



Dōv FEST

MUSIC, ART & INTERACTIVE PERFORMANCE EXPERIENCE

NEW CUYAMA

OCTOBER 2 - 4, 2015

SANTA BARBARA

2015 SPONSORSHIP OPPORTUNITIES

IN ASSOCIATION WITH



SURFRIDER FOUNDATION
SANTA BARBARA CHAPTER

AIDING IN EFFORTS TO CLEAN UP THE SANTA BARBARA OIL SPILL



Dov Fest is the first and only music festival of its kind. Located in beautiful New Cuyama, California, Dov Fest features world-renowned DJs and performers, 6 stages, themed attractions, camping, hot air balloon rides, pop up shops, gourmet food and drink vendors, camping beer gardens, interactive creative art, a silent disco, stilt performers, costumed characters, private cabanas, and art installations all on the unique backdrop of a 452-acre custom built facility.

With an estimated attendance of 15,000+, Dov Fest combines the perfect amount of entertainment and mystical wonder to create a memorable experience for all attendees.



PHILANTHROPIC PARTNERSHIPS & EFFORTS



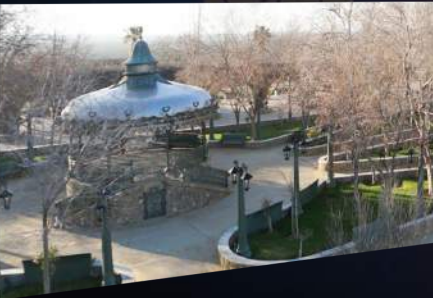
Dov Fest is located within the coastal Southern California County of Santa Barbara, home to beautiful beaches and stunning countrysides. Unfortunately, this area has been the site of disastrous spills from oil production. Over the past seven years alone, Santa Barbara has suffered more than 170 oil spills including the major spill that occurred in May 2015 near Refugio State Beach.

Dov Fest is teaming up with nonprofits such as the Surfrider Foundation and Clean Seas to help raise consciousness and contribute to cleanup efforts. Dov Fest will be raising money to aid these organizations by donating \$4 from every ticket to help them keep our oceans and beaches clean.



THE VENUE

Enhanced with custom built “fantasy” architecture, Dov Fest takes place on a privately owned 452-acre property in rural New Cuyama, Santa Barbara County providing the optimal festival environment. Centrally located between Los Angeles, Santa Barbara proper, and the Inland Empire, the festival grounds are equipped with such amenities as camping, parking, and concessions to amplify a comfortable festival experience.



FESTIVAL HIGHLIGHTS

- * 3 DAYS
- * 150+ PERFORMERS
- * 400 ACRE CUSTOM BUILT FACILITY
- * 6 STAGES
- * THEMED ATTRACTIONS
- * ON-SITE CAMPING
- * INTERACTIVE THEMED PERFORMANCES
- * ESTIMATED ATTENDANCE: 15,000+

OCTOBER

2 - 4

2015



DOV FEST ATTENDEES

*THE DOV FEST FAN BASE IS COMPRISED OF HIGHLY DESIRABLE INFLUENCERS THAT SET TRENDS AMONG THEIR PEERS IN MUSIC, FASHION, TECHNOLOGY, AND MORE

