

2025

# FREAK



SPONSOR DECK



# WHAT IS FREAKFEST?

FREAKFEST IS A BOLD, COMMUNITY-DRIVEN MUSIC FESTIVAL THAT OFFERS A TRULY UNIQUE WAY TO CONNECT WITH A HIGHLY ENGAGED AND LOYAL AUDIENCE—FAR BEYOND THE REACH OF TRADITIONAL PAID ADVERTISING. IN AN ERA WHEN CONSUMERS CRAVE AUTHENTICITY AND ARE INCREASINGLY SKEPTICAL OF CONVENTIONAL MARKETING, FREAKFEST PROVIDES THE IDEAL PLATFORM FOR BRANDS TO CREATE MEANINGFUL, LASTING IMPRESSIONS.

FREAKFEST IS AN INTIMATE, CURATED MUSIC EXPERIENCE THAT BRINGS TOGETHER 500 PASSIONATE MUSIC FANS AND 100+ EMERGING ARTISTS. WITH A 522:1 DIGITAL-TO-PHYSICAL REACH RATIO, EVERY ATTENDEE BECOMES A CONTENT CREATOR, AMPLIFYING YOUR BRAND MESSAGE TO OVER 435,000 SOCIAL MEDIA USERS. IN AN ERA OF OVERSATURATED FESTIVALS, FREAKFEST'S INTENTIONALLY SMALL SCALE CREATES AUTHENTIC CONNECTIONS AND MEANINGFUL BRAND INTERACTIONS THAT LARGER FESTIVALS SIMPLY CANNOT DELIVER.

OUR FESTIVAL FOSTERS REAL CONNECTIONS BETWEEN BRANDS AND FANS THROUGH IMMERSIVE EXPERIENCES THAT FEEL GENUINE, NOT TRANSACTIONAL. WHETHER YOU'RE INTERESTED IN ONE OF OUR CURATED SPONSORSHIP







TODAY'S CONSUMERS ARE HARDER TO REACH THROUGH TRADITIONAL ADVERTISING. THEY CRAVE AUTHENTICITY, COMMUNITY, AND CREATIVITY — ALL THINGS FREAKFEST DELIVERS. SPONSORING THIS EVENT ALLOWS YOUR BRAND TO STEP INTO THAT WORLD, NOT JUST AS A LOGO OR AD, BUT AS A PARTICIPANT IN THE CULTURE.

**As a sponsor, your brand will gain:**

ACCESS TO A NICHE, HIGHLY ENGAGED AUDIENCE THAT VALUES ORIGINALITY AND MEANINGFUL EXPERIENCES. HIGH-VISIBILITY ACTIVATIONS BOTH ON-SITE AND ONLINE, DRIVING BRAND AWARENESS AND LONG-TERM LOYALTY. MULTI-CHANNEL EXPOSURE, INCLUDING SOCIAL MEDIA, TARGETED MEDIA CAMPAIGNS, INFLUENCER COLLABORATIONS, AND BRANDED CONTENT.

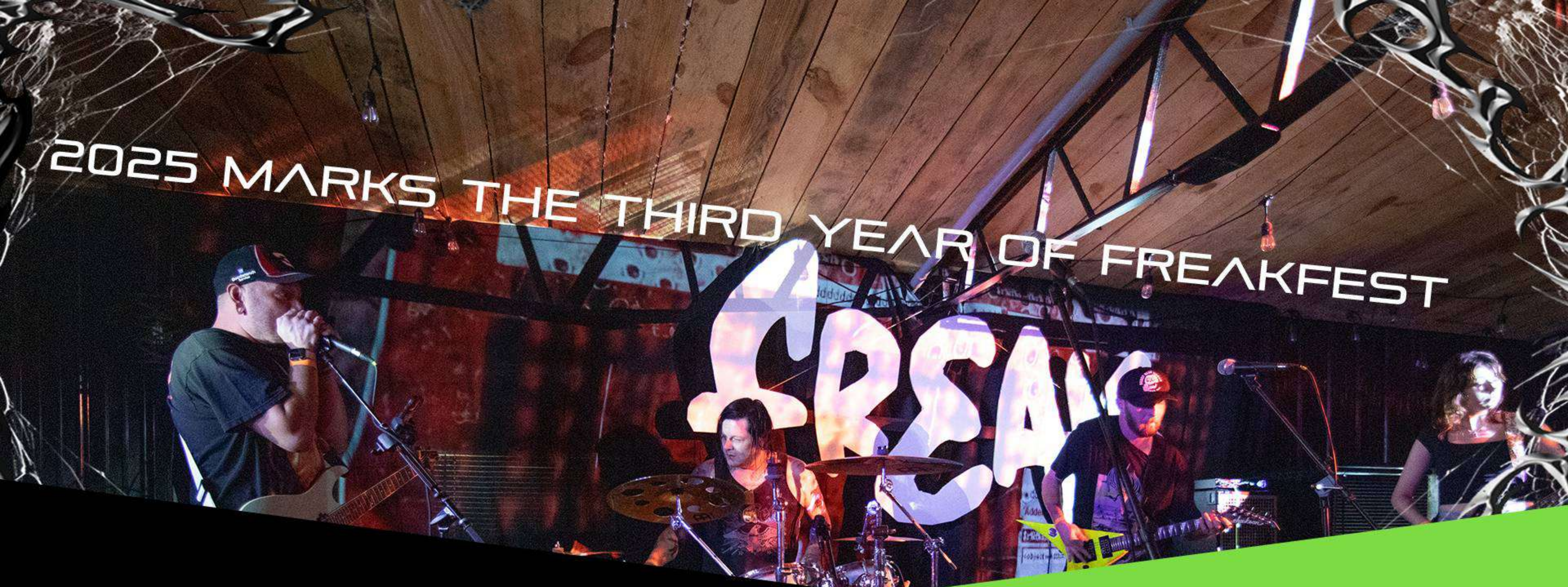
CUSTOM PARTNERSHIP OPPORTUNITIES TAILORED TO YOUR BUSINESS GOALS, ENSURING THAT EVERY DOLLAR YOU SPEND HAS MEASURABLE IMPACT.

