

BETTESHANGER HAPPENING

1-3/9/23

A NEW FESTIVAL FOR 2023



IT'S TIME FOR A NEW KIND OF FESTIVAL

The Betteshanger Happening is a new three day boutique music and arts festival on a stunning, never before-used site, two-and-a-half hours drive or train from London.

It's an event that draws on lessons and innovations from festival culture all around the world to answer the question: what would a festival designed for 2023 look like?



IT'S TIME FOR A NEW KIND OF FESTIVAL

It's based on bringing together communities, from artists' fans to storied record labels to club brands, to create a movement and curate an environment that showcases everything best about festivals.

It's aimed at people aged from 18-50 who love music and art and new experiences - and want to celebrate them together.



IT'S TIME FOR A NEW KIND OF FESTIVAL

Existing festivals are desperately trying to adapt their pre-Covid model and many have baggage from 20/21's chaos. A new brand with a new site means a new start.

Existing festivals often just 'bolt-on' partners and sponsors to their existing model. We'll work with our sponsors and partners to create something new and innovative that really connects.



IT'S TIME FOR A NEW KIND OF FESTIVAL

The Bettleshanger Happening is a new festival with 'old' values - art and inclusiveness and creativity - drawn from the heritage of the founders and team.

Festival goers in 2023 want a new experience that's more than passively browsing a few tents in a park featuring the same old names. And after what we've all been through, they deserve more. Let's give it to them.



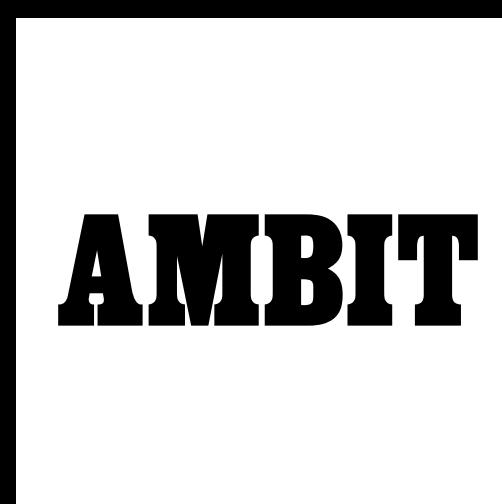
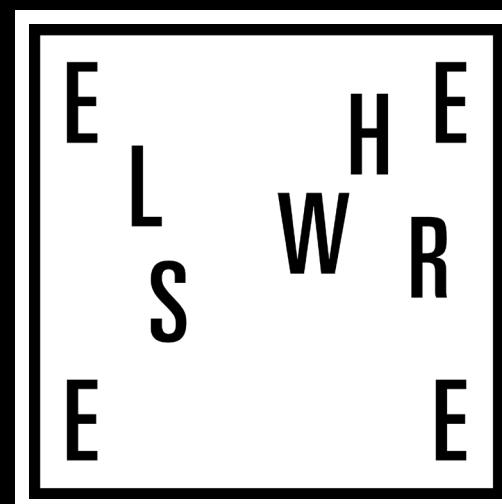
BE PART OF A NEW KIND OF FESTIVAL

We're looking for active, creative partners and sponsors who share our values and want to be part of the experience - and connect with our community as it grows.



STAGES HOSTED BY

- Elsewhere Records - Margate
- Moshi Moshi Records - Margate
- Albion Rooms - Margate
- Music Hall - Ramsgate
- Trinity Town House - Hastings
- Rough Trade Records
- No Music On A Dead Planet
- Access Creative College
- 1-2-3-4
- Jaguar Presents Utopia
- Velocity Press Presents
Trip City / The Secret DJ
- AMBIT



CONTEMPORARY LIVE ARTISTS APPROACHED

Sleaford Mods
King Krule
Fka Twigs
David Lynch
Savages
Fat White Family
Josh T Pearson
Shame
Sports Team
A Certain Ratio
Insecure Men
Test Department
Girl Band
Faust
Working Mens Club

Thurston Moor Group
Black Country New Road
Adrian Sherwood
The Raincoats
Billy Nomates
Black Midi
Porridge Radio
Bon Iver
Wire
Squid
Goat Girl
Per Ubu
Dry Cleaning
Spray Paint
Amyl And The Sniffers

Nayana Iz
King Gizzard & The Lizard Wizard
Big Moon
Starcrawler
The Lemon Twigs
Squarepusher
Peter Perrett
Ariel Pink
Vic Godard
Snapped Ankles
Youth
Wh Lung
The Lovely Eggs
Oliver Say
Scalping

