PARTNERSHIP OPPORTUNITIES

SPRING AWAKENING

DANCE MUSIC FESTIVAL 2014

SOLDIER FIELD, CHICAGO, IL

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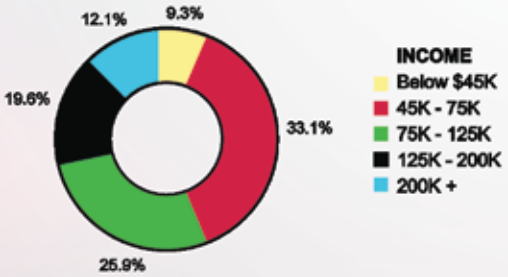
• OVERVIEW

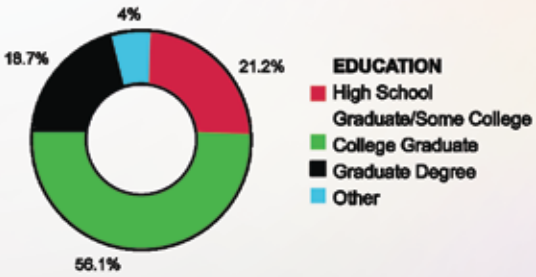
Spring Awakening Music Festival (SAMF), Chicago's premier electronic music festival, showcases the most iconic names in Electronic Dance Music (EDM). Nestled along the shore of Lake Michigan, with the Chicago skyline as a backdrop, Spring Awakening Festival will bring the masses to Soldier Field in celebration of dance music and pop culture.

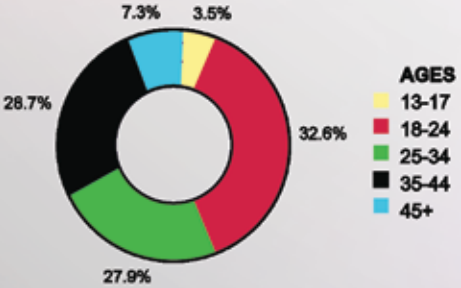
• DEFINING NUMBERS

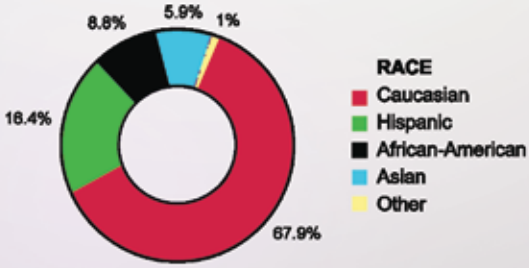
- 2013 SAMF attendance exceeded 90,000 over the course of 3 days
- 4 unique stages with 70+ nationally and world-renowned artists
- 80+ exhibitors of art, fashion, food and consumer products
- Exposure to millions through strategic social media and promotional campaigns
- Tens of millions of media impressions for SAMF sponsors and partners

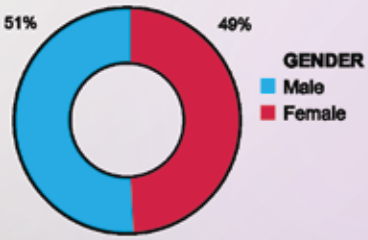
• DEMOGRAPHIC BREAKDOWN











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• REACHING OUR AUDIENCE

In addition to utilizing traditional marketing channels, the producers of SAMF have developed a multi-tiered marketing strategy that incorporates electronic advertising and social media platforms such as Facebook and Twitter.

ONLINE - SOCIAL MEDIA - PRESS - OUTDOOR - STREET - TRADITIONAL

twitter : @SpringAwakeFest has over 24,000 followers

facebook : SAMF has over 62,000 likes on its Facebook Page

YouTube : SAMF YouTube clips have been viewed over 180,000 times

#1 DANCE EVENT IN CHICAGO

Chicago's rise as a mecca for electronic dance music continues this weekend with the Spring Awakening Music Festival, a global gathering of dozens of DJs and producers, which runs Friday through Sunday at Soldier Field.

A hashtag, an acronym, and a feeling, "SAMF" triggers different memories for each Spring Awakening attendee.

What better place to hold (an electronic dance music festival) than Soldier Field.

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• CATEGORY EXCLUSIVITY

With the right investment we will build a program that provides your brand category exclusivity.

- Alcoholic Beverages
- Arts and Media Providers
- Audio and Visual Equipment
- Automotive Manufacture & Sales
- Consumer Packaged Goods
- Clothing & Lifestyle Products
- Electronic Devices
- Entertainment
- Financial Services
- Non-Alcoholic Beverages
- Professional Sports Leagues/Franchises
- Telecommunications (Internet Service Provider)
- Telecommunications
- Travel & Hospitality

THINK OUTSIDE THE BOX •

Maximize your exposure by creating a unique and interactive experience for fans.

