## SPORTS INTEREST



**68%**  
SKI



**32%**  
SNOWBOARD





**PARTNERSHIP  
OPPORTUNITIES  
2016 - 2017**

**O P P O R T U N I T I E S**

# **TYPES OF SPONSORSHIPS**

**PRESENTING SPONSOR**

**TRANSPORTATION PARTNER**

**EXCLUSIVE PREMIUM LIQUOR**

**APPAREL SPONSOR**

**TRANSPORTATION PARTNER**

**EXCLUSIVE PREMIUM LIQUOR**

## **ENTITLEMENTS**

### **EXPERIENCE + HOSPITALITY**

Opportunity to offer first access and priority pre-sale tickets to customers and clients.

Opportunity to create brand experiences including backstage passes, artist meet-n-greets, signed merchandise, sound check parties, and exclusive after parties not available to the public.

### **BRAND PROFILE + ON-SITE VISIBILITY**

Brand to appear on venue signage (exterior and interior) including box office, kiosks, media tent, motion graphics on LED / LCD / Jumbo-Tron screens and TV monitors throughout the festival.

Opportunity for brand to appear on all marketing and advertising including email, flyers, posters, printed tickets, e-tickets, room keys, and more.

Opportunity to provide gifting to talent and media on-site as well as sampling of product to festival attendees.





**“If you’re looking for an affluent market that spends money on travel, hobbies and leisure activities, you can’t go wrong with skiers.”**

TARGETMARKETINGMAG.COM

**“Amazing concept and truly epic lineup of talent & entertainment.”**

PAUL OAKENFOLD

**“The festival producers made it easy on us by attracting the best audience we’ve encountoured.”**

FOREST SERVICE

**“The best lineup we’ve ever promoted in the U.S.”**

RESIDENT ADVISOR





**MINUS ZERO**  
WINTER SPORT & MUSIC FESTIVAL

# PARTNERSHIP OPPORTUNITIES 2016

---

## SPONSORSHIP INQUIRIES

[SPONSORSHIPS@WINTERMUSICFESTIVALS.COM](mailto:SPONSORSHIPS@WINTERMUSICFESTIVALS.COM)  
[MINUSZEROFESTIVAL.COM](http://MINUSZEROFESTIVAL.COM)  
[@MINUSZEROFEST](https://twitter.com/MINUSZEROFEST)