

#LIPMUSICFESTIVAL

LOST IN PARADISE

MUSIC FESTIVAL

DECEMBER 15-16, 2018



SpectrumLink
ENTERTAINMENT

LOST IN PARADISE: DEBUT

A vibrant poster for the 'Lost In Paradise' music festival. The background features a night view of a tropical coastline with palm trees and city lights reflected in the water. The festival title is in large, bold, white letters. The dates are in yellow. The artist lineup is listed in a colorful, gradient font. The venue logo is at the bottom left, and the sponsor logo is at the bottom right.

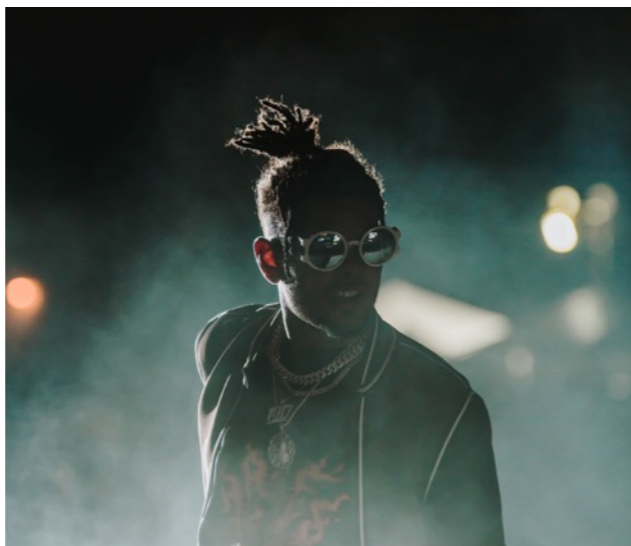
LOST IN PARADISE
music festival

JULY 21-22, 2018

KAPOLEI
EVENTS CENTER

POWERED BY:
SpectrumLink
ENTERTAINMENT

DJ SNAKE
FLOSSTRADAMUS
LUDACRIS * JUICY J
SMOKEPURPP * KID INK
PARTY FAVOR * ERIC BELLINGER
MARC E. BASSY * FIJI
MORTEN * JOE MAZ
DSHARP * DUELLE * DJ KAZAA



LOST IN PARADISE: WINTER EDITION

WE WILL SELECT 10-14 ACTS FROM THE LIST BELOW

DRAKE, CARDI B, MARSHMELLOW, CALVIN HARRIS, KENDRICK LAMAR, J. COLE, MIGOS, ALESSO, NICKI MINAJ, MARTIN GARRIX, TRAVIS SCOTT, DIPLO, CHANCE THE RAPPER, POST MALONE, LIL WAYNE, ARMIN VAN BUUREN, STEVE AOKI, KHALID, AFROJACK, FUTURE, G-EAZY, CHROMEO, SZA, KEHLANI, SNOOP DOGG, DAMIAN "JR. GONG" MARLEY, WIZ KHALIFA, A\$AP ROCKY, BIG SEAN, AXWELL & INGROSSO, KYGO, 50 CENT, LIL UZI VERT, MIGUEL, KSHMR, ALISON WONDERLAND, DILLION FRANCIS, PORTER ROBINSON, LIL PUMP, YELLOW CLAW, TYGA, 2 CHAINZ, GUCCI MANE, SEAN PAUL, TREY SONGZ, JEREMIH, RICH DA KID, RICH BRIAN, DJ MUSTARD, BORGEIOUS, REZZ, COLLIE BUDDZ, CASH CASH, KNIFE PARTY, O.T GENASIS, KRANIUM, BLACKBEAR, BAAUER, \$UICIDEBOYS\$, PLAYBOI CARTI, TINASHE, KAYZO, MADEON, CASHMERE CAT, MR. CARMACK, TY DOLLA \$IGN AND SOBXRBE

Honolulu, Hawaii

Sometimes called “The Gathering Place,” Oahu certainly lives up to its name. The third largest Hawaiian island is home to the majority of Hawaii’s diverse population. What Honolulu lacks in volume it makes up for in Spirit and the “Aloha spirit” is contagious. This wonderful paradise the ideal location for this state of the art musical experience.