*ATTENDANCE OF 15,000+ OVER THREE FESTIVAL DAYS

*LARGEST SUMMER MUSIC FESTIVAL IN SANTA BARBARA COUNTY

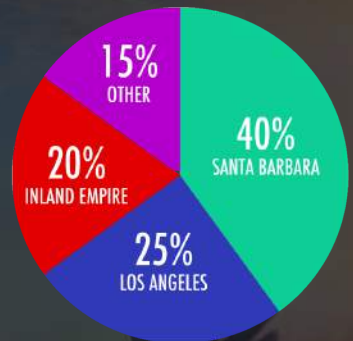


45%
AGES 17-24

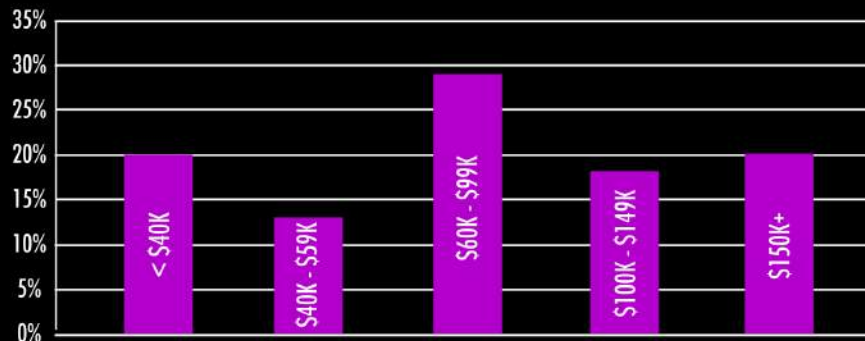
35%
AGES 25-35

20%
AGES 36+

50/50
MALE/FEMALE



FESTIVAL ATTENDEE INCOME



* **1/10** OF AMERICANS ATTENDED A MUSIC FESTIVAL IN THE PAST **12 MONTHS**

* **1/5** OF MILLENNIALS ATTENDED A MUSIC FESTIVAL IN THE PAST **12 MONTHS**

* **78%** OF ATTENDEES **FAVOR BRANDS** THAT SPONSOR THE FESTIVAL

MARKETING PLATFORM

DOV FEST PROVIDES A MARKETING PLATFORM THAT WILL CONNECT YOUR BRAND WITH ACTIVE CONSUMERS BEFORE, DURING AND AFTER THE FESTIVAL



ONSITE EXPOSURE & ENGAGEMENT

Dov Fest provides high profile exposure and the opportunity to engage audience members on-site.

EXPOSURE

SIGNAGE

- Stage Screens
- Banners
- Fence Scrims
- Gobo lights
- Step & Repeats

INCLUSION IN THE FESTIVAL COLLATERAL

- Festival Map
- Show Schedule
- VIP Swag Bags

CUSTOMER ENGAGEMENT

EXPANSIVE ON-SITE FOOTPRINT WITHIN THE FESTIVAL FOR

- Product Display
- Member Acquisition or Data capture Sampling
- Sampling
- Promotional Contests or Games
- Giveaways



PROMOTIONAL OPPORTUNITIES

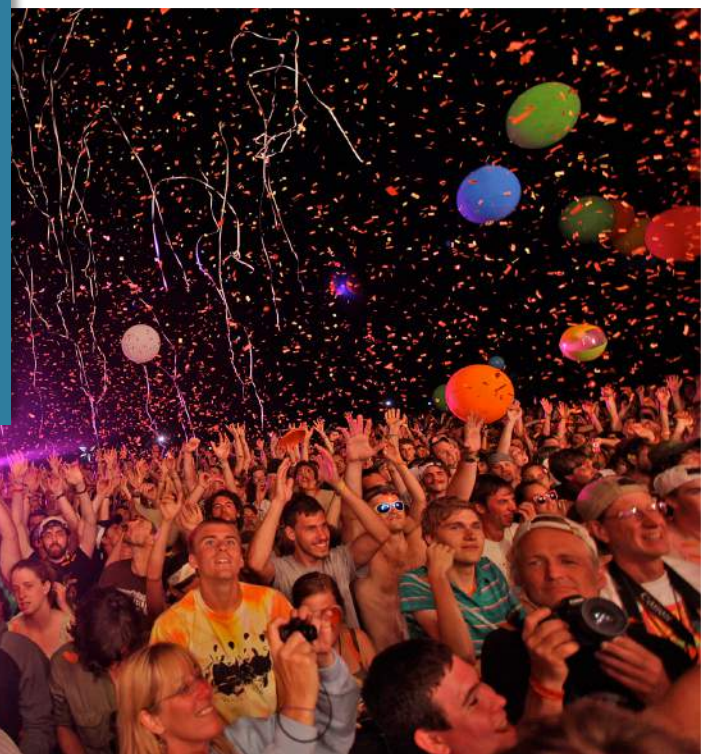
Your brand leverages its affiliation with Dov Fest to create engaging consumer retail promotions that will drive your business.

