SPONSORSHIP & ADVERTISING MEDIA GUIDE

350+ BANDS, COMEDIANS & PRO WRESTLERS

More than 10,000 Smart Music Lifers at one Massive Punk Rock Family Vacation

sponsorthefest@gmail.com

FEST 20 OVERVIEW

THE FEST is an independent multiple-day, multiple-venue underground music festival held annually in Gainesville, Florida. In 2021, THE FEST celebrated 19 years in Gainesville, Florida after postponing the 2020 installment due to Covid-19 safety and coming off of a SOLD OUT 2019 FEST. FEST proved to the world that a multiple day, multiple venue festival could be held safely with the proper Covid protocols, testing, and communication with bands, attendees, staff and venues.

Now with 2022, FEST sets another milestone by celebrating it's 20 YEAR ANNIVERSARY!!!

BIGGER BANDS, MORE VENUES, AND MORE ATTENDEES

Over 10,000 music lovers will converge on Florida to enjoy the beautiful fall weather and some of the best underground punk, hardcore, indie, alt-country bands as well as underground comedians and independent wrestlers from all over the world.
In 2021, THE FEST hosted 306 musical acts over three days at 18 venues in the heart of Gainesville (home of University of Florida.)

Beginning in 2001 with only 60 bands, four stages, and two days, THE FEST has experienced a massive growth rate. THE FEST also finds attendees and bands traveling to Florida from all over the world. In 2019: 68% of our ticket sales came from outside the state of Florida and 12% of attendees were from overseas, Canada and Mexico. 2021 the international boarders were closed during FEST so we expect even more international attendees this year for the big 20 year anniversary!

Sponsorship and advertising with THE FEST is an amazing and affordable way to have your company exposed to thousands of demographically diverse music fans in one fell swoop for one low advertising investment. Not only do attendees enjoy the event itself, but they're extremely loyal to the people who openly show their support for our independent music culture. In addition to showing your support for the festival, your sponsorship contribution directly goes to help pay for the Official FEST 20 Guidebook. The Guidebook features 96 full color pages giving attendees a true overview of the festival as well as exclusive articles and interviews with their favorite bands. The FEST 20 Guidebook is something attendees use the entire weekend and take home as a keepsake to enjoy after FEST.

With your sponsorship package, your logo will not only be featured on the cover of the full color official FEST guidebook, but will also be exposed to people for months leading up to the event. Your logo will be noticed by people checking out the website for more information, passing by our large promotional posters, engaging other FESTers on our social media accounts as well as seeing our ads in underground music publications and other 2022 music festival guidebooks from around the world. Also, everyone who mail orders from supporting independent labels and bands will receive a postcard sized handbill promoting FEST 20 with their orders.

Our promotional posters and flyers are distributed worldwide at independent record stores, college campuses, and on street poles by a street team force composed of artists playing the actual event, and fans of THE FEST.

Depending on your level of support your logo could also be displayed on all of our print and web advertising. We've taken out ads with Alternative Press, Razorcake, Folio Weekly, Big Cheese (UK), Rock Sound (UK), Punk Rock Theory, The Bad Copy, Issue Oriented Podcast, Scene Point Blank, Punkradiocast.com, & New Noise Magazine, as well as in guidebooks for festivals such as Punk Rock Bowling (Vegas), Groezrock (Belgium), & Pouzza Fest (Canada).

Please feel free to contact us to discuss which sponsorship package would fit your company best. We also are willing to work out product or service trades for your sponsorship and can customize a package to work within your budget.

We look at THE FEST as a friends-helping-friends opportunity and would love to have your support!

DETAILS

WHEN

October 28th, 29th, 30th 2022

WHERE

Downtown Gainesville, FL

VENUES

- » BO DIDDLEY PLAZA/ 4,000 CAP (ALL AGES)
- » HEARTWOOD/ 2,000 CAP (ALL AGES)
- » VIVID MUSIC HALL / 800 CAP (18+)
- » THE WOOLY / 400 CAP (18+)
- » HIGH DIVE / 400 CAP (18+)
- » DOWNTOWN FATS / 300 CAP (18+)
- » FOX LOUNGE/ 300 CAP (18+)
- » BOCA FIESTA / 250 CAP (ALL AGES)
- » PALOMINO / 250 CAP (18+)
- » LOOSEY'S / 200 CAP (18+)
- » MOTHERS PUB- 200 CAP (18+)
- » VECINOS - 200 CAP (18+)
- » HIPPODROME THEATRE / 220 CAP (ALL AGES)
- » 4TH AVE FOOD PARK - 300+ FREE OUTDOOR SHOW (ALL AGES)

COMEDY SHOWCASES & FEST WRESTLING ALSO INCLUDED IN THE SCHEDULED WEEKEND EVENTS.