THE CAUSE



American Renaissance Academy (ARA) is a non-profit 501(c)(3) organization, independent, co-educational, and fully accredited college preparatory school founded on the principles of offering small class size, individualized attention, the incorporation of technology, and a strong emphasis on the performing arts.

Vision

To enable our students to achieve their fullest potential prepared to compete and lead in an evolving global Society.

Mission Statement

American Renaissance Academy provides students a rigorous, individualized, and comprehensive college-preparatory education. This is accomplished by challenging students to think critically and creatively while instilling in them a passion for artistic growth and life-long learning.



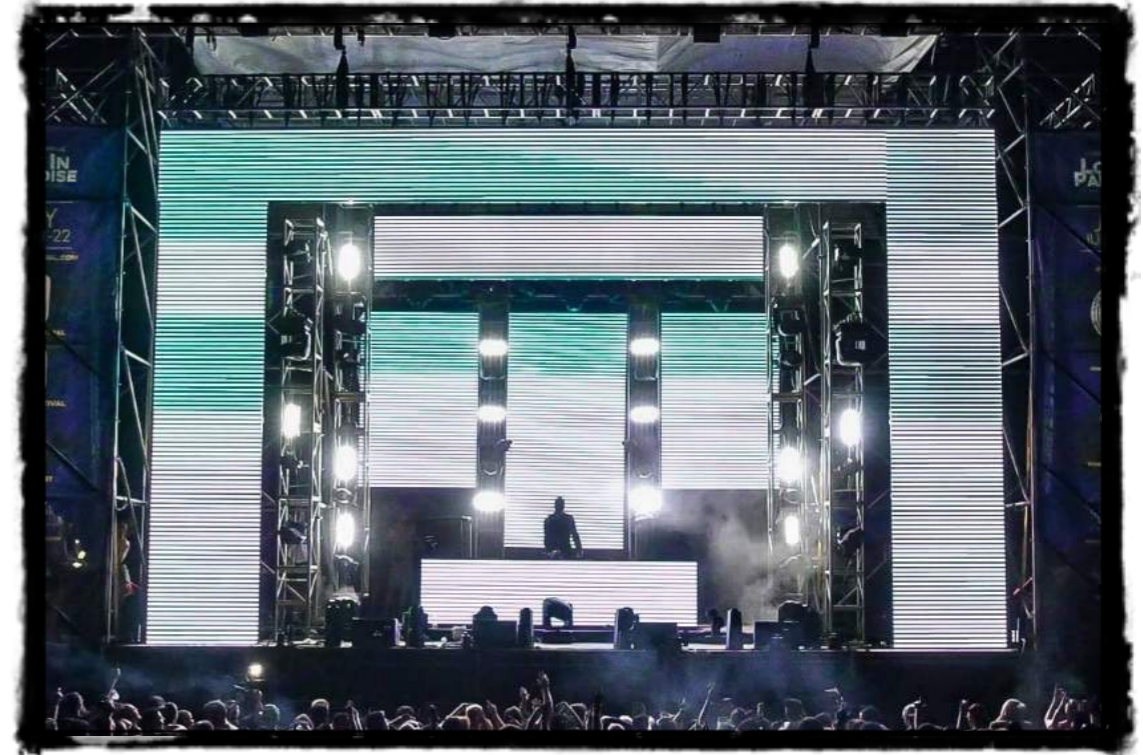
AMVETS (American Veterans) is the nation's most inclusive Congressionally-chartered veterans service organization, representing the interests of 20 million veterans. AMVETS is open to and fighting for all who honorably served in the United States military, including the Reserve and Guard. With more than 250,000 members nationwide, we are veterans serving veterans.

AMVETS Mission Statement: To enhance and safeguard the entitlements for all American Veterans who have served honorably and to improve the quality of life for them, their families, and the communities where they live through leadership, advocacy and services.



VENUE: KAPOLEI EVENTS CENTER

Kapolei Events Center brings together real world experience of organizing and working at events to the students of American Renaissance Academy. A small private, accredited institution for students in grades kindergarten to the 12th grade, American Renaissance Academy provides students a rigorous, individualized, and comprehensive college-preparatory education. This is accomplished by challenging students to think critically and creatively while instilling in them a passion for artistic growth and life-long learning. All functions that are held at the Kapolei Events Center directly involve and benefit the students of American Renaissance Academy.