FREAKFEST IS MORE THAN A SPONSORSHIP — IT'S A STRATEGIC INVESTMENT IN CULTURAL RELEVANCE, BRAND EQUITY, AND CONSUMER TRUST. LET'S BUILD SOMETHING UNFORGETTABLE TOGETHER.

**SPONSOR FREAKFEST? A SMART INVESTMENT IN CULTURE, COMMUNITY, AND BRAND GROWTH**

FREAKFEST ISN'T JUST A MUSIC FESTIVAL — IT'S A HIGH-IMPACT CULTURAL EXPERIENCE THAT CONNECTS THOUSANDS OF MUSIC FANS, CREATORS, AND INFLUENCERS IN ONE UNFORGETTABLE WEEKEND. FOR BRANDS LOOKING TO REACH NEW AUDIENCES IN A MEANINGFUL WAY, FREAKFEST REPRESENTS A POWERFUL, ROI-DRIVEN OPPORTUNITY.





2025 MARKS THE THIRD YEAR OF FREAKFEST

FREAKFEST IS MORE THAN A MUSIC FESTIVAL — IT'S AN IMMERSIVE FOUR-DAY CELEBRATION OF CUTTING-EDGE SOUND, INTERACTIVE ART, AND CREATIVE COMMUNITY, HAPPENING OCTOBER 16-19, 2025.

WITH MULTIPLE STAGES, ART INSTALLATIONS, WORKSHOPS, AND CURATED EXPERIENCES, FREAKFEST DRAWS A PASSIONATE, CULTURE-FORWARD CROWD. IT'S A SPACE WHERE ATTENDEES DON'T JUST OBSERVE — THEY ENGAGE.

AS A SPONSOR, YOUR BRAND CAN BE AN AUTHENTIC PART OF THIS EXPERIENCE, CONNECTING WITH THOUSANDS OF TREND-SAVVY FANS THROUGH ON-SITE ACTIVATIONS, DIGITAL CAMPAIGNS, AND CREATIVE COLLABORATIONS. THIS IS YOUR CHANCE TO BOOST VISIBILITY, BUILD REAL CONNECTIONS, AND ALIGN WITH A FESTIVAL ROOTED IN INNOVATION AND EXPRESSION.

LET'S CREATE SOMETHING UNFORGETTABLE — TOGETHER.



# AMPLIFY YOUR BRAND

**\$30K-\$130K  
AVERAGE INCOME**

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**500 CURATED  
ATTENDEES**

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**21-40 AGE RANGE**

**MASSIVE DIGITAL REACH**

Over 5 million impressions across artists, promoters, record labels, partners, and media channels.

**BUZZ WORTHY DIGITAL CAMPAIGNS**

A blend of organic social posts, paid ads, and targeted email campaigns designed to create buzz and drive engagement.

**HANDS-ON ENGAGEMENT**

Word of mouth, field marketing, and on-site/experiential activations to create lasting, in-person connections.

2025  
**FREAK**  
**FEST**





# OUR REACH



With only 500 tickets available, Freakfest creates scarcity and exclusivity that drives engagement. Our 100+ performing artists bring a combined social reach of 260,924 followers, creating a digital footprint 522 times larger than our physical attendance.



Our production partner specializes in intimate venue experiences, with proven expertise in maximizing brand visibility in boutique festival settings. Recent campaigns show 81% increase in sponsor link conversions through targeted content strategies.



Atlanta's underground music collective, founded by D3XTR, bringing cutting-edge bass music and electronic sounds to the Southeast. Their network of experimental artists and producers adds credibility and reach within the underground music community, connecting brands with tastemakers and early adopters.



# SPONSORSHIP PACKAGES

## TITLE SPONSOR

• \$10K •

- Festival naming rights: "Freakfest 2025 presented by [Your Brand]"
- Exclusive main stage branding
  - 75 VIP passes for client entertainment
- Artist meet & greet hosting rights
  - 75+ social media posts across network
- Custom brand activation space
- Only \$38 CPM - compare to \$150+ for traditional advertising

## STAGE SPONSOR

• \$5K •

- Stage naming rights
  - 40 VIP passes
- 40+ social media posts
- Premium vendor location
  - Artist lounge access
- \$19 CPM - exceptional value

## EXPERIENCE SPONSOR

• \$1 - 2.5K •

- Activation zone naming (Bar, VIP Lounge, Artist Area, Entry)
  - 20 VIP passes
- 20+ social media posts
- Standard vendor space
  - Under \$10 CPM





2025

# FREAK



OCTOBER  
16TH - 19TH

CONNECT WITH US TO LEARN MORE