PRICE TO ATTEND

$175 ADV / $250 Weekend Of

WHO IS ATTENDING

Attendees from United States, Canada, United Kingdom, Germany, Australia, Italy, Norway, Denmark, Netherlands, Costa Rica, Peru, Austria, Belgium, Japan, Russia, Mexico, Chile, Spain, Sweden, Brazil, Ireland, France, Colombia, Bermuda, Greece, Czech Republic, Puerto Rico, Ecuador, Finland, Switzerland & Micronesia.

THEFESTFL.COM

FEST 20 SITE UPDATE & INITIAL BAND ANNOUNCEMENT APRIL 13TH - 2022

PASSES/ HOTELS/ MERCH ON SALE APRIL 20TH - 2022

CONTACT

sponsorthefest@gmail.com

FEST 19 (2021) STATS

ATTENDANCE & IMPACT - 2021

5,482
TOTAL ATTENDANCE
SMART MUSIC-OBSESSED TASTE-MAKERS

2,237
3-DAY PASSES SOLD

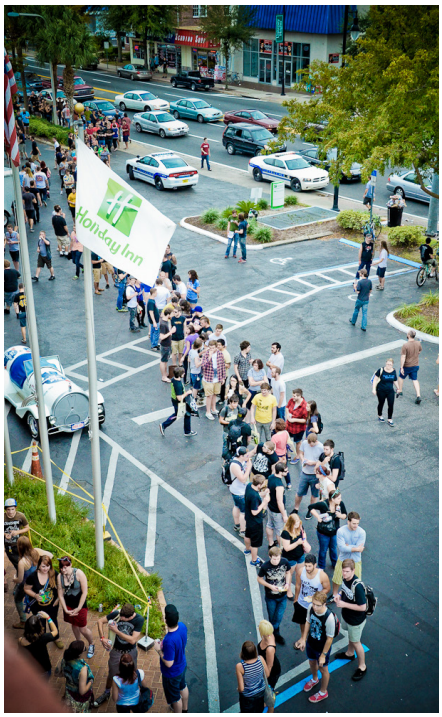
1,503
INDIVIDUAL SHOW TICKETS

388
STAFF & VOLUNTEERS

1,169
BAND MEMBERS

185
SPONSORS/PRESS/ VENUE COMPS

16,446
3-DAY IMPACT ON GAINESVILLE ECONOMY



THEFESTFL.COM WEBSITE - JAN 1 2020 - DEC 31 2021

209,093
USERS

817,536
PAGEVIEWS

1m54s
AVERAGE TIME ON SITE

SOCIAL MEDIA as of 1/27/22

34K
FACEBOOK FANS

18K
TWITTER FOLLOWERS

29.2K
INSTAGRAM FOLLOWERS

FLEA MARKET

SELL YOUR WARES AT FEST 20 REGISTRATION IN GAINESVILLE - NEW LOCATION

Sell your goods and wares at THE FEST FLEA MARKET! Set up in trade show fashion, rows of vendors are located in a covered area at Gainesville's largest park downtown. BOXCAR/ DEPOT PARK.

FEST Registration is held there, so you'll have the opportunity to set up your table for all FEST 20 attendees, bands, guests, volunteers, and the general Gainesville public.

FRIDAY 10/28/22

HOURS:
SET UP WILL BE 10AM–NOON.
OPEN TO PUBLIC FROM NOON – 7 PM.

RATES INCLUDE:
TABLES + CHAIRS + COVERED AREA + WALL SPACE
FREE PUBLIC CITY OF GAINESVILLE WIFI

WALL SPACE:
MAY BE AVAILABLE UPON ADVANCED REQUEST.
FULL TABLE COMMITMENT ONLY.

PRICING

HALF TABLE + 1 CHAIR
2x4' Table Space
$250

FULL TABLE + 2 CHAIRS
2x8' Table Space
$400

SPACE IS LIMITED SO DO NOT DELAY TO RESERVE YOUR SPOT

Contact **SPONSORTHEFEST@GMAIL.COM** for all flea market inquiries

SPONSORSHIPS 2ND/3RD TIER

SECOND TIER SPONSORSHIP
$2,500

MEDIUM LOGO PLACEMENT

BILLING WILL BE VISIBLE ON:

THEFESTFL.COM
The bottom of FEST 20 website

PRINT

FEST 20 Posters / 5000 Qty for FEST 20

FEST 20 Print ads - 6 print ads

Header placement on all 20,000 FEST 20 handbills / Two print runs: 5/1/22 and 7/1/22

