

2016  
SPONSORSHIP  
PROGRAM

A Halloween-themed EDM festival poster. The background is a dark night sky with a large, glowing full moon. Several black bat silhouettes are flying across the sky. In the center, a large, illuminated stage with a peaked roof is visible, with a crowd of people dancing in front of it. The stage is flanked by two large, illuminated speakers. The city skyline of Atlanta is visible in the background. The word "HAUNTED" is written in large, white, stylized letters with a jagged, horror-like font. Below it, the word "LIGHTS" is written in a smaller, blue, sans-serif font. At the bottom, the text "EDM FESTIVAL" is written in white, and the dates "SAT OCT 29 2016 SUN OCT 30" and the location "ATLANTA, GA" are written in white on a black background.

# HAUNTED

## LIGHTS

EDM FESTIVAL

SAT OCT 29 2016 SUN OCT 30

ATLANTA, GA

# Haunted Lights E.D.M. Festival

## Mission Statement

Haunted Lights EDM Festival is Atlanta's premier electronic music festival, showcases the most iconic names in Electronic Dance Music (EDM). Nestled in the heart of Atlanta with the Atlanta skyline as our backdrop, Haunted Lights EDM Festival will bring the masses in celebration of dance music and pop culture.

## Defining Numbers

- 2016 Haunted Lights EDM Festival attendance is expected to be over 29,000 over the course of 2 days.
- 3 Unique stages with 24 nationally and world renowned artists and 12 local artist
- 25+ exhibitors of art, fashion, food and consumer products
- Exposure to millions through strategic social and promotional campaigns
- Millions of media impressions for our sponsors and partners





## Demographics



**711k+**

Live Streaming



**165k +**

Emails

**148k+**

Instagram Followers

**725k+**

Facebook Followers



**64k+**

Snapchat Views

**570k+**

YouTube Views

**155k+**

Twitter Followers



**29k+**

Total attendees over 2 days

Artists and Performers

Over 1,574,713 Followers



AB THETHIEF  
Followers 70,086



ATLIENS  
Followers 68,078



AU5  
Followers 148,777



BAILO  
Followers 35,553



EDDIE GOLD  
Followers 14,515



HXV  
Followers 179,661



HYDRAULIX  
Followers 65,860



MANTIS  
Followers 121,979



MEAUX GREEN  
Followers 246,497



REKOIL  
Followers 78,894



VICTOR NIGLIO  
Followers 191,559



Mark The Beast  
Followers 256,003

Artists and Performers

BOONIE T

dapp

Don Chido

ALA

MIDNITE  
PANDA

EDIGGS

SUBTRONICS

Sunday  
Service

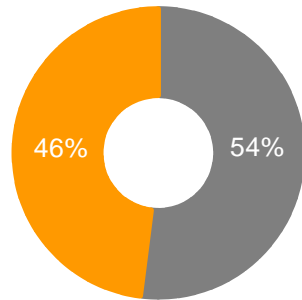
WE'RE NOT  
FRIENDS

WETH

ZEKKO

## Attendee Demographics

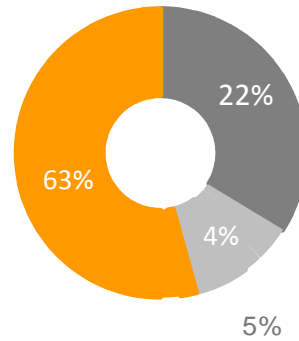
Male Female



Gender

- 46% Male
- 54% Female

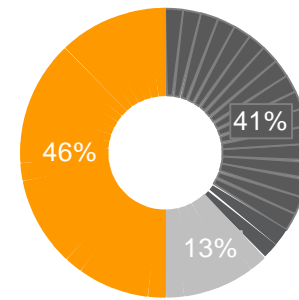
Age



Age

- 63% 20-30 Years old
- 22% 31-40 Years old
- 4% 41-50 Years old

Education



Education

- 13% High School
- 41% College
- 46% University

### THE AUDIENCE

Haunted Lights audience consists of age 18-35 that live music. These early adopters are predominantly city based with a high income. They are curious, open-minded and always on the lookout for new experiences. Attending the latest bars, restaurants and events, these people are actively living a culture-obsessed lifestyle. This highly sought-after audience is hard to reach via mass media but a central part of our community.



