

PARTNERSHIPS AT



2020 OVERVIEW



BaseFEST was developed to provide unique experiences for military personnel and their families and connect brands with this important audience.

Established in 2017, BaseFEST set out to become the **#1 ON-BASE MEDIA BRAND.**



Lindsay Ell performing in front of 28,000+ Marines and families at Camp Lejeune, NC on the 4th of July, 2018.



Engage

Interact

Learn

Connect

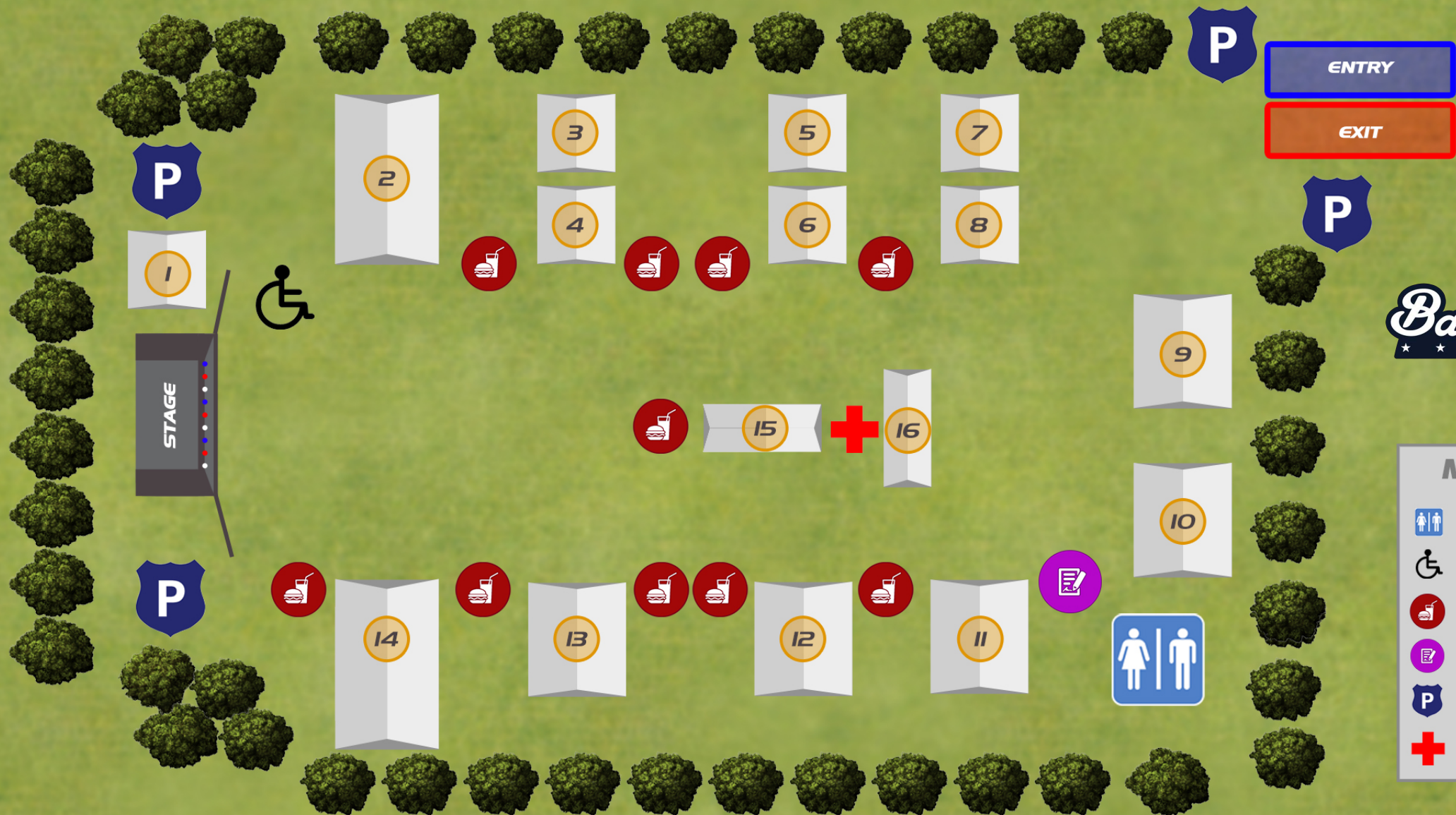


Not Just a Music Festival. BaseFEST is an Experience.