Cover placement on the Official FEST 20 Guidebooks / 2,500 print run. 96 pages. full color

YOU WILL ALSO RECEIVE:

Half page, color ad in the Official FEST 20 Guidebook ($600 value)

You can do any giveaway promotions all weekend with reps

(4) FEST 20 passes ($1000 value)

THIRD TIER SPONSORSHIP
$1,500

SMALL LOGO PLACEMENT

BILLING WILL BE VISIBLE ON:

THEFESTFL.COM
The bottom of FEST 20 website

PRINT

FEST 19 Posters / 5000 Qty for FEST 20

FEST 20 Print ads - 6 print ads

Cover placement on the Official FEST 20 Guidebooks / 2,500 print run. 96 pages. full color

YOU WILL ALSO RECEIVE:

Quarter page, color ad in the Official FEST 20 Guidebook ($400 value)

You can do any giveaway promotions all weekend with reps

(2) FEST 20 passes ($500 value)

LOGO INCLUSION DEADLINES

PRINT ADS
Depending on magazine deadlines. The earlier you sign up, the more ads your logo will be included on.

HANDBILLS
4/1/22 for MAY print run
6/1/22 for JULY print run

POSTERS
7/1/22

WE DO 90 DAY TERMS or SEPT 1ST 2022 ON PAYMENT FROM DATE INVOICE IS SENT
10% late fee on overdue balances.

MAIN TIER

PRESENTING MAIN TIER SPONSORSHIP $20,000
PRESENTING MAIN TIER BEVERAGE $25,000

LARGEST LOGO PLACEMENT

THEFESTFL.COM
Header of entire FEST 20 website

Splash flip on all web banner ads for FEST 20

SIGNAGE
All FEST vinyl banners, hung at Registration and every venue for FEST 20

Banner sizes: 3×5', 5×10' and 5' x 20' , as well as Side Fills for the Main Stage at FEST 20

PRINT
Header placement on all FEST 20 Posters
5000 Qty for FEST 20

Header placement on all 20,000 FEST 20 handbills /

Header on all FEST 20 print ads
6 print ads

Cover Header placement on the Official FEST 20 Guidebooks / 2,500 print run. 96 pages. full color

YOU WILL ALSO RECEIVE:

Full page, color ad in the Official FEST 20 Guidebook ($1000 value)

Web banners on FEST 20 site ($600 value)

You can do any giveaway promotions all weekend with reps

You may place banners anywhere inside venues except on or behind stages; FEST approval of all signage

(10) FEST 20 passes ($2000 value), 4 VIP FEST 20 passes, bearer skips all lines (priceless/ not for sale)

Co-Presenting Sponsorship rights to FEST 20

FULL (8'x2') Table Space for vending at FEST 20 registration / flea market ($400 value)

LOGO INCLUSION DEADLINES

PRINT ADS
Depending on magazine deadlines. The earlier you sign up, the more ads your logo will be included on.

POSTERS
7/1/22

HANDBILLS
4/1/22 for MAY print run
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GUIDEBOOK ADS

PRICES

BACK COVER	$1,500
INSIDE FRONT COVER	$1,300
FULL PAGE, FIRST 5 PAGES	$1,100
FULL PAGE	$1000
HALF PAGE	$700
QUARTER PAGE	$400

AD RESERVATION DEADLINE: 9/15/22
AD ART DUE: 9/22/22

DELIVERY

FILE FORMATS
TIFF, PDF, EPS or JPG. Files must be flattened. All fonts and images embedded

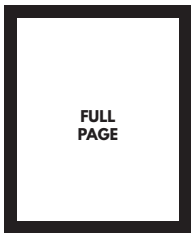
RESOLUTION
300 dpi at the appropriate inch x inch dimensions as specified above

COLOR
Ads must be converted to CMYK

ALL ADS MUST BE PAID IN FULL WHEN ART IS TURNED IN

WE DO 30 DAY TERMS
ON PAYMENT FROM DATE INVOICE IS SENT
10% late fee on overdue balances.