PROMOTIONAL EXAMPLES INCLUDE

NATIONWIDE ONLINE SWEEPSTAKES
To Win A VIP Experience To The Festival

GIFT WITH PURCHASE
-Tickets & VIP Passes Offered As Purchase Incentives

PRE-SALE ACCESS
-Offered Exclusively To Your Brand's Consumers



TICKETS & HOSPITALITY

Ticket & hospitality packages provide valuable access to key client partners and promotional winners.

TICKETS

- Pre-determined number of complimentary tickets
- Flight to purchase a designated number of tickets prior to public sale for promotional use.

PHILANTHROPIC CONTRIBUTIONS

- \$4 from every ticket will be donated to designated nonprofits.

TRADE / VIP

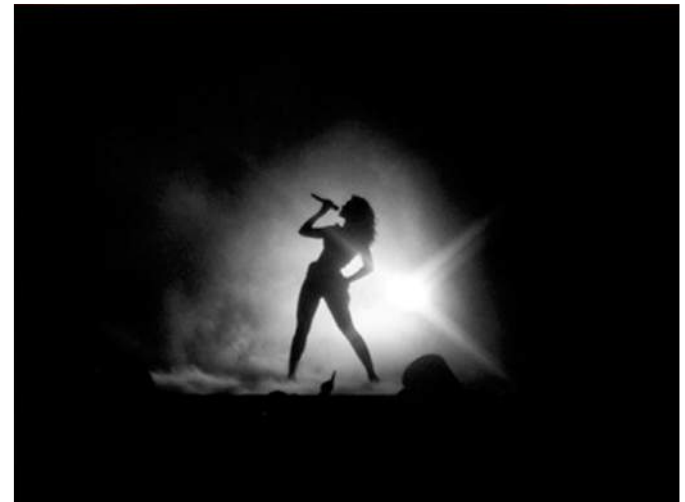
- Meet and greets with artists.



EXCLUSIVE CONTENT

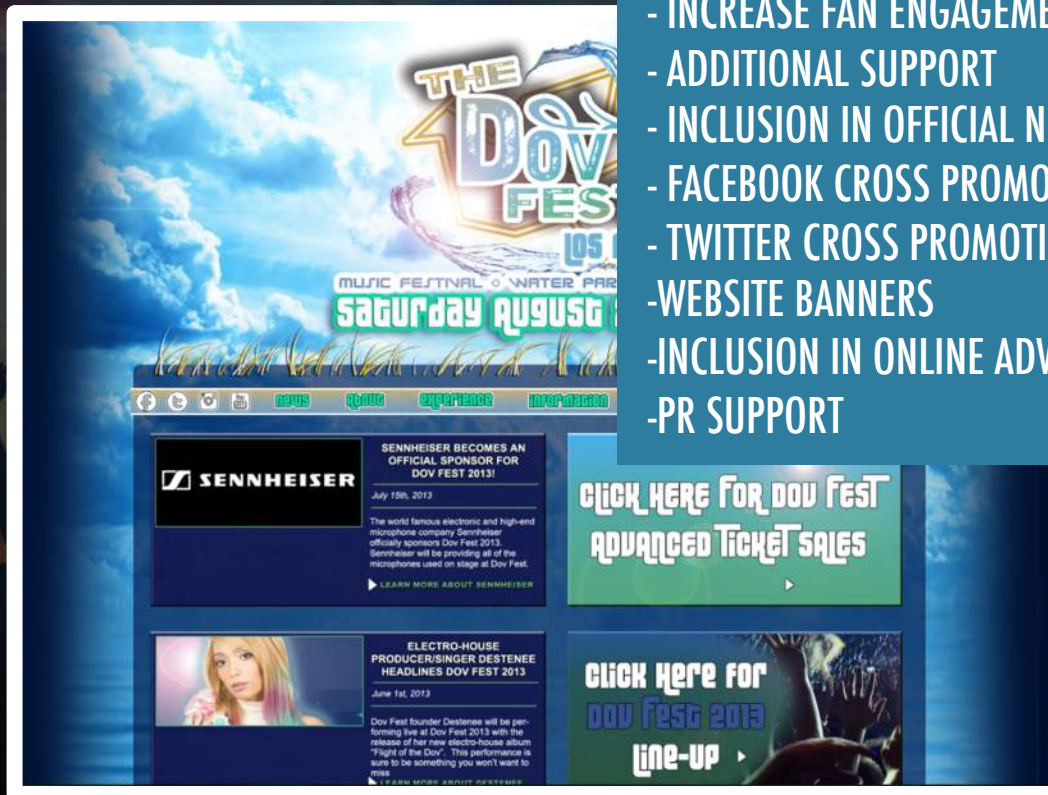
Enhance your digital and online offerings with exclusive Dov Fest content.