MARKETING & PROMOTION

Honolulu Marketing Summary:

★ Radio Promotion (Non Exclusive)

104.3 Power
102.7 Da Bomb
93.9 The Beat

★ Email Support Campaigns:

Spotify "Upcoming concerts near you by artists you love"
Bandsintown targeted audience email campaign
Hawaii.com email campaign to subscribers
Star Advertiser email campaign

★ Social Media:

Sponsored ad campaigns on Facebook, Instagram and Twitter
Festival included on all acts tour date page on artist official websites

★ Additional support advertising

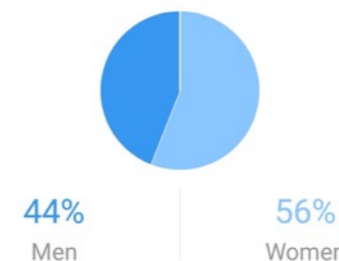
TV ad's promoting the 2 day festival
Local press coverage by khon2 and Hawaii news now to include a live TV coverage broadcast
Global YouTube 2-day festival advertising campaign leading to the event

★ Digital and Outdoor:

Honolulu airport festival ad's (LED and baggage claim advertising banners)
Display boards at high traffic areas inside the Ala Moana mall
Festival advertising boards inside all 100 express buses in Honolulu

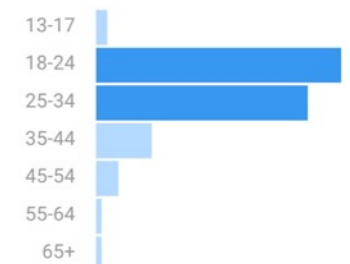


Gender



Age Range

All Men Women



SPONSORSHIP PACKAGES

PACKAGES FULLY CUSTOMIZED TO FIT YOUR BRAND

- ★ Exclusive event co-branding and presenting title
- ★ Stage branding options based on level of sponsorship participation
- ★ Company mentions by artists in conjunction with personal appearances and interviews
- ★ Interactive branding zones within the festival grounds
- ★ Corporate logo included in all press materials including all press releases and media alerts
- ★ Corporate logo included on all printed promotional materials including step & repeat, banners, invitations, lanyards and festival promotional flyers
- ★ On-site signage, marketing and product placement
- ★ VIP access to celebrities for photo opportunities
- ★ Custom interactive presence within festival grounds and activation opportunities in preferred areas
- ★ Post festival pictures coverage to include fan interaction with products. Also post festival video coverage customize to fit brand or product.

IF YOU CAN IMAGINE IT, WE CAN MAKE IT HAPPEN

SPONSORSHIP STUDY

A recent study conducted by massive live promoter AEG and Momentum Worldwide, a marketing agency focusing on experiences in the music world, shows that when it comes to millennials, this is the place to be. The study looked at how the notoriously tough-to-reach age group feels about brands that do sponsor concerts, parties, and festivals, and there are some interesting insights that every brand should see before deciding where to send marketing dollars:

93% of respondents say they like brands that sponsor live events;

81% say that the coolest brand experiences they've ever seen somehow involved music in a live setting;

around **80%** admitted that the best and most effective way for brands to connect with them is through a branded live music event; and those millennials who engaged in a branded music experience come away with a **37%** better perception of the brand.

Going to a music event that was sponsored made millennials love that brand more, while those that stayed at home didn't see the same reactions:

89% like brands that sponsor a live music experience, compared to 63% among non-attendees;

89% perceive those brands as being more authentic, compared to 56% among non-attendees;

83% leave with a greater trust for brands that support a live music experience, compared to **53%** among non-attendees;

80% purchase a product from a sponsoring brand after the experience, compared to **55%** among non-attendees; and

80% recommend brands that sponsor a live music experience to their networks, compared to **49%** among non-attendees.

"The research clearly shows people will welcome brands in their music experiences," said Glenn Minerley, Momentum Worldwide VP, Group Director, Music & Entertainment, in a statement circulated to the press alongside the findings, also adding that "the interesting challenge now is how to do so in a way that feels more memorable to consumers and valuable to brands than what our industry has delivered in the past. We all need to evolve."

CONTACT



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