Viagra Boys
Dream Wife
Taylor Sky
Martha Skye Murphy
Band Of Holy Joy
Jurskin Fendrix
Shopping
Yard Act
Pva
White Fence
Mrs Banks
Pins
Taliable
Black Josh
Decius



ELECTRONIC ARTISTS AND DJS APPROACHED

The Blessed Madonna

Dj Harvey

Peggy Gou

Erol Alkan

Honey Dijon

Eris Drew

Jayda G

Octo Octa

Jaguar

Moxie

William Orbit

Paranoid London / Quinn Whalley

A Guy Called Gerald

Arthur Baker

The Grid

Hot Since 82

Richie Hawtin

Horse Meat Disco

LUCY

Shanti Celeste

Carter / Tuti

The Secret Dj

Eclair Fifi

Saoirse

Dj Replacement Bus Service

Josey Rebelle

Paul Daley (Leftfield)

Floating Points

Bok Bok

Dj Fett Burger

Richard Noris

Mr G

Len Faki

Ben Klock

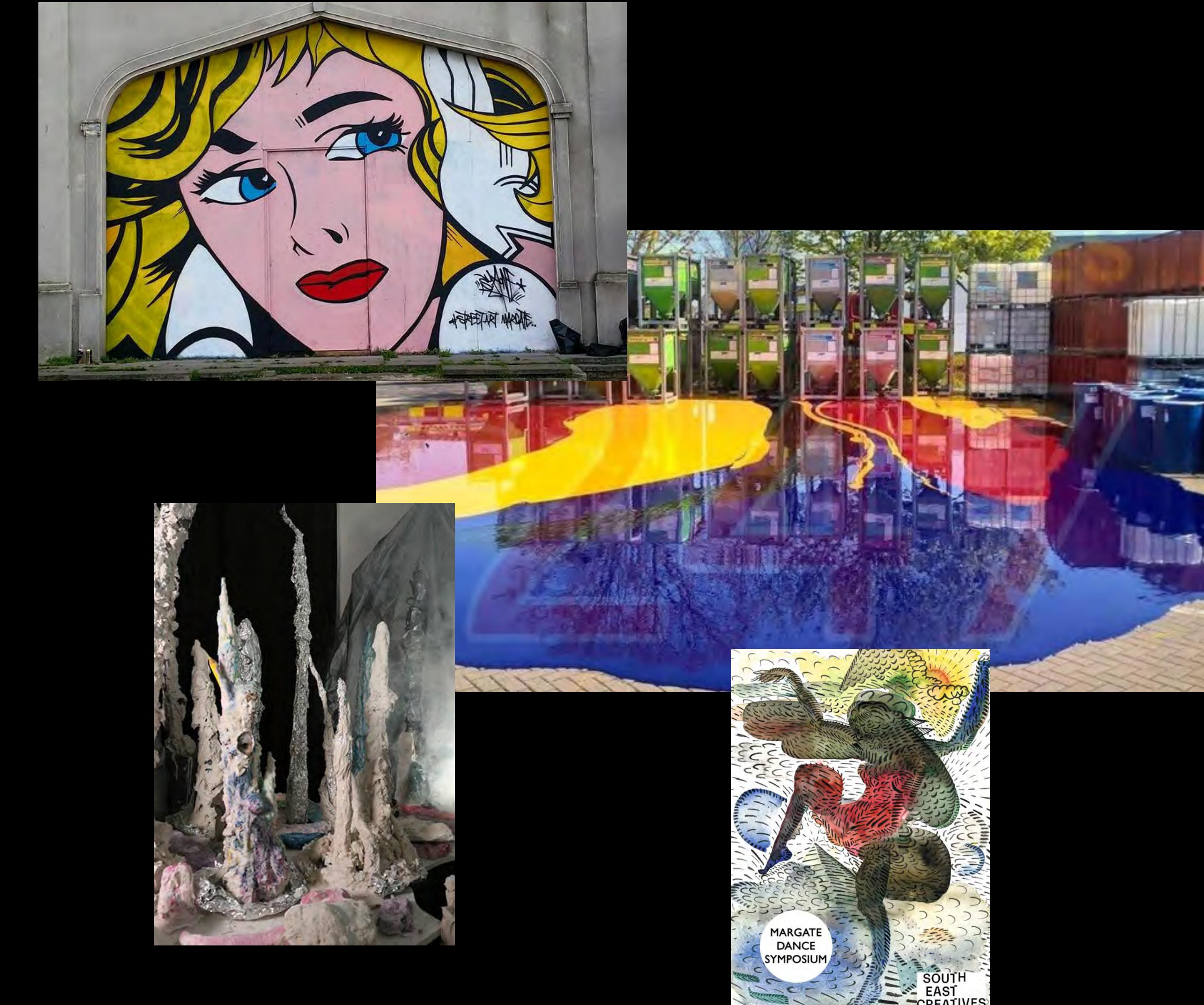
Lxury

Byron The Aquarius

Mathew Herbert

ARTS AND LITERARY PARTNERS

- Art Car Boot
- Ambit Magazine
- Biline Times
- Arts Cool - Margate
- Palace Cinema - Broadstairs
- Astor Theatre - Deal
- Kill Me Now Gallery - Margate
- Process Gallery - Maidstone
- Penguin Books
- Expanded_music



THE SITE

Built on the undulating slopes of a disused coal mine (rumours persist it was also a cold war era evacuation bunker...), Bettehanger is a 365 acre site near the Kent Riviera of Deal and Margate, with a festival capacity of up to 5000...



THE SITE

Circling a natural amphitheatre, the site is everything that's best about the English countryside, with leafy glades, rolling hills and stunning sunsets (and excellent drainage)...



THE SITE

Transport links to London are superb, with a nearby train station and road links, there is ample parking and pre-existing visitor infrastructure, but since the 1920s (and especially in recent years) this area has also been known for its local artistic, foodie and musical community. The Happening will fully tap into - and contribute to - this local scene.



THE TEAM: EUAN JOHNSTON



Euan has been a venue founder/owner/operator in central London for nearly 25 years, from the legendary 3500 capacity SeOne, to the bastion of Underground with both Happy Jacks/Crucifix Lane and Cable. Euan has fought tirelessly against the closures and the cultural cleansing of London's most beloved music venues and clubs throughout his career. Five years ago he acquired the space which was to become The Steel Yard and the first and still the only 6am licensed venue in the City of London. Working with the biggest names in the industry, and an audience in its millions over his career, Euan has always championed young and diverse talent, as well as helping aspiring entrepreneurs looking to carve out a career in his industry.

THE TEAM: SEAN MCLUSKY