- Artist Interviews
- Behind The Scenes Footage
- Photo Galleries
- Performance Clips



ONLINE PROMOTIONS

- DRIVE REVENUE
- INCREASE YOUR DATABASE
- INCREASE ROI
- INCREASE FAN ENGAGEMENT
- ADDITIONAL SUPPORT
- INCLUSION IN OFFICIAL NEWSLETTERS AND EVENT UPDATES
- FACEBOOK CROSS PROMOTION
- TWITTER CROSS PROMOTION
- WEBSITE BANNERS
- INCLUSION IN ONLINE ADVERTISING
- PR SUPPORT



SPONSORSHIP AREAS

COSMIC DOV (MAIN STAGE)

The main festival stage. Capacity of 10,000.

EARTH DOV (2ND STAGE)

Secondary Festival Stage. Capacity of 5,000.

LUCID DOV (3RD STAGE)

Beautiful Stone built stage. Capacity of 5,000.

SILENT DOV (4TH STAGE)

Silent disco area where attendees put on programmed headphone to hear live music. Capacity of 400.

N-2-O (COMEDY STAGE)

A relaxing tent where people can go to take a break from the music and enjoy comedians. Capacity of 300.

FLIGHT SCHOOL (ACOUSTIC)

Attendees can retreat to a pillow filled tent to enjoy acoustic music and poetry. Capacity of 300.

WIND TUNNEL

An area where attendees can go and experience interactive demonstrations of green energy, sustainability, and ways various organizations are contributing to create a green footprint.

PERENNIAL PARK

A large spread out park in the center of the festival where attendees can relax and lay out on luscious grass and benches and take in the signs and sounds. capacity 10,000.

LUCID LAKE

A beautiful Fountain at the entrance of the festival where attendees can ride paddle boats.

THE NEST NORTH (VIP LOUNGE)

VIP Lounge that provides a beautiful view of festival grounds and the main stage.

THE NEST SOUTH (VIP LOUNGE)

VIP lounge located inside of a beautiful custom build gazebo in the center of the Lucid Dov Area.



SPONSORSHIP AREAS

VIP CABANAS

Private, full service, all-inclusive cabanas at the main stage for rent by VIP groups.

ZERO GRAVITY (GAMES & ATTRACTIONS)

This area contains amusement rides and games for guests. Rides and games include hot air balloon rides, a Zip Line, Trampolines, rock walls and other games TBA.

SPEC-OPS (GAMES & ATTRACTIONS)

This area will also contain games and rides including a bull riding machine and other actives TBA.

CLOUD 9 (BEER GARDEN)

A designated area where beer and alcohol will be sold. Cloud 9 also includes areas where people can sit down and relax.

ENTRANCE PORTAL (FESTIVAL ENTRANCE)

A long entry way all attendees must walk through to get into the festival. The area will also include a bonfire opening night of the festival.

COOL-OFF ZONE (WATER/SPRAY ZONE)

An area of the festival with water misters and water bottle refill stations where attendees can go and cool off.

MOBILE PHONE RECHARGE AREA (SPECIAL PROJECT IF THERE IS INTEREST)

We would like to offer guests an area where they can recharge mobile devices. This would be an excellent sponsorship opportunity for a carrier, handset maker or accessory company.

