



# REBFEST

music & arts festival on the UNLV campus

“A Day @ The Beach”

[www.rebfest.com](http://www.rebfest.com)



# REBFEST

music & arts festival on the UNLV campus

**Thursday, March 31, 2022**

UNLV Student Union Courtyard  
(4505 S Maryland Pkwy – Las Vegas, NV)

Setup 3 p.m. | Doors 5 – 10 p.m.



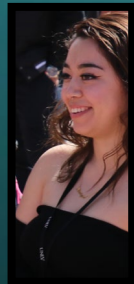
## WHAT WE OFFER



- **REBFEST** will become the premiere place for local and national artists to perform in Las Vegas.
- **REBFEST** offers the ultimate line-up of exclusive performances, appearance, expositions, activities and community engagements.

# STATISTICS

- REBFEST and the UNLV community draw some of the most influential attendees from alumni, current students, local and regional areas
- ATTENDANCE 800 – 2000 festival guests are the target goal for the 2020 REBFEST on the campus of UNLV
- AUDIENCE 60% of our target market are 18 – 24 years old | 30% are 25+ | 10% are under 18 years old
- DIGITAL IMPRESSIONS for marketing include 225.6k Instagram | Mobile 12k+ | Website 25k+



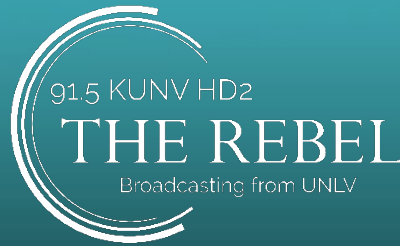


# PROMOTIONAL CHANNELS



## RADIO

- 91.5 HD-1 (91.5 Jazz & More)
- 91.5 HD-2 (The Rebel)



## PRINT

- Banners / Posters
  - Flyers
- Step & Repeat
- Scarlet & Grey
- Review Journal
- Las Vegas Weekly

## SOCIAL MEDIA / DIGITAL

- WEBSITE  
(KUNV.ORG / REBFEST.COM / THEREBELHD2.COM)
- INSTAGRAM | FACEBOOK | TWITTER  
SNAPCHAT | TIKTOK



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## MAIN SPONSORSHIP

### TITLE SPONSOR \$10,000 (1 AVAILABLE)

- Category Exclusivity = Area presented by NAMING RIGHTS (Main Stage , Artist Lounge, Fun Zone)
- Right to use REBFEST name and logo in marketing and promotional materials
- Logo inclusion in REBFEST advertising where title sponsors are identified
- Premium on-site brand activation footprint location with 10x10 space day of event
- Right to merchandise products and/or services
- Marketing
- Social Media prominence
  - Custom Facebook + Twitter Messaging
  - Inclusion in all marketing material, print, digital, radio, social and web.
- Environment
  - Includes four (4) VIP guest + Artist Lounge / VIP access passes
  - Dedicated Sponsor Services Coordinator
  - Post Festival recap and analysis

Main Stage Sponsor

\*Final partnership packages and benefits will be based on confirmed level of sponsorship. Each package will be tailored to meet specific brand needs.



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## SPONSORSHIP

### TITLE SPONSOR \$5,000 (2 AVAILABLE)

- Category Exclusivity = Area presented by NAMING RIGHTS (Artist Lounge, Fun Zone)
- Right to use REBFEST name and logo in marketing and promotional materials
- Logo inclusion in REBFEST advertising where title sponsors are identified
- Premium on-site brand activation footprint location with 10x10 space day of event
- Right to merchandise products and/or services
- Marketing
  - Social Media prominence
    - Custom Facebook + Twitter Messaging
    - Inclusion in all marketing material, print, digital, radio, social and web.
- Environment
  - Includes four (4) VIP guest + Artist Lounge / VIP access passes
  - Dedicated Sponsor Services Coordinator
  - Post Festival recap and analysis

### Main Stage Sponsor

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## SPONSORSHIP

### REBEL SPONSOR \$2,500 (5 AVAILABLE)

- Right to use REBFEST name and logo in marketing and promotional materials
- Logo inclusion in REBFEST advertising where rebel sponsors are identified
- Premium on-site brand activation footprint location with 10x10 space day of event
- Right to merchandise products and/or services
- Marketing
  - Social Media prominence
    - Custom Facebook + Twitter Messaging
    - Inclusion in all marketing material, print, digital, radio, social and web.
- Environment
  - Includes two (2) VIP guest + Artist Lounge / VIP access passes
  - Dedicated Sponsor Services Coordinator
  - Post Festival recap and analysis

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## SPONSORSHIP

### SCARLET & GREY SPONSOR \$1,000 (5 AVAILABLE)

- Right to use REBFEST name and logo in marketing and promotional materials
- Logo inclusion in REBFEST advertising where Scarlet & Grey sponsors are identified
- Premium on-site brand activation footprint location with 10x10 space day of event
- Right to merchandise products and/or services
- Marketing
  - Social Media prominence
    - Facebook + Twitter Messaging
    - Inclusion in all marketing material, print, digital, radio, social and web.
- Environment
  - Dedicated Sponsor Services Coordinator
  - Post Festival recap and analysis

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# BECOME A BOOTH VENDOR

Booth \$500 (6 AVAILABLE)

- Right to use REBFEST name and logo in marketing and promotional materials
- Logo inclusion in REBFEST advertising where booth vendors are identified
- On-site brand activation footprint location with 10x10 space day of event
- Right to merchandise products and/or services
- Marketing
  - Social Media prominence
    - Facebook + Twitter Messaging
- Environment
  - Dedicated Booth Services Coordinator

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# REBFEST

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Become a partner

Ashton Ridley

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