- Bag check Tent
- Bicycle parking lot & Service Station
- Branded Photo booth
- Cellphone Charging Station
- Chill Zone
- Hydration/Water Refill Stations
- Live Stream
- Massage Station
- Misting Tent/Heat Relief Lounge
- Mobile Device Applications
- Public Wi-Fi Stations
- Relaxation Station
- Silent Disco

• STAY IN FRONT OF YOUR AUDIENCE

Official SAMF After parties are the perfect way to maximize your exposure with our targeted fan base

FRIDAY JUNE 14TH 2013
MOBY @ the MID, capacity 800, SOLD OUT | Panty Raid & Zomboy @ House of Blues, capacity 1300, SOLD OUT | R3HAB @ Castle, capacity 2000, SOLD OUT

SATURDAY JUNE 15TH 2013
Nicky Romero @ the MID, capacity 800, SOLD OUT | Zed's Dead @ House of Blues, capacity 1300, SOLD OUT | Nervo @ Castle, capacity 2000, SOLD OUT

SUNDAY JUNE 18TH 2013
Calvin Harris @ the MID, capacity 800, SOLD OUT | Excision & MInnesota @ House of Blues, capacity 1300, SOLD OUT

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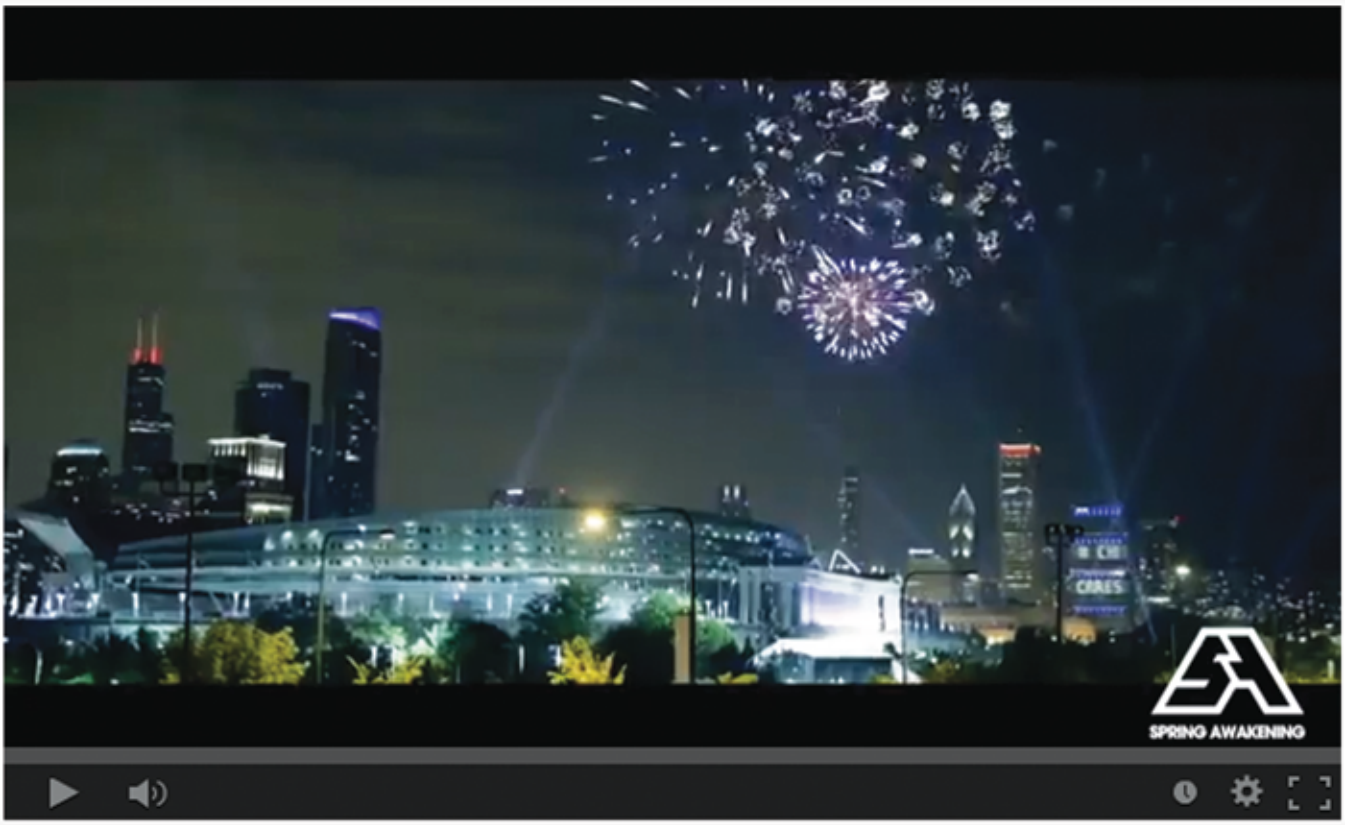
• 2013 RECAP VIDEO

If you are viewing the web version, click this link - http://youtu.be/bsAKXSZHoLI - or the image below to preview last year's festival recap video.



• SPECIAL THANKS TO OUR 2013 SPONSORS AND PARTNERS

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