



# 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 28, 2024**  
UNLV Student Union Courtyard  
(4505 S Maryland Pkwy – Las Vegas, NV)  
Setup Noon | Event 5 – 10 p.m.



## WHAT WE OFFER

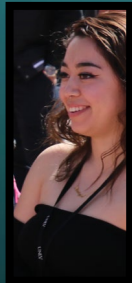


- **REBFEST** will become the premiere place for local and national artists to perform in Las Vegas.
- **REBFEST** offers the ultimate line-up of exclusive performances, appearance, expositions, activities and community engagements.



# STATISTICS

- REBFEST and the UNLV community draw some of the most influential attendees from alumni, current students, local and regional areas
- ATTENDANCE 500 – 1500 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+



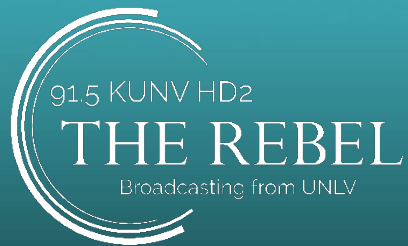


# PROMOTIONAL CHANNELS



## 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 \$20,000 (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

\*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 \$10,000 (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

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

The logo for REBFEST, featuring the word "REBFEST" in a bold, white, sans-serif font. The letter 'B' is stylized with a blue dot above it and an orange dot below it. The background of the slide is a teal gradient with a curved yellow border at the top, which frames a photograph of a beach scene with turquoise water, a small boat, and a person sitting on the shore between two large rock formations.

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## SPONSORSHIP

### REBEL SPONSOR \$5,000 (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 \$2,500 (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 \$1,000 (8 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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Become a partner

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