



2014 SPONSORSHIP PROGRAM

OVERVIEW

DECIBEL MISSION

With a focus on live performance, interactive multimedia art, state-of-the-art sound and technology based education; Decibel has solidified itself as one of the premier electronic music festivals and promotional organizations in the world. The five-day festival program averages over 25,000 attendees a year. Outside of the festival program, Decibel Events produces over 70 events annually, ranging from intimate club performances to massive international festival stages, reaching tens of thousands of attendees.

PREVIOUS ARTIST HIGHLIGHTS

Zedd
Diplo
Moby
Richie Hawtin
Flosstradamus
Bonobo

US Debut

Amon Tobin ISAM LIVE
Moderat
Modeselektor

West Coast Debut

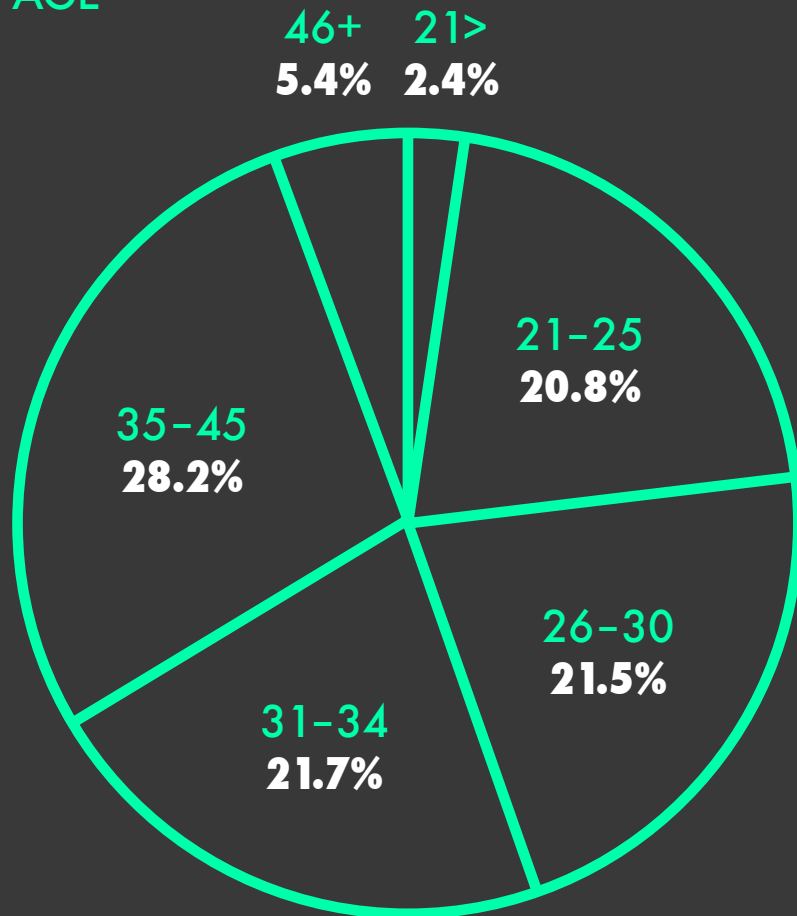
James Blake
Boys Noize
Trentemoller
Justice

