



## Sponsoring the Rocket Festival

The Rocket festival is a three day festival of music, performance and visual arts inspired by festivals such as Bestival and Glastonbury but set in the sun-drenched mountains of the South of Spain.



The organisers have a ten year history of promoting and providing services in the UK festival scene. The Rocket was conceived as a merging of UK festival culture with the Spanish fiesta spirit set in a beautiful rural location near Granada in the heart of Andalucia.

The 2008 festival is the third edition and is expected to attract 5000 festival goers from Spain, the UK and the rest of Europe.

Entertainment at the Rocket is an eclectic mix of live music, DJs and electronic live acts, circus and sculpture. The headline music acts for 2008 will be - from the UK - **Coldcut**, **Pendulum**, **Bad Manners**, **The Nextmen** and **Evil Nine** – and from Spain – **Muchachito Bombo Infierno**, **Los Delinquentes** and **Discípulos de Otilia**.

The weather in Andalucia in May is a delightful combination of hot and sunny during the day (but not too hot) and warm and balmy at night. Like most Spanish



events most of the action takes place at night. As well as the main stage there will be four themed dance areas hosting DJs and live acts from all over Europe.

There is a strong emphasis on enhancing the look and the feel of the festival through décor. Large scale sculptures made by **Wrekon (Mutoid Waste Company)** flags and projections create an other-worldly experience where festival goers can transcend the humdrum of daily life.

Circus and cabaret performers, although less famous than the musicians, are often the acts that people remember the longest and it's this vibrant international mix of ancient and modern skill and showmanship that makes the Rocket so special compared with other festivals in Spain. Street performers can be found all over the site delighting young and old with their trickery, while the indoor and outdoor stages host more involved acts including award winners from across Europe.

The festival attracts a large number of young families and children are well catered for in the **Kids Field** alongside the **Natural Living** area which provides a calm and tranquil space for holistic therapies, yoga and meditation workshops and more.



## Who's coming to the festival?

The main groups who have already attended a Rocket Festival:

- UK party lovers aged 21-35 who heard of the Rocket by word of mouth from friends.
- Spanish party lovers aged 18 – 25 attracted by the Rockets reputation for providing cutting edge dance music in a unique environment.
- Young families and individuals aged 25-50 UK born resident in Spain with alternative lifestyles.



In addition to these people in 2008 the Rocket will attract more festival goers from the UK and the rest of Europe via a much enhanced PR campaign delivered by Get Involved in the UK and Wild Punk in Spain. The festivals selling points are:

- A festival and a holiday in Spain for the price of a ticket to Glastonbury, with great weather guaranteed.
- UK acts they know and love mixed with new cultural experiences from Spain.

In Spain the demographic will expand to include 21 -35 year old music lovers from the main cities of Andalucia (and the rest of Spain) attracted by international acts such as **Coldcut** and **Pendulum** who have never played in Andalucia.



### Who has sponsored the Rocket before?

Simple answer – no-one. 2008 will be the first Rocket open to sponsors. The Rocket represents a breath of fresh air in Spain against a backdrop of unimaginative events with minimal production values. Many of our customers have commented that the Festival obviously “believes in putting on a great show”, unlike the others.

From 2008 the festival has decided to work with a carefully selected small group of sponsors whose dedication to the quality of their products and services mirrors our own. The festival aims to help sponsors promote their product by beneficial association with the fantastic positive experience that people at the festival are having.

Sponsoring the Rocket represents a unique opportunity to talk to a hard to reach group of people with considerable disposable income. Any company looking to expand into Spain or the UK with products that appeal to our demographic should sponsor a venue at the Rocket and get people talking.



### What can the Rocket offer sponsors?

- Association with a new, exciting and different event
- Experiential Marketing Opportunities - Sponsor a venue or sideshow
- Print advertising - 15000 1 x 1.5 meter posters in Spain & UK - 250000 flyers in Spain & UK
- Web advertising - 1000 unique visitors/day April 2006, many more expected 2008. Mature website very visible in Google.
- Media coverage - Local & national TV, Radio and press in Spain, UK and rest of Europe.







## Sponsorship options

The festival is happy to consider sponsorship from companies at every level of business. A package can be tailored to suit individual requirements or chosen from the options below. Please note all web adverts will run until September 2008:

<b>Web Ad</b>	300 x 200 pixel logo or link on the sponsors page on our website	500 €
<b>Programme Ad</b>	An 1/8 page ad in our A5 colour programme	500 €
<b>Wristband branding</b>	Company logo printed on each of 5000 customer and 500 crew and artist wristbands	2000 €
<b>Ticket Branding</b>	A logo on the portion retained by the customer on each of 5000 customer tickets and 500 crew tickets.	1000 €
<b>Print &amp; Web Package</b>	A logo on each one of 15,000 posters and 150,000 fliers. An 1/8 page print ad in our A5 colour programme and a Web Ad	5000 €
<b>Venue Sponsor</b>	A tailored package including: The company name associated with one of our venues on the web and in print marketing. A banner prominently displayed in the venue.	15000 €
<b>Festival Sponsor</b>	The company name associated with the festival in all publicity. A web tower ad on all web pages. A prominent logo or text on all printed publicity.	40000 €
<b>Supplier</b>	The festival is happy to consider proposals from suppliers e.g drinks, equipment, infrastructure, transport. We will tailor a package to suit.	POA

For further information please see:

<http://www.rocketfestival.com>