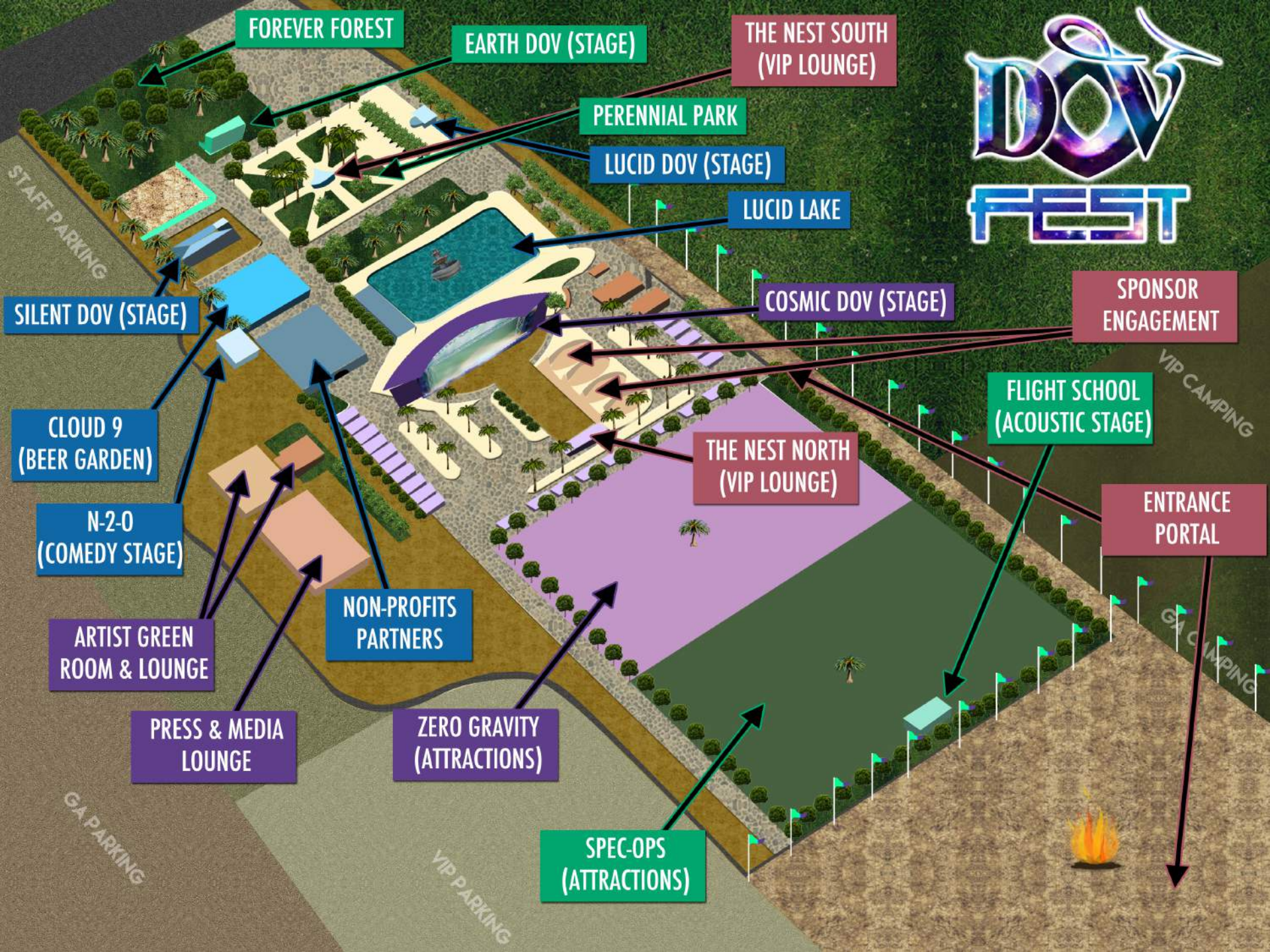
ARTIST LOUNGE & BAR

The artist-only lounge and bar area located at the festival.

MEDIA TENT/LOUNGE

The media lounge where journalists and photographers work & relax during the festival. Accessible only to artists, guests, media and crew.