Northwest Debut

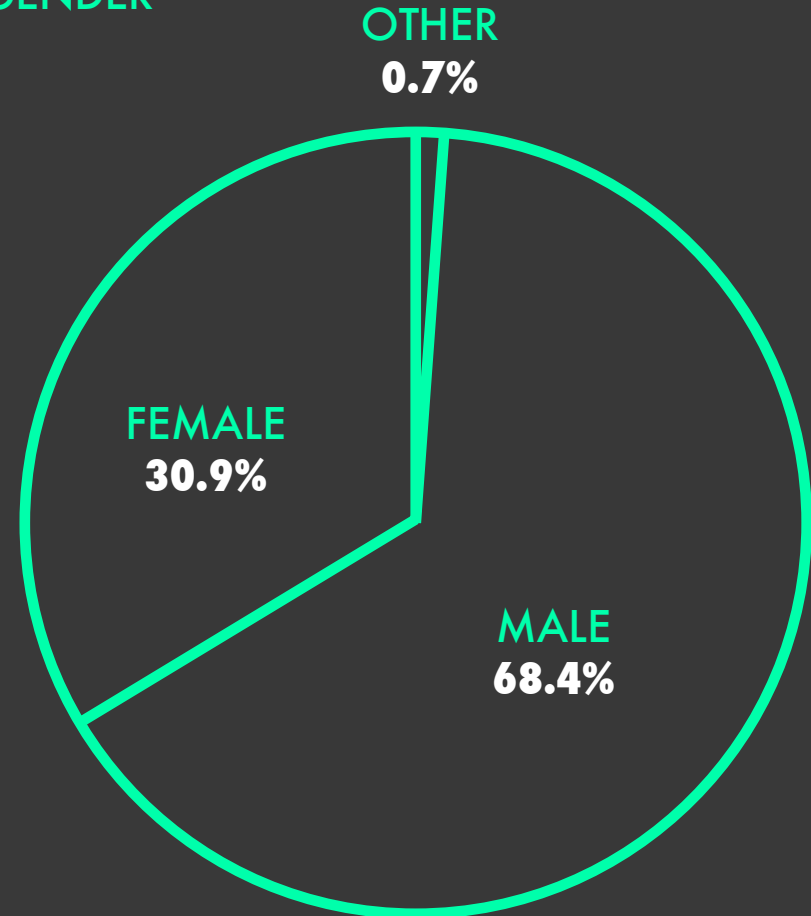
Deadmau5
Lorde
Nicolas Jaar
Flying Lotus
RL Grime
Flume
Simian Mobile Disco
Claude Vonstroke
Erykah Badu & The Cannabinoids

OUR FESTIVAL AUDIENCE

AGE



GENDER



Our audience is international but the majority covers the entire west coast. Over 50% of our audience works in technology or creative industries. Over 50% of our audience considers themselves early adopters of tech.

DECIBEL CONFERENCE

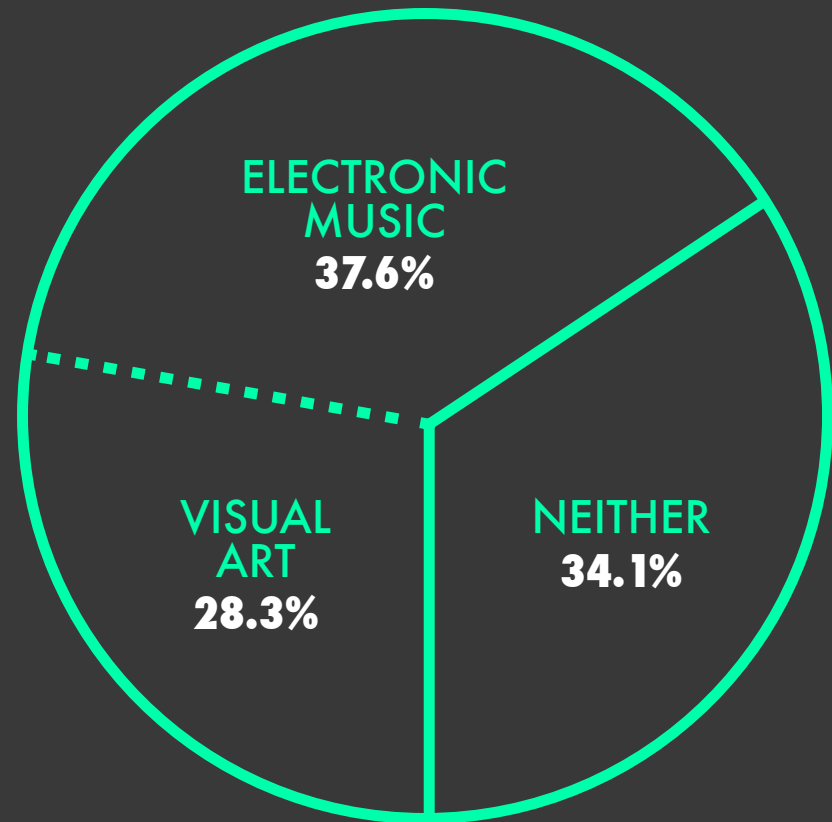
From inception, Decibel as an organization has prided itself on providing technology-based arts education to the public. Over the years, the dB Conference has played a significant role in fostering emerging talent while bridging the gap between the music industry and festival attendees. The 2013 3-day dB Conference, was our most ambitious and thought provoking to date. Each day was packed with world-renowned artists and producers, giants from gaming and lighting, live demonstrations, and a few heated debates. With the addition of EMP, we anticipate 2014 to be our largest and most complete dB Conference ever. This year we'll be increasing the focus on visual arts education, audio workshops, films, product demos, and hands on interaction with hardware and software companies looking to expand their audience.