A festival experience that has something for everyone and creates interactive opportunities with a highly engaged audience.

An entire day of special events and activities, including sports & fitness, celebrities, gaming, curated food & beverage options, lounges, athletes, VIP, technology, beauty, influencers, kids zone, hiring zone, and much more!







We are not just six (6) events. The BaseFEST media brand extends 365 days a year.



BaseFEST

MAP

MAP KEY

-  BATHROOMS
-  HANDICAP VIEWING AREA
-  FOOD & BEVERAGE
-  HIRING ZONE
-  SECURITY
-  FIRST AID



- | | | | | | |
|-------------------------------|---------------------------------|----------------------------------|---------------------------|---|------------------------------|
| 1 ARTIST MEET & GREET | 4 SPORTS & FITNESS AREA | 7 INFLUENCER MEET & GREET | 10 EXECUTIVE CLUB | 13 GAMING AREA | 16 PARTNER ACTIVATION |
| 2 VIP AREA | 5 CELEBRITY MEET & GREET | 8 KID ZONE | 11 EXECUTIVE CLUB | 14 PRESENTING SPONSOR ACTIVATION | |
| 3 ATHLETE MEET & GREET | 6 BEAUTY AREA | 9 LOUNGE | 12 TECHNOLOGY AREA | 15 PARTNER ACTIVATION | |



20,000
TO
30,000

ATTENDEES THROUGHOUT
THE DAY

OPEN TO THE ENTIRE
COMMUNITY

GATES OPEN

3:00 - 8:00pm

3:15 - 8:00pm

3:30 - 8:00pm

3:45 - 8:00pm

4:00 - 8:00pm

4:00 - 4:30pm

4:45 - 5:15pm

5:00 - 5:30pm

5:30 - 6:00pm

6:00 - 6:30pm

7:30 - 8:00pm

3:30 - 4:15pm

4:45 - 5:30pm

6:00 - 6:45pm

7:15 - 8:15pm

8:45 - 10:00pm

Activation Schedule

Kids Area Open

Technology Area Open

(VR and AR demonstrations every :30 mins)

Sports & Fitness Competitions

(Surprise competition w/ Influencers and Artists throughout the day)

Makeovers at Beauty Area

(Surprise Celebrity Makeovers 4:30-5:30pm)

E-sports Competition at Gaming Area

(Surprise competition w/ professional E-sports athletes from 5-6pm)

Meet & Greet Schedule

Meet & Greet at Kids Zone w/ Influencers

Meet & Greet at Sports & Fitness Area w/ Athletes

Meet & Greet at M&G Tent w/ Support #1

Meet & Greet at Beauty Area w/ Celebrities

Meet & Greet at M&G Tent w/ Support #1

Meet & Greet at M&G Tent w/ Support #1

Main Stage Music Line up

Support #1 DJ

Support #2 Disney Artist

Support #1

Direct Support

Headliner



Who Is Our Audience

Over **82%** of BaseFEST attendees are between the ages of 18-34*

99.7%

Of **BaseFEST** Fans are more likely to support **BaseFEST** brand sponsors compared to competing brands



93% prefer brands who Sponsor **Music Festivals**

89% perceive brands who sponsor music festivals as more **authentic**

80% cite music festivals as the best way to **Engage** with them

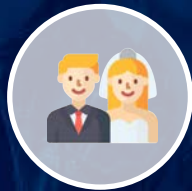
83% more likely to **Trust** brands that sponsor music festivals

