



"It is an honor to have the Decibel Festival in Seattle as it benefits the music and arts community of the whole city. With that, I encourage all of you to open your minds and embrace what this unique event has to offer."
- Seattle Mayor Mike McGinn

DECIBEL QUICK INFO

- All donations fully tax-deductible
- 2010 expected attendance >16,000
- One of the largest festivals of its kind in North America
- Nominated by URB Magazine as "Best North American Music Festival" in 2009

ATTENDANCE GROWTH

Most events sold out in 2008 and 2009

2006 = 9,500

2007 = 10,500

2008 = 13,000

2009 = 15,000

AUDIENCE PROFILE

- forward thinking
- socially conscious
- technologically adept
- passionate music enthusiasts

AUDIENCE STATS

99% have a Facebook, Twitter, or MySpace account

98% use MP3 players or Smartphones

97% buy digital music downloads or shop for music online

92% read magazines or blogs regularly

90% attend concerts frequently

82% regularly play video games

80% listen to the radio everyday

72% are musicians, DJs or producers

43% buy music or DJ equipment 3-8 times per year

41% have 3 or more magazine subscriptions

AUDIENCE RESIDENCE

Pacific Northwest = 58%

National = 23%

International = 21%

AUDIENCE AGE

Median age = 24 years

18-24 = 41%

25-34 = 37%

35-44 = 16%

45+ = 4%

AUDIENCE EDUCATION

College Graduates = 42%

Post-College Graduates = 20%

Undergrad Students = 20%

Post Graduate Students = 14%

AUDIENCE INCOME

Under 30k = 40%

30-50k = 45%

50-80K = 15%

80-100k = 3%

100k+ = 1%

OVERVIEW

Decibel Festival is dedicated to live electronic music performance, visual art and new media. Since its inception in 2004, Decibel has consistently provided unique programming that has garnered worldwide recognition. While the key components of the festival are live performance, workshops, film screenings, and art exhibitions, Decibel's primary focus is to provide the highest quality experience for artist and attendees. To this end, Decibel includes workshops and networking events. These *free* events provide a place for sponsors to showcase their products as well as give industry professionals a place to interact and collaborate.

DATE

The 7th Annual Decibel Festival of Electronic Music, Visual Art and New Media returns to Seattle from September 22th-26th, 2010

SUSTAINABILITY

A key component of Decibel is adult and youth education. Decibel works with local area public schools and communities to provide an opportunity for students to learn how to use the same tools as their modern-day musical heroes. The Decibel staff donates their time, equipment and expertise to give back to the community and help cultivate tomorrow's generation of burgeoning artists and music lovers.

SCOPE

Through renowned curatorial excellence and aggressive grassroots advertising campaigns, Decibel Festival has become one of the largest electronic music festivals in North America. The 7th edition of Decibel Festival presents the most robust program to date with over 75 artists from 15 countries. Based on attendance trends and 2010 ticket pre-sales, this year's festival is expected to exceed 16,000 attendees worldwide.

PARTNERS AND SPONSORS

Sponsors and partners received broad media coverage and substantial exposure over a large cross-section of international, national and local press outlets. Social media broadcasts, press releases, direct marketing, demonstration booths and workshops are all employed to help our sponsors reach a market comprised primarily of young adults who are savvy consumers and trend towards brand loyalty.

TAX-DEDUCTIBLE

Decibel is a non-profit organization, fiscally sponsored by the Shunpike Partner Artist Program. Shunpike is a 501.c.3 organization and all donations to Decibel Festival are fully tax deductible.

KEY CONTACTS

Our sponsorship team will tailor a package to best fit your organization. Please contact us for more information:

Cody Morrison
Sponsorship Director
+ 1 (206) 255-3378

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Strategic Development Director/Co-Curator
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SPONSORSHIP OPPORTUNITIES

Decibel provides a host of different sponsorships and custom-tailor a package for your needs. Below are rough examples of level breakdowns. For more information, or inquiries please contact our sponsorship team.

	Patron	Assoc. Partner	Major Partner	Presenting Partner	Title Partner
DURING THE FESTIVAL	\$1000	\$2500	\$5000	\$15000	\$30000
Special presence at the festival's Opening Gala					X
Status as title partner (i.e. "Decibel Festival presented by")					X
Category exclusivity				X	X
On stage presence				X	X
Block of tickets to be shared with partner's clients or key staff				X	X
Logo on Decibel passes and/or lanyards				X	X
Logo on gift bags and/or selected merchandise				X	X
Logo at main festival events			X	X	X
Special mention of partner at the Decibel press conference			X	X	X
Presenting workshop ("Workshop Presented by")		X	X	X	X
Workshops and collaborations with Decibel artists and staff		X	X	X	X
Showcase "Presented by" status			X	X	X
Product displayed at selected events		X	X	X	X
Access rights to distribute promotional gifts		X	X	X	X
Staff access to selected Decibel events		X	X	X	X
10 VIP passes					X
5 VIP passes				X	
4 VIP passes			X		
3 VIP passes		X			
2 VIP passes	X				

"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 sponsor again this year."

- Kevin Cole
KEXP Program Director

PRINT

Full page ad in the Decibel Festival program				X	X
Half page ad in the Decibel Festival program			X		
Quarter page ad in the Decibel Festival program		X			
Full page ad in the Decibel Festival Pull Out Guide in The Stranger weekly newspaper					X
Half page ad in the Decibel Festival Pull Out Guide in the Stranger Magazine				X	
Quarter page ad in the Decibel Festival Pull Out Guide in the Stranger Magazine		X	X		
Logo on full page ad in Aug/Sep issue of XLR8R magazine (circ. 110,000)			X	X	X
Special mention on Resident Advisor promotional materials and podcasts				X	X
Logo on giant posters 36" x 54"	X	X	X	X	X
Logo on regular sized posters 16" x 24" (300)	X	X	X	X	X
Logo on postcards 4" x 6" (10,000)	X	X	X	X	X
Logo on special invitation to festival event (opening cocktail, etc.)	X	X	X	X	X

"Decibel has helped greatly in establishing the Northwest's electronic music community, which has been gaining international recognition ever over the years. Ted Bull and the Red Bull Academy are proud to be sponsors and collaborative partners of the Decibel Festival."

- Peter Morgan
Red Bull Sports Marketing Manager / Northwest Region

ONLINE VISIBILITY

Special mention in podcast with link back to partner's site				X	X
Product launches during festival - viral - other			X	X	X
Logo prominently featured on iPhone application			X	X	X
Logo on web banners on featured media sites		X	X	X	X
Web banner on Decibel's website with link back to partner's site			X	X	X
Interview of partner on our blog and/or social media broadcasts			X	X	X
Logo featured on Decibel sponsorship web page	X	X	X	X	X