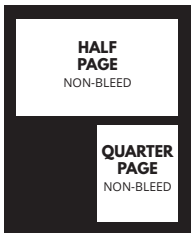
SIZES



FULL PAGE
SIZE (INCHES)
5.75W x 8.75H

TRIM SIZE (INCHES)
5.5W x 8.5H

SAFETY (INCHES)
5W x 8H



HALF PAGE
SIZE (INCHES)
5W x 4H

QUARTER
SIZE (INCHES)
2.5W x 4H

THEFESTFL.COM WEBSITE ADVERTISING

THEFESTFL.COM WEBSITE
JAN 1 2020 - DEC 31 2021

209,093
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PAGEVIEWS

1m54s
AVERAGE TIME ON SITE

WEBSITE ADS

LEADERBOARD & 3x1	$500
LEADERBOARD	$400
3x1	$200

WEBSITE LAUNCH AND INITIAL BAND ANNOUNCEMENT DATE: 4/13/2022

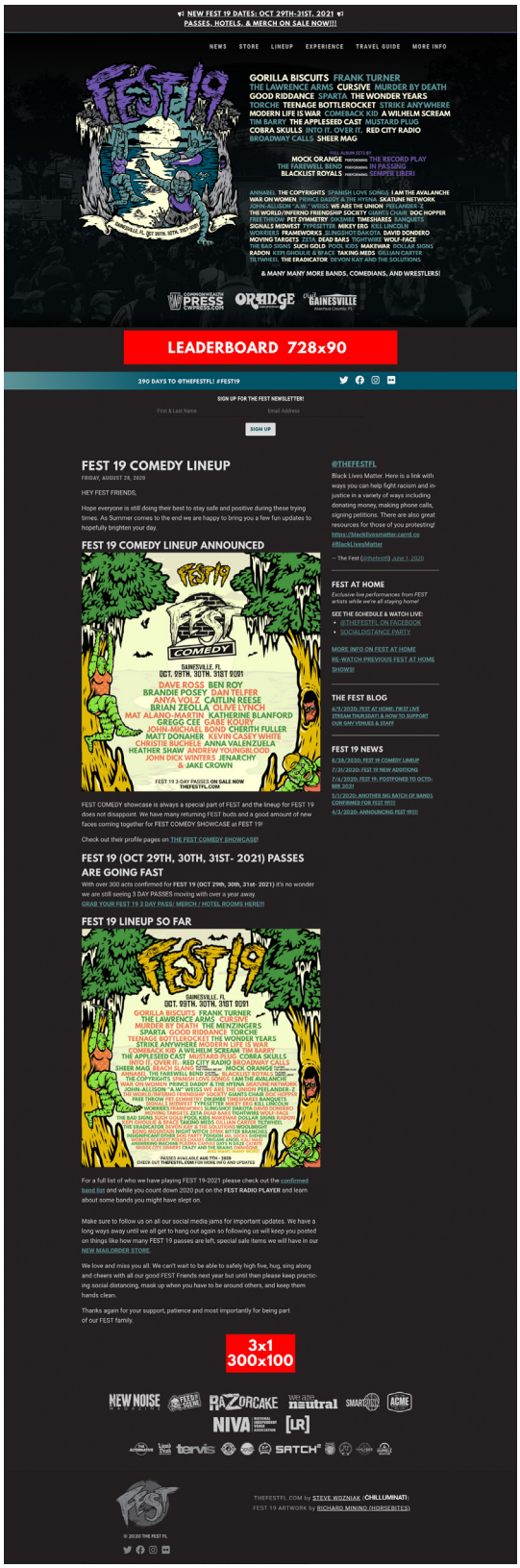
WEB BANNERS CAN BE ADDED AT ANY TIME AFTER SITE LAUNCH

LEADERBOARD
SIZE (PIXELS)
728w x 90h

3x1
SIZE (PIXELS)
300w x 100h

FILE FORMATS
GIF, JPG

WE DO 30 DAY TERMS
ON PAYMENT FROM DATE INVOICE IS SENT
10% late fee on overdue balances.



