

# Summer Sounds Fest

Sponsorship Information for the Premier Summer Music  
Festival

Summer 2014

# Introduction & Overview

- ❖ Born in 2011, Summer Sound Fest has continually succeeded in bringing together the best of local and unsigned acts in the alternative genre, while highlighting successful hometown acts
- ❖ Originally held at Roosevelt Park in Oyster Bay, this year Summer Sound will move to Jones Beach Amphitheater in order to accommodate the rising amount of attendees
- ❖ SS Fest has a record attendance of 15,500 patrons in 2013 with projections of 20,000 attendees in 2014
- ❖ Past Sponsors Include: Gooseberry Grove, Brookvale Records, Hopeless Records, Merchnow, Peace Tea, SPIN Magazine

# History

“Summer Sound Fest aims to feed the passion and need for fresh talent and does so by bringing the New York/Tri-State community together through the love of music. Not only have we succeeded in booking hometown acts that found success in the early 2000s, but we have seen extremely talented new artists brought to light on our stage. Fans of all genres come out in groups to dance, sing, and socialize in the summertime sunshine. One's first SS Fest experience will never be forgotten.”

**- SS Fest Founder: Dominique DiMiceli**

# Testimonials

- ❖ “Immediately believing in the SS Festival, we acquired Tier 1 sponsor status in 2011 and haven’t looked back. The scorching New York summer is a perfect opportunity to capitalize on cooling down hungry concert goers, **SELLING OUT** of ice cream on our first go around.”  
- **Gooseberry Grove Founder: Bob Leibold**
- ❖ “Signing on as a Tier 2 sponsor in 2012, we were immersed in the positive energy of the festival and the immense amount of raw talent showcased leaves us eager to sign on for next years show.”  
- **Hopeless Records Founder: Louis Posen**

# Demographics

Summer Sounds Draws In:

- ❖ Attendees 15-35 years old
- ❖ Accumulated 35,500 attendees over 3 years
- ❖ Commonly associated with alternative music/skate culture and high energy activities

# Summer Sounds Fest 2014



We Are The In Crowd



Vampire Weekend



Matt and Kim



All Time Low

# SS Fest Date

SATURDAY JUNE 21<sup>ST</sup>:

Nikon Jones Beach Amphitheater, Wantagh

New York

# Sponsorship Levels

Tier 1: Back Stage Sponsor

Tier 2: Balcony Sponsor

Tier 3: General Admission Sponsor

# Back Stage Sponsor

- ❖ Main sponsor: “[Your Company Name] Summer Sounds Festival”
- ❖ Entrance signage
- ❖ Single banner above main stage
- ❖ On-line presence on [summersoundsfest.com](http://summersoundsfest.com) with leader board banner ad
- ❖ Thanks and intro during opening remarks
- ❖ Logo/name on all promotional materials and press, including ads and posters with top-level placement
- ❖ On-site sales rights
- ❖ Logo on all collateral
- ❖ 10 complimentary tickets to concert and after party

# Balcony Sponsor

- ❖ Two banners found in designated resting areas
- ❖ Leader board banner ad on bottom of [summersoundsfest.com](http://summersoundsfest.com) main page
- ❖ Logo/name on all promotional material and press, including ads and posters with 2<sup>nd</sup> tier placement
- ❖ Description of your business and link on our website with 2<sup>nd</sup> tier placement
- ❖ 6 complimentary tickets to concert and after party

# General Admissions

## Sponsor

- ❖ Mention during opening remarks
- ❖ Logo on all promotional material and press, including ads and posters with 3<sup>rd</sup> tier placement
- ❖ Short description of your business and link on our website with 3<sup>rd</sup> tier placement
- ❖ 4 complimentary tickets to concert and after party
- ❖ 8 x8 creative space at event

# Online Marketing

- ❖ Online Street Team Marketing/Publicity campaign on social media outlets: Twitter, Facebook, Tumblr, New Myspace
- ❖ Partnership with Bandsintown with a message blast to all Bandsintown users
- ❖ Email blast to email lists of all performing acts as well as Tier 1 sponsors

# Press

- ❖ Full page color advertisement in Alternative Press Magazine: May 2014 Edition
- ❖ Full page color advertisement in Rolling Stone Magazine: May 2014 Edition

# Television & Radio

- ❖ 30 second commercials in primetime slot on the following networks: MTV, VH1, FUSE
- ❖ Will show shots from previous years
- ❖ Will highlight talent and food/drink vendors
  
- ❖ Radio one sheets sent to stations in the tri-state area (New York, New Jersey, Pennsylvania)

# Contact

For further information and inquiries please contact one of the following outlets:

- ❖ [ssfestsponsorship@gmail.com](mailto:ssfestsponsorship@gmail.com)
- ❖ Dominique DiMiceli (CEO of Summer Sounds Festival)  
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