



**SXSW ↙ 2017** **OUTDOOR STAGE SUPPORTING SPONSORSHIP**  
**MARCH 16 - 18, 2017**

# OUTDOOR STAGE SUPPORTING SPONSOR

The SXSW Outdoor Stage at Lady Bird Lake features a three-day series of charity beneficiary concert events, which are free and open to the public. It is SXSW's largest stage with more than 50,000 attendees over three days. An Outdoor Stage Supporting Sponsorship gives your brand promotional exposure leading up to and throughout the entire three days of the events.

## PAST OUTDOOR STAGE PERFORMERS INCLUDE:

The Flaming Lips, The Cult, Foster The People, The Shins, The Counting Crows, The Strokes, Bright Eyes, Blue October, Cheap Trick, Public Enemy, Ozomatli, Spoon, The Deftones, Ice Cube, Charles Bradley, Echo and the Bunnymen, Jimmy Vaughan, Iggy Pop, and more.

Outdoor Stage Supporting Sponsors are aligned with the SXSW Music Festival, which has been introducing and celebrating the best in new and ensuring music for 30 years. Thanks to the global influence of SXSW, Outdoor Stage Supporting Sponsors obtain tremendous reach locally, internationally and everywhere in between.



# OUTDOOR STAGE SUPPORTING SPONSOR

Supporting Sponsors of the Outdoor Stage will receive brand alignment with the concert series in overall promotions, including print, digital, TV, and radio campaigns. Supporting Sponsors will be involved in each of the three days of the concert events with strong visibility throughout, second only to the Presenting Sponsor.

## OUTDOOR STAGE SUPPORTING SPONSORSHIP INCLUDES:

- Logo inclusion on Outdoor Stage Banners, the SXSW.com Outdoor Stage web page, television ad campaign, and other SXSW materials in support of the Outdoor Stage (second to Presenting Sponsor Logo). The SXSW 2016 Outdoor Stage television ad campaign alone achieved more than 3.88 million impressions over the course of four weeks.
- Promotion as one of the three Supporting Sponsors of the Outdoor Stage in all mentions or listening of the event in print, online, radio, press releases, print campaigns, and the SXSW website and social media channels
- Opportunity to reach both SXSW music industry registrants, and the Austin consumers on-site via these free-to-the-public, charity beneficiary concerts
- Mobile marketing display & sampling space on the grounds of the Outdoor Stage for the sponsor to interact and provide samples to the audience for the full three days of the events
- Twenty (20) Outdoor Stage VIP Lounge passes per day and ten (10) VIP Stage Viewing Deck passes
- The Sponsor may hang promotional banners on the Outdoor Stage grounds fence line
- Sponsor street team and demo opportunities on-site as mutually agreed upon

## ADDITIONAL SXSW BENEFITS INCLUDE:

- Four (4) SXSW 2017 Music Registrations
- Six (6) SXSW 2017 Music Festival Wristbands

Total SXSW 2017 Outdoor Stage Supporting Sponsorship Cost: **\$55,000**



**Interested in being a Supporting Sponsor for the OUTDOOR STAGE AT LADY BIRD LAKE? Fill out the form at:**

**[SXSW.com/outdoor-stage-supporting-sponsorship](https://SXSW.com/outdoor-stage-supporting-sponsorship)**

