

2015 SPONSORSHIP
OVERVIEW



SEPTEMBER 23-27, 2015
SEATTLE, WA
DBFESTIVAL.COM

PURPOSE

Northwest Debut

Deadmau5
Zedd
Lorde
Diplo
Erykah Badu & The Cannabinoids
Nicolas Jaar
Flying Lotus
RL Grime
Maya Jane Coles
Flume
Simian Mobile Disco
Claude VonStroke
Ben Klock

West Coast Debut

James Blake
Boys Noize
Trentemoller
Justice
Nina Kraviz
Dixon

US Debut

Amon Tobin ISAM LIVE
Moderat
Modeselektor

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, dB Events produces over 70 events annually, ranging from intimate club performances to massive international festival stages, reaching tens of thousands of attendees.



"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**

World Debut

Tycho
Machinedrum Vapor City Live
Max Cooper presents Emergence

Misc Highlights

Moby
Orbital
Richie Hawtin

PARTNER BRAND VISIBILITY



MEDIA TESTIMONIALS

"Top 10 September Festivals"

Resident Advisor • bit.ly/db2ra



"The 20 Most Anticipated Dance Music Festivals"

Beatport • bit.ly/db8bp



"25 Festivals to Discover Before You Die"

inthemix • bit.ly/db11mix



"Top 50 Most Important People in EDM – Sean Horton of Decibel Festival"

Rolling Stone • bit.ly/db2014rs

PAST DECIBEL PARTNERS



MOVEMENT



Decibel is proud to have partnered with many amazing businesses and organizations over the years. Our continued success would not be possible without supporters like you.



"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 • Rane Corporation**

TOUCHPOINTS



- ✓ On-site Brand Activation Space
- ✓ Digital Banners/Campaign
- ✓ On-site Signage
- ✓ Email campaign
- ✓ 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

"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

2015 DECIBEL FESTIVAL EVENTS, VENUES, CAPACITY AND DATES

VENUES • CAPACITY	DATES				
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SHOWCASES

	9/23	9/24	9/25	9/26	9/27
Showbox SoDo • 1,800			✓	✓	
Showbox Market • 1,100	✓	✓	✓	✓	
Neumos • 675		✓	✓	✓	
Re-Bar • 300	✓				✓

dB CONFERENCE + SHOWCASES

The Crocodile • 550	✓	✓	✓	✓	✓
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AFTER HOURS + SHOWCASES

Q Nightclub • 675	✓	✓	✓	✓	
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OUTDOOR EVENTS

Volunteer Park • 4,000 <i>free public event</i>					✓
The Islander Cruise Ship • 230				✓	✓

OPTICAL EVENTS

The Triple Door • 300 <i>seated</i>				✓	✓
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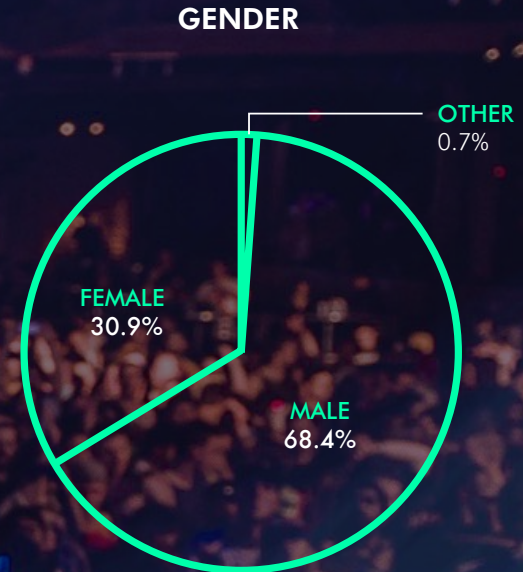
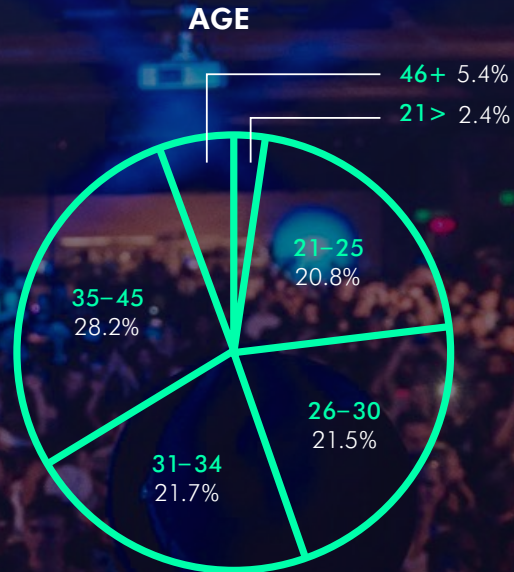
"Decibel Festival is the rare beast that gets bigger every year without sacrificing its principles or pandering to the lowest common denominator. Instead, **every year it gets riskier and more adventurous, expanding its horizons** and challenging notions of what does and doesn't belong in the dialogue 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

OUR FESTIVAL AUDIENCE

FESTIVAL STATISTICS

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.

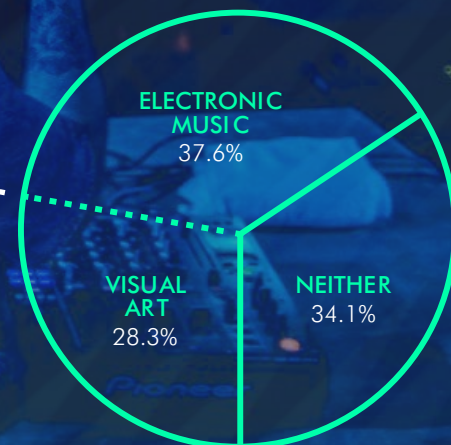


CONFERENCE STATISTICS

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

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.



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.

Each day of the dB Conference is packed with world-renowned artists and producers, giants from gaming and lighting, live demonstrations, and a few heated debates. 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. With the addition of CreativeLive, we anticipate 2015 to be our most complete dB Conference ever.

CONFERENCE TOUCHPOINTS

- Three days of workshops, panels, artist talks and demos
- Over 100 educational speakers
- Post-conference happy hour cocktail events



"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 • Microsoft Windows



THANK YOU

For more information please contact
us at partners@dbfestival.com