A pioneering force in the UK's arts and club culture scene since the formative days of Acid House, Sean started his career as a musician with original indie group Subway Sect before scoring global top ten hits with beat outfit JoBoxers. As a promoter, Sean presided over the inception and running of legendary London clubs The Brain, Love Ranch, Club UK, Leisure Lounge, The Complex and The Scala. He played a pivotal role in East London's creative explosion with the Sonic Mook Experiment club in Shoreditch and the Watermark members' club. Later he partnered with producer Arthur Baker to create 'Return To New York', with events in London, Ibiza, Miami and NYC plus major venues and festivals across Europe. Sean directs 1-2-3-4 records and artist management, a much-respected launch pad for new artists, promoting live music events in venues across the capital which also ran an annual music festival drawing crowds of over 15,000.

THE TEAM: DUNCAN DICK



The former editor of Mixmag magazine, Duncan has been active in the media as a journalist, editor and creative for nearly two decades, visiting clubs and festivals in 40+ countries, hosting and creating panels, exhibitions and events, partnering with brands on culture-shaping projects, and generally building up a cumulative sleep deficit of truly epic proportions. His mission at the magazine was to remind electronic music and club culture of its foundations of positivity, inclusiveness and diversity, and it continues with his content studio Devil's Ivy Creative. As marketing and communications director for The Happening he'll help to ally these values with an innovative campaign that establishes the festival as the centre of a community - and a true cultural moment.

THE MARKETING

Innovative and creative social content across platforms from Instagram to tik tok and Pinterest

Real world experiences and physical marketing that showcases the high production standards - and offers an preview of the experience for everyone who sees or touches it

Extensive press campaign both local and national, plus local radio and cultural centre outreach. Podcast and panel appearances from the founders and team



THE MARKETING

All our curation partners, artists and performers are ready and committed to using their platforms to connect with their communities to spread the word

We'll be creating bespoke content for partner / sponsor social media in real time throughout the event

All our post-event activity will be geared towards turning attendees into evangelists for future events.



WE'RE IN THIS FOR THE LONG HAUL.



JOIN THE HAPPENING

We're looking for partners who share our values and want to contribute to the culture, who want more than just to slap their logo on something new and cool.

