



# D E I C I B L 8

INTERNATIONAL FESTIVAL OF ELECTRONIC MUSIC PERFORMANCE, VISUAL ART AND NEW MEDIA

**SPONSORSHIP PACKAGE**



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## 2011 PARTNERSHIP OVERVIEW

Decibel Festival is an International Festival that highlights leading-edge Electronic Music, Visual Art and New Founded in 2004 in Seattle, Decibel has distinguished itself as one of the premier events of its kind in North America. Festival attendees are treated to a variety of audio/visual performances, commissioned work, film screenings and exhibitions presented in a variety of locations throughout Seattle's beautiful urban landscape. The 2011 edition takes place from September 28th through October 2nd.

Following its most successful and critically acclaimed festival to date, Decibel returns in 2011 with an edition that will be more substantial and stimulating than ever. In an effort to offer a lasting experience for our attendees, artists and partners; we are happy to announce that Decibel will be expanding our festival program with the addition of several downtown venues. This transition will not only allow for larger audiences (i.e. less sold out, capacity events), but it will also allow for more exciting audio/video possibilities. Another distinguishing feature of the 2011 is the addition of several all-ages venues.

### dB CONFERENCE

In addition to the festival program, Decibel produces a concurrent three-day symposium (dB Conference) that hosts discussion panels, product demonstrations, seminars and workshops. These free events serve both as an educational and networking opportunity for some of today's leading-edge artists, students, technologists and industry professionals. The 2010 dB Conference was a resounding success (capacity crowd of over 700 per day). The 2011 dB Conference will once again provide our partners with a platform to showcase emerging technologies, new products, collaborations and ideas.

### DECIBEL AT BUMBERSHOOT

The festival notwithstanding 2011 has been a landmark year for Decibel and we are pleased to announce a partnership with One Reel, the event producer behind the iconic Seattle festival Bumbershoot. One Reel and Decibel Festival are pairing up to bring technologically driven music to Bumbershoot 2011. EMP Sky Church will serve as a state-of-the-art venue featuring some of the best regional and national talent that electronic music has to offer. With a focus on live electronic music performance and video accompaniment, the Decibel Stage in EMP Sky Church promises to enthrall attendees through fascinating multimedia explorations, highlighting the vast world of electronic music.

### DECIBEL PRODUCTIONS

Decibel's reach spreads far throughout the calendar year. Between January and May of 2011, Decibel Productions has curated, produced and promoted nearly 30 individual events outside of the festival. In addition to keeping Decibel vital, these one-off concerts, performances, exhibitions and workshops offer great opportunities to introduce the Seattle community to a diverse selection of international artists.



Our team will work closely with you to tailor a customized, comprehensive sponsorship and marketing package that meets your company's specific needs and interests. Decibel sponsorship packages are scalable and provide significant return on investment for its Title and Presenting Partners all the way down to vendors and local in-kind partners.

## PROMOTIONAL OPPORTUNITIES

Sponsors and partners receive substantial exposure within the Decibel event spaces, as well as broad media coverage across international, national and local press outlets (in print, online and on device). Sponsors and partners are carefully selected to ensure compatibility and proper placement, making each message count. In addition, the festival offers attending partners and sponsors passes, to allow them direct interaction with key audiences in a way that positively presents their products and or services. Decibel Festival equips sponsors and partners with tools designed to heighten and expand their brand identity reach and build loyalty among festival attendees.

### OPPORTUNITIES INCLUDE BUT AREN'T LIMITED TO:

- Social media (millions of impressions and direct links via Facebook, Twitter, YouTube, related blogs, websites, etc – ask for our current list of media partners)
- Print advertisement (please check in with the sponsorship team for an up-to-date list of publications we'll be running ads in)
- Radio advertisement
- Handbills and posters (distributed internationally, focus on key N. American cities)
- Decibel Newsletter (bi-weekly through June and weekly through September)
- Partner page on the Decibel website
- Ads in the Decibel Program guide
- Press releases
- Product demonstration booth
- In-venue branding
- On site activation

## METRICS

Over **18,000** attendees

**22** of **28** showcases sold out

**175** artists from **18** different countries  
(150 performances / 25 panelists and instructors)

**43%** of Pass holders from the greater  
Seattle area

**49%** of Pass holders from the United  
States and Canada (outside of Seattle)

**8%** of Pass holders from outside of  
United States and Canada



## PARTNER TESTIMONIALS

*“Red Bull is a proud supporter of The Decibel Festival going back to 2005. Decibel aligns well with the Red Bull Music Academy in its mission to support top emerging artists that are charting the course for the future of music as well as music education programs. We look forward to continuing this creatively driven partnership, that we hope extends well into the future.”*

- Monica Glass, Red Bull Culture Marketing Manager - West

*“We are delighted to be partnering with the Decibel Festival. This alliance is beneficial to KEXP in that it enables us to expose our listeners to a wealth of exciting new music. The Decibel Festival is an asset to our vibrant Seattle music community and KEXP is proud to be a sponsor again this year.”*

- Kevin Cole, 90.3 KEXP Program Director





**CODY MORRISON**  
SPONSORSHIP DIRECTOR  
cody@dbfestival.com  
206 255 3378

**WWW.DECIBELFESTIVAL.COM**