FOREVER FOREST

EARTH DOV (STAGE)

THE NEST SOUTH
(VIP LOUNGE)

PERENNIAL PARK

LUCID DOV (STAGE)

LUCID LAKE

COSMIC DOV (STAGE)

SPONSOR
ENGAGEMENT

FLIGHT SCHOOL
(ACOUSTIC STAGE)

THE NEST NORTH
(VIP LOUNGE)

ENTRANCE
PORTAL

SILENT DOV (STAGE)

CLOUD 9
(BEER GARDEN)

N-2-0
(COMEDY STAGE)

ARTIST GREEN
ROOM & LOUNGE

NON-PROFITS
PARTNERS

PRESS & MEDIA
LOUNGE

ZERO GRAVITY
(ATTRACTIONS)

SPEC-OPS
(ATTRACTIONS)

STAFF PARKING

VIP CAMPING

GA PARKING

VIP PARKING

GA CAMPING

PAST SPONSORS



DIGITAL EXTENSION

Surround the festival purchase, content, and experience path via www.DovFest.com assets, tap into the social and mobile conversations via the DOV FEST app as well as integration within the SQUADUP mobile ticketing app. Expand your onsite reach to millions online via proprietary geo-fencing technology that curates and hosts branded real-time overview with push notifications, images, twitter updates and more.



squadup

Search Blog Create Event Register Sign

Set a hashtag for your event and track all of the content in the Social Gallery!



Aggregate user-generated content

Pull content from Facebook, Twitter, and Instagram into a social stream using the event specific hashtag you choose.



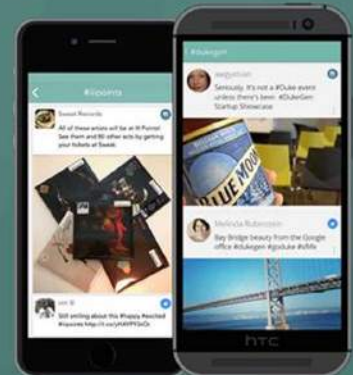
Easy to Customize

Just set an event-specific hashtag and watch the auto-updating social media posts pour in. Event organizers/administrators can edit the Social Gallery as they see fit.



Always Accessible

The Social Gallery is made permanently available, creating a virtual memory book based on your event.



DOV FEST **ONSITE EXHIBITOR SPONSOR**

EXHIBITOR SPONSOR SPACE WILL BE STRATEGICALLY PLACED THROUGH-OUT THE VENUE TO ASSURE MAXIMUM BRAND EXPOSURE

- On-Site exhibit space for a mobile marketing unit or display on Dov Fest grounds for data collection, interactive gaming and engagement, and/or holding register to win contests (up to 1,500 square feet)
- Insert a sample, premium item or coupon at the entrance gates for all attendees (Minimum 20,000 items)
- Dov Fest will distribute premium items and/or samples into VIP Swag Bags (Min. 500 – Max. 10,000 items)

MEDIA

- Logo and link on the Dov Fest event website
- (10) Dov Fest 3-Day Passes
- (4) VIP passes
- (2) All Access Passes



\$25,000

DOV FEST EVENT AREA PRIME SPONSORSHIP

N-2-0 (COMEDY TENT), FLIGHT SCHOOL (ACOUSTIC TENT), PERENNIAL PARK, LUCID LAKE, THE NEST NORTH (VIP LOUNGE), THE NEST SOUTH (VIP LOUNGE) ZERO GRAVITY (GAMES & ATTRACTIONS) CALVERARY TRAINING (GAMES & ATTRACTIONS), CLOUD 9 (BEER GARDEN) ENTRANCE PORTAL (FESTIVAL ENTRANCE) COOL-OFF ZONE, MOBILE RECHARGE STATION

- On-site exhibit space for a sponsor branded tent or mobile marketing unit to distribute samples, coupons, promo items in data collection etc. We can accommodate up to a 50'x50' display.
- Dov Fest can provide needed tables and chairs for exhibit space in one standard power outlet.
- Sponsor will have the opportunity to create a branded entrance.
- Dov Fest this will create a 10'x10' banner with a sponsor little to be displayed at the area of sponsorship or sponsor will have the opportunity to create an event area backdrop based on Dov Fest provided specs. Artwork will be mutually agreed upon.
- Street teams : Dov Fest can provide staff to help distribute premium items at the entrance of area of sponsorship.
- Dov Fest agrees to include sponsor logos on the Dov Fest press and media lounge (Dov Fest to produce) and Dov fest VIP swag bags.
- Sponsor may provide coupons or premium items to be distributed inside of Dov Fest VIP swag bags.