It's about reaching a community of music and art lovers who love new experiences, expert curation and boutique products



PARTNERSHIP & SPONSORSHIP OPTIONS

It's about content

The impact of your partnership on festival attendees is crucial, but we'll ensure our creative collaboration with you has an impact, audience and legacy well beyond the bounds - and duration - of the festival

- High quality, compelling content for your channels showcasing your values and contribution to the aesthetic and the experience
- Designed, created and edited by outstanding talent in collaboration with your team
- Documenting the journey from creation to spectacle and experience
- Tailored to your channels and your audience from curation and selection of the right partnership to the tone and style of the content
- Every element of the festival has a story that you can become part of writing

This isn't just the stage for a weekend performance. This is the set for your movie.

Partnering with a stage or arena

Shared aesthetic and values will always be prioritised over traditional ‘branding’

Consultation and collaboration on design and line-up to align with your audience

Innovation in design and the experience on the day will make every stage memorable - and shareable

Sampling opportunities

Mention in all media and comms

Focus on integration with the community at the event - by finding creative ways to ensure your brand is a positive part of the experience, not a bolt-on



Partnering with a stage or arena

CONTENT CREATION:

Shooting, editing and branding of 'build' video

Exclusive / bespoke video and photography on the day including artists, audience, and scheduled - and spontaneous - coverage of 'activations' and key moments

Inclusion in the the 'story' of the stage or arena on Happening comms and press



Partnering with a stage or arena

CONTENT CREATION:

Content tailored and formatted to your priority channels

Inclusion in after video and 2023 promo

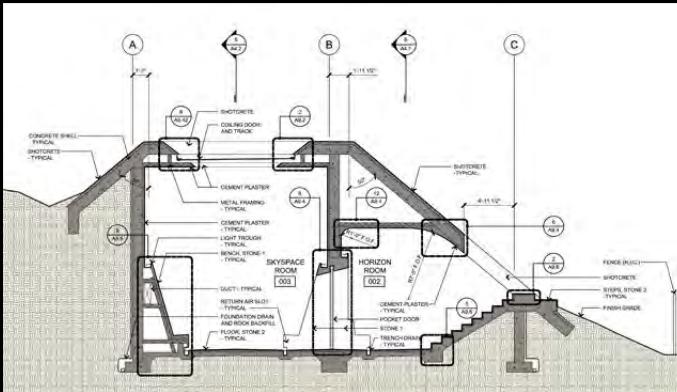
Further unique and bespoke content based on what we create together

Designed and agreed in advance with a dedicated, accountable team of professional creators, and delivered to suit your timetable



Installations

The Betteshanger Happening will feature a program of stunning art installations throughout the site, created by visual, digital and A/V artists local and global.



Partnering with an installation

Shared aesthetic and values will always be prioritised over traditional 'branding'

Consultation and collaboration with artist and team

Innovation in design will make every installation unique, memorable, experiential - and highly shareable

Sampling opportunities

Mention in all media and comms

Focus on integration with the community at the event - by finding creative ways to ensure your brand is a positive part of the experience, not a bolt-on



Partnering with an installation

CONTENT CREATION:

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Inclusion in the the 'story' of the installation on Happening comms and press



Partnering with an installation

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BECOME A MAJOR PARTNER

Major partners of the Betteshanger Happening will be expected to:

- Collaborate creatively with us to enhance the experience for festival-goers
- Help maximise the benefit culturally and economically to the local area
- Share our values of innovation, creativity, inclusion, diversity and cultural contribution
- Expect a tangible, deliverable benefit from our partnership
- Commit to building a long term vision and loyal community around the Happening by growing with us over time
- Help us design a partnership that meets your aims and priorities with a strategy and delivery that's transparent and accountable
- Integrate creatively and smoothly with our content creation and marketing team
- Turn up and have fun

This is a relationship, not a transaction. Become part of our community - and we will design the benefits of that partnership around your needs, aims and priorities. From the ground-up.

JOIN THE HAPPENING

It's about being associated with the most exciting new festival of this decade, A festival with sustainability, diversity and COVID safety baked in from the start

The Happening is a chance for artists, attendees and partners to express themselves in new ways

It's about helping set a new standard for festivals in the UK both in terms of line-up and the festival experience



JOIN THE HAPPENING

It's about growing with - and as part of - an authentic community over time

And it's about bringing your own creativity to the partnership, and to the Happening, right from the start.

Email: Sean@seanmclusky.com

Sean@happeningfestival.com

Euan@happeningfestival.com

**to find out more or
schedule a meeting now**