CONFERENCE STATS

- 129 Total educational speakers*
- 3 days of workshops and demos
- Increased visual art focus for 2014
- Brand activation and experience

*2013

Almost 70% of the conference audience surveyed are makers of electronic music and/or visual art.



DECIBEL'S REACH

- 23,000+ likes on Facebook
- 8,600+ followers on Twitter
- 1,500+ followers on Instagram
- 25-50 new Facebook likes daily

91% have recommended dB events to friends or family

39.5% surveyed attended first dB event in the last two years

40% of respondents attended their first Decibel event in the last two years. We have a fresh audience growing year after year.

2014 DECIBEL FESTIVAL ADDITIONS

EMP Venue Partnership

- New home of the dB Conference, dB Films, will call, the 2014 opening gala lounge and multiple evening concerts
- 1,100 capacity concert venue with mezzanine and bar
- 900 capacity concert venue with 33' x 60' HD LED screen
- 200 capacity movie theater/lecture hall
- Two education labs
- Media lounge/bar with Wi-Fi and digital signage
- Interactive industry happy hour events

Expanded visual art focus

- More A/V performance than any previous edition
- OPTICAL CLUB Showcases at EMP Sky Church
- A/V Installations across the downtown neighborhood
- Workshops and seminars dedicated to visual art
- A/V broadcasts from multiple venues
- New dB smart phone app with interactive multi-media functionality
- Film series featuring curated full-length films, shorts and music videos
- Poster show featuring a collection of electronic music posters
- Expanded partnerships with local design firms

More additions to 2014 program

- More centralized venue locations (Seattle Center and Downtown Seattle)
- Mass transit partners through the downtown corridor
- VIP space available at select venues
- Podcast/DJ mix series featuring 2014 Decibel Festival performers
- Expanded editorial content and new features

FESTIVAL/CONFERENCE MARKETING OVERVIEW

- Radio/broadcast presence
- Print, poster and flyer street promotion
- Social campaign
- Email campaign
- Pass + Artist Experience contests prompting social action for charity
- Branded Content
 - Preview Mixes
 - Custom Trailer
 - Documentary Videos
 - Live Recorded Audio from Showcases

TOUCHPOINTS

- On-site Brand Activation Space
- Digital Banners/Campaign
- On-site Signage
- Email Campaigns
- Logo Placement
- Branded Content
- App Integration
- Artist Gift Bags
- Presenting Partner Options include:
 - Title Presenter
 - Media Presenter
 - Transportation Presenter
 - Conference Presenter
 - Venue Presenter
 - Showcase Presenter

DECIBEL PARTNERS



PARTNER TESTIMONIALS

We are pleased to be a part of Decibel Festival. As one of the best educational forums for music artists and producers in America to come together we are thrilled to present how Windows supports creativity in the arts which compliments the spirit of the conference.

- Barrett Livingston, Windows Event Marketing

We've watched Decibel Festival grow from a local event to a national draw and are now seeing interest on an international level. The educational track adds a nice dimension not often found at other events of this type. Decibel Festival is well conceived, organized and executed.

- Dean Standing, Director of Sales, Rane Corporation

We are delighted to be partnering with Decibel Festival. This alliance is beneficial to KEXP in that it enables us to expose our listeners to a wealth of exciting new music. 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

Decibel Festival is the rare beast that gets bigger every year without sacrificing its principles or pandering to the lowest common denominator. Instead, every year it gets riskier and more adventurous, expanding its horizons and challenging notions of what does and doesn't belong in the dialogue of dance music. It's hard to think of any other event on the West Coast as comprehensive or cutting edge.

- Andrew Ryce, Resident Advisor

"Decibel is one of Red Bull Music Academy's best collaborative partners in North America. We have a deep 9 year relationship stemming back to Seattle as the host city for the Academy main event in 2005, and we continue to innovate and expand together each year, pushing to truly fulfill the academy mission to create, collaborate and celebrate those who push music's boundaries. Our visions seem to always align on to deliver something really special for the artists, industry and most importantly, fans, and bring the Red Bull Music Academy sentiment and feeling to life in Seattle throughout the year, reaching an apex each September during the festival."

Josh Greenberg - Red Bull International Culture Projects Manager

THANK YOU