FEST ALUMNI

7 SECONDS / 88 FINGERS LOUIE / ABLE BAKER FOX / AGAINST ALL AUTHORITY / AGAINST ME! / ALL AMERICAN STEEL / AJJ / ANDREW W.K / ANTI-FLAG / AS FRIENDS RUST/ ASSHOLEPARADE
ATOM AND HIS PACKAGE / AUDIO KARATE / AVAIL /THE AVENGERS/ A WILHELM SCREAM
BANNER PILOT / BARONESS / BEACH SLANG / BIG D AND THE KIDS TABLE / BIGWIG
THE BLOOD BROTHERS / BOMB THE MUSIC INDUSTRY! / BOUNCING SOULS / BOLLWEEVILS
BOYSETSFIRE / BRAID / BROADWAY CALLS / THE BRONX / BULLY / CAREER SUICIDE / CAYETANA
CEREMONY / CHIXDIGGIT / CHRIS GETHARD / CHUCK RAGAN / CIRCLE TAKES THE SQUARE
CITY OF CATERPILLAR / COALESCE / CODE ORANGE / COLISEUM / THE COPYRIGHTS / CURSIVE
DAVE ROSS / DEAD TO ME / DEAR LANDLORD / DEFIANCE, OHIO / DESCENDENTS
DIARRHEA PLANET / DILLINGER FOUR / THE DOPAMINES / THE DRAFT / DRAG THE RIVER / DWARVES
THE ERGS / FAKE PROBLEMS / F.Y.P. / THE FIGS / THE FLATLINERS / FLOOR / FRANK TURNER
FREE THROW / FOXING / FROM ASHES RISE / THE FRONT BOTTOMS / THE GASLIGHT ANTHEM
THE GET UP KIDS / GOOD LUCK / GOOD RIDDANCE / GOVERNMENT ISSUE / GRADE / HARD GIRLS
HARD SKIN / HAR MAR SUPERSTAR / HOP ALONG / HORACE PINKER / HOT WATER MUSIC / HUM
I AM THE AVALANCHE / INTO IT. OVER IT. / IRON CHIC / IRON REAGAN /JAWBREAKER
JAWBOX / J CHURCH / JOE SIB / JOEY CAPE / JOYCE MANOR / JEFF ROSENSTOCK / KEPI GHOULIE
KILL YOUR IDOLS/ KNAPSACK / KYLE KINANE / KYLESA / LA DISPUTE / LAGWAGON
LARRY AND HIS FLASK / LAURA STEVENSON / LATTERMAN / LAWRENCE ARMS / LEATHERFACE
LEMURIA / LESS THAN JAKE / LIFETIME / THE LILLINGTONS / LOOK MEXICO / THE LOVED ONES
LUCERO / MAC SABBATH / MARIACHI EL BRONX/ MARKED MEN / MASKED INTRUDER / MASTODON
/ MATES OF STATE / MATT & KIM / MC LARS / MEAN JEANS / MEAT WAVE
ME FIRST AND THE GIMME GIMMES / MELVINS / THE MENZINGERS / METZ / MOCK ORANGE
MEWITHOUTYOU / MINERAL / MINUS THE BEAR / MODERN BASEBALL / MODERN LIFE IS WAR
MOM JEANS. / THE MOVIELIFE / MUNICIPAL WASTE / MURDER BY DEATH / MUSTARD PLUG
NAKED RAYGUN / NEGATIVE APPROACH / NIGHT BIRDS / NIGHT MARCHERS / NONE MORE BLACK
/ NOTHINGTON / NO TRIGGER OBITS / OFF WITH THEIR HEADS / PAINT IT BLACK / PAUL BARIBEAU
PEARS / PEGBOY / PIANOS BECOME THE TEETH / PIEBALD / THE PIETASTERS / PLANES MISTAKEN
FOR STARS / P.O.S. / POLAR BEAR CLUB / PRAWN / PRETTY GIRLS MAKE GRAVES
PRINCE DADDY & THE HYENA / PROPAGANDHI / PUP/ RAINER MARIA / RADIOACTIVITY
RED CITY RADIO / RESTORATIONS / RIVERBOAT GAMBLERS ROZWELL KID / RVIVR / RUSSIAN
CIRCLES / SAMIAM / SCREAMING FEMALES / SEAWEED / SHEER MAG / THE SLACKERS / SLINGSHOT
DAKOTA / SMALL BROWN BIKE / THE SMITH STREET BAND / SMOKE OR FIRE / SMOKING POPES
SNAPCASE / SNUFF / SPANISH LOVE SONGS/ SQUIRTGUN / STIFF LITTLE FINGERS
STREETLIGHT MANIFESTO / STRIKE ANYWHERE / SUICIDE MACHINES / SUPERCHUNK
THE SWELLERS / TED LEO AND THE PHARMACISTS / TEENAGE BOTTLEROCKET
THIS BIKE IS A PIPE BOMB / TIGERS JAW / TIM BARRY / TITLE FIGHT / TITUS ANDRONICUS / TORCHE
TOUCHÉ AMORÉ / TOYS THAT KILL / TSUNAMI BOMB / THE APPLESEED CAST
THE WONDER YEARS / YOUTH BRIGADE / YOUNG WIDOWS
THE WORLD IS A BEAUTIFUL PLACE & I AM NO LONGER AFRAID TO DIE / YOU BLEW IT
UNDERGROUND RAILROAD TO CANDYLAND / UPRIGHT CITIZENS BRIGADE
VALIENT THORR / THE VELVET TEEN / WAR ON WOMEN / WESTON