REBFEST

music & arts festival on the UNLV campus

"A Day @ The Beach"

www.rebfest.com

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Thursday, March 2, 2023

UNLV Student Union Courtyard

(4505 S Maryland Pkwy – Las Vegas, NV)

Setup Noon | Event 5 – 10 p.m.

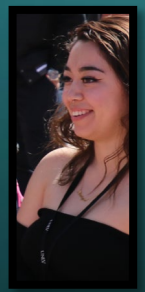
WHAT WE OFFER

- **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)

SOCIAL MEDIA / DIGITAL

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

PRINT

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

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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

*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
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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 $750 (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

Ashton Ridley

702.895.0060

TheRebelHD2@unlv.edu