Active Duty & Family

Demographic Profile



100%
MILITARY MEMBERS
ARE EMPLOYED



51%
OF TROOPS
ARE MARRIED



TECH SAVVY

MILITARY ARE MORE TECH SAVVY AND
MORE LIKELY TO OWN MULTIPLE DEVICES
THAN THEIR CIVILIAN PEERS THE SAME AGE



AVERAGE AGE

Base Demographics

44%	18-25
22%	26-30
16%	31- 35
10%	36 - 40
8%	41+

27

ACTIVE DUTY MEMBER SPOUSES

25%
26%
23%
14%
12%

90%+
OF MILITARY SPOUSES ARE
MILLENNIAL OR GEN Z

2020 BaseFEST Tour

364 Days of Event Promotion with significant post event engagement



* DATES AND LOCATIONS ARE SUBJECT TO CHANGE

January		February	
2020 Location Announce		2020 Promotion for Lineup Announce	
	Active Duty (Area)	ID Cardholders (Area)	Metropolitan Statistical Area
JB San Antonio March 21	34,495	241,133	2.8 MM
MCB Quantico April 4	56,408	274,472	6.2 MM
Fort Bliss May 9	25,667	68,378	845,000
Fort Carson June 27	31,709	89,411	738,000
Camp Lejeune July 4	49,552	106,622	197,000
Camp Pendleton August 15	104,329	241,133	3.3 MM
October		November	
2020 Tour Recap		2021 Location Announce	
		2021 Promotion for Lineup Announce	

The logo for BaseFEST features the word "Base" in a white script font and "FEST" in a bold, red, blocky font. Below the text is a dark blue horizontal bar containing seven white stars.

*Base***FEST**

SPONSORSHIPS

A live band is performing on a stage at night. The stage is lit with bright blue and white spotlights. A large crowd of people is visible in the foreground, many holding up their phones to record the performance. The band consists of several members, including guitarists, a bassist, and a singer wearing a cowboy hat. The background shows the stage structure and lighting rigs.

BRAND AWARENESS
CORPORATE SOCIAL RESPONSIBILITY
TALENT ACQUISITION



SPONSORSHIP

Since there are only 12 total sponsor opportunities, our goal is to craft and deliver an unprecedented festival experience that delivers the most unforgettable, meaningful, and shareable on-site 1:1 interaction between our fans and our brand partners.

This once-in-a-lifetime engagement on a military base will then extend to 365-days-a-year, building the relationship and driving loyalty, awareness and brand affinity, resulting in measurable KPIs for our brand partners.

Each Category Sponsor will be able to host special events in their activation area (Meet & Greet, Tournament, Activations or Demonstrations.)

Some categories include Sports & Fitness Area, Beauty Area, Gaming Area, Technology, Kids Zone, or customize your own!



Sponsorship Levels

Presenting Sponsor
\$250,000 per event

X	"BaseFEST Presented by XYZ" is the official name of the entire 2020 Tour
X	Main Stage Naming Rights "XYZ Stage"
X	VIP Area Naming Rights "XYZ VIP Area"
X	On-Stage Viewing Platform Naming Rights "XYZ Stage Viewing"
X	First Mention in all PR and daily social media posts
X	On-Site Activation Spaces (Three)
365 DAYS	PR, marketing, corporate recognition on and off-base
X	Artist Meet & Greet Tickets
X	VIP Tickets
X	On-Site Data Capture
X	Comprehensive reporting, analytics and post event engagement
X	Filming Content On-Site
X	Video Wall Inclusion
X	Dedicated XYZ Social Posts & Email Blasts
X	BaseFEST Website, Mobile App, Social Media Channel Inclusion
X	Packages to be fully customized for each partner



Sponsorship Levels

Executive Sponsor
\$100,000 per event

X	1 of only 6 Executive Sponsors of BaseFEST
X	Category Exclusivity
5x	Headliner Meet & Greet Tickets
5x	VIP parking passes
1	20' x 40' Fully Customizable On-Site Activation Space
X	Access to Hiring Zone Data
X	On-Site Data Capture
X	Filming Content On-Site
X	Artist Meet & Greet Tickets
10x	VIP Tickets
X	Inclusion in all national media mentions
X	Social posts
X	App Inclusion
365 Days	Corporate recognition (on-site signage, website, social media channels)
X	Fully customizable Interior Tent décor
X	Opportunity to purchase merchandise



Sponsorship Levels

Official Sponsor
\$50,000 per event

OFFICIAL SPONSORS WILL RECEIVE:

X	Product and Category Exclusivity
X	Ticket Bank For Promotion And Hospitality
X	App Inclusion for Contests/Giveaways

SPECIFIC ASSETS (FOR EACH ONE):

X	1 of only 5 Official Partners of BaseFEST
X	Category Exclusivity
1	20' x 40' Fully Customizable On-Site Activation Space
X	On-Site Data Capture
X	Filming Content On-Site
X	App Inclusion
X	Fully customizable Interior Tent décor
X	Opportunity to purchase merchandise





Thank You!

*Base***FEST**
★ ★ ★ ★ ★ ★ ★ ★