

RIOT FEST

AND CARNIVAL

HUMBOLDT PARK & CONGRESS THEATER

2013

September 13 14 15

SPONSORSHIP OPPORTUNITIES



RIOT FEST

DEFINING RIOT FEST

The 9th Annual Riot Fest Event Series remains poised on the cutting edge of rock culture, featuring iconic rock n' roll bands from the 70's through today. Our fan base is fiercely loyal and very accepting of brands that identify with the positive ideals of independent freedom and DIY culture. New for 2013, we're expanding the Riot Fest & Carnival in Chicago to 3 full days in Humboldt Park, with an increased number of Riot Fest Late Nights around the Windy City. **We are projected to reach 200,000 tickets sold in 2013.**

THE STATS

2012 Riot Fest Event Series Total Attendance	119,000
Chicago	94,000
Humboldt Park	75,000
Chicago Late Night events	19,000
Brooklyn	7,000
Philadelphia	5,000
Toronto	8,000
Dallas	5,000

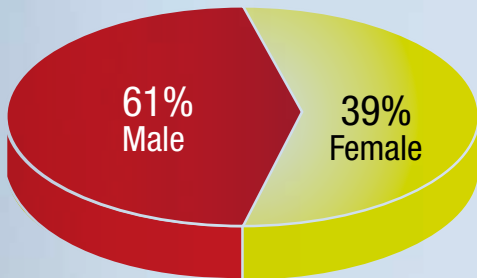
RiotFest.org: 1.9M Page views, 700K Unique Visitors | Facebook: 22K Likes, Twitter: 6K Followers



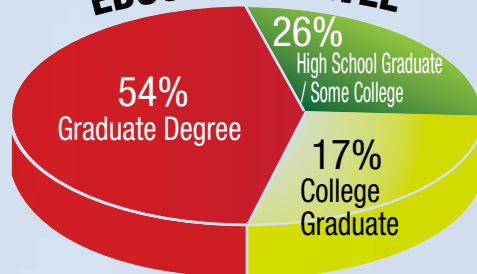
OUR PEOPLE

The audience at Riot Fest is young, well educated, socially conscious and they respond with their wallets to brands that identify with the positive ideals of independent freedom and creativity. Over **71%** of our customers are **hold a degree**. More than **70%** of attendees have an age of **34 yrs old or younger**.

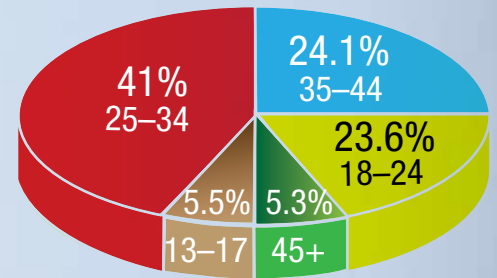
GENDER



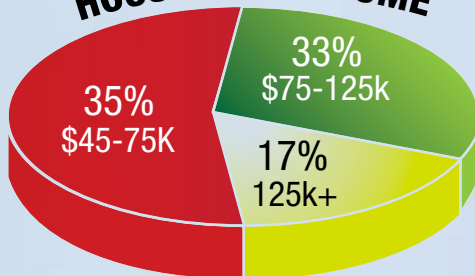
EDUCATION LEVEL



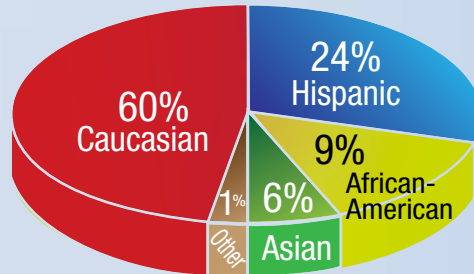
AGE



HOUSEHOLD INCOME



RACE



RIOT FEST

NATIONAL EXPOSURE

Partners of Riot Fest receive exposure that will blanket all the major markets in the Midwest and receive a spotlight across the country.

Channels - ONLINE | SOCIAL MEDIA | RADIO | PRINT | OUTDOOR | STREET | PRINT | PRESS

PROMOTIONAL PARTNERS



PAST PARTNERS



"This summer, I caught parts of Pitchfork, Lollapalooza, North Coast, the Hideout Block Party/A.V. Fest and Riot Fest. **Without question, the most easy going, least pretentious and fun crowd was the one I experienced over two days in Humboldt Park at Riot Fest.**"

- Jim Ryan, Chicago Now

Humboldt Park, located in a working class neighborhood in the heart of the city, is a brilliant locale for a music festival and Riot Fest organizers proved to be on point—press check-in was easy, staff and security were helpful and friendly and the lay-out of four stages, vendors and amusements—including a Ferris Wheel, Fun Slide, Tilt-a-Whirl and Whack-a-Mole--was inspired."

-August Forte, Lumino Magazine

"Riot Fest 2012 was a brilliant and timely close to this summer's end..."

-Vern Hester, Windy City Times

"[Descendents and Hot Water Music @ Riot Fest Brooklyn] took over Saint Vitus and needless to say it was a packed, sweaty show, with the crowd moshing, crowd surfing, and going nuts."

-Jesse Mack Johnson, Brooklyn Vegan

"The punk scene is where I feel comfortable and the punk scene is what's gonna be there for Rise Against long after the fickle taste of the radio and MTV listeners have moved onto something else," he says. "I feel at home at a place like Riot Fest."

-Tim McIlrath of Rise Against, Rolling Stone Magazine

"The final day of Riot Fest was anything but riotous. Perfect weather, a friendly crowd, old timer headliners and enough snarky t-shirts to stock 10 Alley's, the punk rock circus was a success.

-Brandon Weatherbee, Huffington Post

RIOT FEST

RIOT FEST LATE NIGHTS

We offer our festivalgoers another round of entertainment after the festival ends, this time in the best and biggest venues throughout the city. Get your brand and customers into an intimate venue, either through a public event, or through one of our private warehouse 'Secret Shows'. (Capacities):

Congress Theater (4500) | **House of Blues** (1500) | **Metro** (1100) | **Bottom Lounge** (800) | **Lincoln Hall** (500) | **Double Door** (500) | **Cobra Lounge** (400) | **Empty Bottle** (400) | **Subterranean** (400) | **AAA Warehouse** (150)

RETAIL INTEGRATION & VENUE RELATIONSHIPS

Being a title sponsor of these events provides your brand with the opportunity to:

- Forge long-term retail partnerships with local venue operators
- Use large ticket allotments in coordination with local promotional programs
- Provide a destination for networking with clients and customers after the park venue closes

BRANDED ATTRACTIONS

Give us a metric that you want to have success with, and we will construct a turnkey program that will deliver on those numbers. Our crowd is very brand loyal and will support our partners as part of their lifestyle. We are experts at engaging consumers face to face, and can put the full weight of our contacts, knowledge, networks and resources behind your company logo. We will make your brand a destination, an attraction and source of entertainment.

VALUE ADDED ATTENDEE SERVICES, PROVIDED BY YOUR BRAND

Want build goodwill for your brand? Improve the end user experience for tens of thousands of people each day. We can provide you the opportunity to brand event services that actually make the experience of our audience better, all thanks to your brand. Customers will refer to your service station as a destination point on the event map and will be grateful for the help you have given them.

- Bicycle Parking Lot & Service Station
- Bagcheck Tent
- Mobile Device Applications
- Public Wi-Fi Stations
- Branded Photobooth
- Hydration/Water Refill Stations
- Cellphone Charging Station
- Misting Tent/Heat Relief Lounge
- And many more...