## Sponsorship Opportunity

### **Get your products and services directly into the hands of your consumers. Benefits to your business include:**

- Highly coveted “face-time” with customers that will positively impact your sales.
- Email Blast 165,000 Emails
- Electronic Digital Billboard by braves stadium near festival location
- 100,000 flyers with your company logo delivered in a 30 mile radius to:
  - Car windshields
  - On campus
  - Food Court Entrance Theme (sponsor name)
- VIP Entrance Theme (sponsor name)
- Campus Events
- Concerts
- Local Bars
- Night Club Events
- Hand to Hand
- Stage Names provided by each sponsor or they can pick stage name
- Cryptic Cave. Electric Asylum, Mad Society Kings

Haunted Lights serves as the link between the college student market, young entrepreneurs, future leaders, and those wishing to penetrate this demographic. We value strong strategic relationships with our sponsors, and we work hard to ensure that sponsorships result in growth for your organization. We extend this special invitation to your organization to serve as a supporting sponsor for this event. You will benefit from increased brand awareness in this market. More importantly, we both win by gaining the opportunity to develop strategic opportunities for your organization at future events.

### **Our Sponsorship Value Proposition includes:**

Enhanced Brand Awareness

Mass Audience Lead Generation

Interactive Marketing

Customized Sponsorship Packages



## Sponsorship Opportunity

### ◆ **BRONZE: starting at \$25,000**

- Company logo under sponsor page with direct link to sponsor website
- booth opportunity at the event
- Opportunity to distribute samples, coupons, & promotional items during event
- Hotel sponsorship (Products or samples can be given to each guest)

### ◆ **SILVER: starting at \$50,000**

- Social media mentions
- Logo on flyers and poster – street team Distributed (50,000-100,000)
- Stage 3 sponsored by silver sponsor
- Company logo listed on the on advertisement spaces for the event. This includes 5000 posters
- Mesh banner placements around the event (Sponsor Must Provide)
- Outside Mesh banners with sponsors logo 1800ft
- All benefits in the bronze package





## Sponsorship Opportunity

### ◆ **GOLD: starting at \$100,000**

- Event maps with name/logo recognition
- Haunted Lights t-shirts with sponsors logo
- Banner placement on haunted lights website
- Stage 2 sponsored by gold sponsor
- Sign Advertisement
- Name/logo on all new street signs leading to the event.
- Name/logo on directional signs inside venue
- Special Thanks mention on media/press releases to be distributed to campus news, local news, national, news, radio, magazines, newspaper
- Onsite P.A. sponsor recognition announcements
- Sponsor name on thank you press release
- Meet and greet with artists
- 30 VIP passes
- 1 VIP sky booth viewing box with personal vip attendant
- Target social media ads with company logo that will reach demographics 18-28 Male and female 750,000 impressions.
- All benefits in the silver package

## Sponsorship Opportunity

### ◆ PLATINUM: starting at \$150,000

- TITLE SPONSORSHIP: Sponsor name/logo integrated into the event title (i.e. sponsor Presents Haunted Lights)
- Haunted Lights Presented by sponsor
- Your business with an emotional connection with your consumer. This event will reach international attention. With an endorsement of this caliber you'll achieve a strong connection with your customer for cents on the dollar.
- In-Venue Signage including main banner on stage
- Free Water Station Provided By Sponsor
- Category exclusivity
- Stage Recognition. (Event host will give your business additional exposure reinforcing your brand to thousands of consumers.) Its additional name recognition in front of a live audience that will keep your company name on top of mind. Awareness means more product and service sales.
- Name/Logo Inclusion in all web site announcements and emails
- Sponsor name on event wristbands
- Promotional Radio Announcements with company's name
- Haunted Lights app - main sponsor + push notifications
- Weekly radio promotion with company name included on 96.1 and 99.7 FM.

## Sponsorship Opportunity

### ◆ PLATINUM: starting at \$150,000 (continued)

- Meet and Greet with the Artists
- Free 2 Hour Open Bar for Tier 3 Sponsors including dining and private pre party.
- 3D Laser Logo Design
- Sponsor Design Implementation
- Privacy Screen Around Full Event with Sponsor Logo Placement
- Logo or Company featured in After Movie which will be presented to over 500,000 unique site visitors.
- All benefits of Gold and Silver Packages





FOR INQUIRIES, DETAILS, OR FURTHER  
OPPORTUNITIES, PLEASE CONTACT US AT  
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