MEDIA

- Dov Fest agrees to promote the area as the "sponsor area"
- DovFest.com digital presence – with ability to create custom content to upload and share.
- Dov Fest agrees to use best efforts to include sponsor in press releases related to the zone.
- Dov Fest agrees to use best efforts to include sponsor in local/regional print and/or radio related to the zone (based on availability)

- Dov Fest agrees to include sponsor listing and/or logo and the Dov Fest daily schedule of events to promote area (if applicable)
- Dov Fest agrees to include sponsor logo in the Dov Fest promotional brochures created and distributed by Dov Fest.
- Dov Fest agrees to include sponsor logo on the Dov Fest website with link to home pages.
- Dov Fest agrees to include sponsor logo in a Dov Fest E-News email newsletter to promote the sponsoring area.

VIP HOSPITALITY

- Dov Fest will provide (25) Dov Fest passes for approved promotional incentive and /or consumer use.
- Dov Fest agrees to provide (10) VIP passes.
- Dov fest will provide (1) trip for two package for consumer promotion. Packages include hotel accommodations (double occupancy) for 3 nights and 4 days, (2) tickets to Dov Fest, (2) tickets to a Dov Fest private event, a Dov Fest gift bag and more. Can be used as a consumer sweepstakes promoted online or at the exhibit space.
- Dov Fest will provide (2) all access passes (artist, lounge, backstage, media and press lounge)

\$50,000

DOV FEST SECONDARY STAGE SPONSORSHIP

Earth Dov or Lucid Dov Stage will feature over 35 performances per stage over the course of the event

- Name in Title Stage Sponsor of the Earth Dov or Lucid Dov stage ... "The Sponsor ____ Dov Stage"
- Prominent signage throughout the area includes large forward facing banners creating festival long billboards
- Additional signage includes on site fence and other banners, inflatable positions (provided by the sponsor), plus rights to display additional items with Dov Fest approval
- Multiple presentations of ads and/or content on the jumbotrons before and after all performances throughout the day
- Promotions can be announced from the stage with #hashtag to win sweeps
- Rights to have multiple street team greeters on site generating brand publicity and handing out special offers
- The ability to webcast or capture video footage for website content – from stage activities
- Sponsor can also receive a 10'x50' tent to distribute samples, coupons, promo items, etc. on site at the stage of sponsorship

MEDIA

- Opportunity to create the Stage backdrop.
- Festival Daily Schedules will promote the Daytime Concert Stage sponsorship
- Festival Pocket Guide will promote the Daytime Concert Stage sponsorship
- Festival Directional Signage, Shuttle Stop Signage and Entrance Wrap signage will be included in sponsor effort
- Dov Fest agrees to use best efforts to include sponsor in Press Releases related to the stage of sponsorship
- Dov Fest agrees to use best efforts to include sponsor in local/regional Print and/or Radio related to the stage of sponsorship (based on availability).

- Dov Fest agrees to include sponsor logos in the Dov Fest Promotional Brochures created and distributed (based on availability and space)
- Sponsor can include a special sales generating offer in the gift bags delivered on site to attendees.
- Dov Fest agrees to include sponsor listing and/or logo in the Dov Fest Daily Schedule of Events to promote activities
- Dov Fest will provide sponsors the opportunity to utilize the exclusive, private targeted mailing list of music enthusiasts for promo purposes up to three times in a yearly period. The special promo offers can also be delivered on the Dov Fest website adding increased visibility for sponsor.

VIP HOSPITALITY AND CONSUMER SWEEPSTAKES

- Dov Fest will provide (1) trip for two packages for consumer promotion. Packages include hotel accommodations (Double occupancy) for 3 nights and 4 days, (2) tickets to Dov Fest, (2) tickets to a private Dov Fest event, a Dov Fest gift bag and more. Can be used as a consumer sweepstakes promoted online or in the exhibit space.
- Dov Fest will provide (50) Dov Fest event passes for promotional and/or consumer use.
- Dov Fest will provide (10) backstage passes per day at the stage of sponsorship. Backstage access must be prearranged and a sponsor representative must be present at all times.
- Dov Fest will provide (4) Dov Fest Event Passes with access to the Artist Lounge Area for employee incentive and/or B2B use.

\$175,000

DOV FEST MAIN STAGE SPONSORSHIP

"THE SPONSOR COSMIC DOV STAGE"

- Cosmic Dov (Main stage) Naming Rights
- Licensing Rights - Exclusive use of Dov Fest logo/name for collateral marketing and publicity materials
- Prominent signage throughout the area includes large forward facing banners
- Photo Line/Tent branding/Signage/Banners
- Multiple presentations of sponsor ads on the jumbotrons before and after all performances
- The event emcees will acknowledge sponsor from the stage throughout the performances
- Street Teams - Dov Fest can provide staff to pass out premium items before, during and/or after concerts

MEDIA

- DovFest.com digital presence – with ability to create custom content to upload and share
- Inclusion on press releases and media promotion of "The Sponsor Main Stage Concert Stage. – including event tickets
- Festival Daily Schedules will promote the sponsorship
- Festival Pocket Guide will promote the sponsorship
- Festival Directional Signage, Shuttle Stop Signage and Entrance Wrap signage will be included in sponsor effort
- Nightly press conference at Main Stage backstage area and press & media tent (Named "sponsor" interview room)

VIP HOSPITALITY

- (75) Dov Fest 3-Day event passes, for promotional, B2B, employee and/or agent sales incentive use
- (40) VIP Passes
- (10) All Access Passes
- (2) Dov Fest Music Festival Trip for Two package for promotional use (national, regional or local). Trip includes round trip domestic coach airfare, ground transportation to/from LAX, hotel accommodations for four nights (double occupancy), VIP tickets to Dov Fest, tickets to a special event, a gift bag and more! Nightly Fireworks sponsor Branded step 'n repeat at Main Stage backstage area Activation/Exhibit Space in various locations of event footprint (space TBD) Sponsor can participate in Opening Parade

- Nightly Firework sponsor
- Sponsor Branded step 'n repeat at Main Stage backstage area
- Activation/Exhibit Space in various locations of event footprint



\$300,000

DOV FEST TITLE SPONSORSHIP

- Licensing Rights
- Exclusive use of Dov Fest logo/name for all collateral marketing and publicity materials: including local and national promotion efforts: on television, radio, print, online, digital, and mobile.
- Co-branded logos on all collateral marketing and publicity materials – including but not limited to event tickets, flyers, posters
- Exclusive naming rights and demonstration opportunities within The Wind Tunnel to show company's sustainable energy footprint.
- Main Stage (Cosmic Dov) Naming Rights
- Branding logo placed on hot air balloon
- Digital and Physical Branded signage – All Music Stages and Event Areas
- Nightly Fireworks sponsor
- Shuttles sponsorship
- Nightly press conference at Press and Media tent (i.e. named "sponsor" interview room)
- Access to Non-broadcast cutting room performance/interview content
- Branded step 'n repeat in backstage area – all music stages
- Branded vignettes/videos (sponsor-provided content) at Cosmic Dov, Earth Dov, Lucid Dov, Silent Dov, N-2-O, and Flight School staging areas
- VIP hospitality – tickets and entertainment: Dov Fest Event Passes with access to VIP Suite area Single day event tickets – Reserved/General Admission
- Consumer Sweepstakes with VIP experiences
- Activation/Exhibit Space in various locations of event footprint
- Exclusive pre-sale opportunity for Dov Fest tickets
- Street Teams
- Exclusive rights to supply products or content within market area of company sponsor.



\$500,000

The logo for 'Dov Fest' is centered in the upper half of the image. The word 'Dov' is in a large, stylized, cursive font, and 'FEST' is in a smaller, blocky, sans-serif font. Both words are filled with a vibrant, multi-colored nebula or galaxy pattern, featuring shades of purple, blue, and orange. The letters have a bright white outline. The background of the entire image is a dramatic sunset or sunrise sky with swirling clouds in orange, yellow, and purple. In the foreground, the silhouettes of a crowd are visible, with several hands raised in the air, suggesting a festival or concert setting.

Dov FEST

BRYNA MAKOWKA
310.498.7839
SPONSOR@DOVFEST.COM