

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



UNKONSCIOUS
BEACH FESTIVAL 2020

ASIA'S #1
TRANCE FESTIVAL



BENZY

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ASIA'S #1 TRANCE FESTIVAL



UNKONSCIOUS
BEACH FESTIVAL 2020

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5th - 8th FEBRUARY, PHUKET

Following two successful events in 2018 and 2019, UNKONSCIOUS BEACH FESTIVAL returns to Phuket's secluded Paradise Beach in February 2020. With a line-up of top international trance artists already confirmed, the Festival is the biggest of its kind in Asia.

Rated the #1 trance festival in Asia and #5 in the world in 2018 by www.trancepodium.com, UNKONSCIOUS BEACH FESTIVAL 2020 is expected to attract 7,600 attendees with two full days of outdoor sets by some of the world's most celebrated trance artists.

The confirmed line-up so far includes top artists such as John Askew, Simon Patterson, Sean Tyas, Will Atkinson, Avalon, Alex Di Stefano, Orkidea, Ferry Tayle, Dan Stone, The Thrillseekers, Driftmoon, Elucidus, Asteroid, RAM, Scot Project and Indecent. Last year's event saw more than 3,000 visitors from more than 45 nations, a 300 percent increase from the inaugural event in 2018.

UnKonscious Beach Festival 2020 will feature two world-renowned stage productions: VII, one of the hottest trance labels started by DJ John Askew; Fables, an events entity created by Ferry Tayles & Dan Stone. Fables is a sub label from one of the biggest trance labels on the planet, Future Sound Of Egypt.

In addition to the main two-day event, guests can enjoy Pre & After Parties held at Sugar Club, Patong.

Integrate UNKONSCIOUS BEACH FESTIVAL 2020
into your marketing platform...



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UNKONSCIOUS
BEACH FESTIVAL 2020

FACTS & FIGURES

1 STAGE

2 DAYS

2 TRANCE
LABELS

OVER 20
INTERNATIONAL DJS

ALL EVENT ATTENDEES

MALE 60% FEMALE 40% 25-40 YEARS OLD

100 MILLION BAHT

EXPECTED BOOST TO ECONOMY

20% THAI

80% FOREIGN

7,600

EXPECTED
ATTENDEES

2019 EVENT ATTENDEES

80% FOREIGNER (15% SINGAPOREAN
15% MALAYSIAN)* AND 20% THAI
45 NATIONS IN 1 EVENT

5 NIGHTS

ATTENDEE AVERAGE
STAY IN PHUKET



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ABOUT TRANCE

Trance is one of the fastest-growing music genres with events booming all over the world, especially in Asia. Inspired by some of the best trance festivals in Europe, UNKONSCIOUS BEACH FESTIVAL 2020 takes advantage of a beautiful beach setting to offer a truly unique trance experience. A number of art installations and elaborate stage designs will add to the visual aspect of the festival and support the local community.

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PACKAGES

UNKONSCIOUS BEACH FESTIVAL 2020 has a comprehensive Commercial Sponsorship and Partnership Program to suit differing levels of budget and branding needs..

TIER 1: TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to the UNKONSCIOUS BEACH FESTIVAL 2020
- 1 x Presenting Sponsor with naming rights to the UNKONSCIOUS BEACH FESTIVAL 2020

TIER 2: CO-SPONSORS

- 6 x Co-sponsors from non-competing categories of the UNKONSCIOUS BEACH FESTIVAL 2020

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- 10 x Official Suppliers providing goods / services essential to the UNKONSCIOUS BEACH FESTIVAL 2020
- 10 x Media Partners providing advertising / guaranteed editorial essential to the UNKONSCIOUS BEACH FESTIVAL 2020

TIER 4: LOCAL PARTNERS

Packages for Phuket businesses

RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

WHO SHOULD SPONSOR?

UNKONSCIOUS BEACH FESTIVAL 2020 is a great opportunity for brands in the following sectors:

Airlines - Local and international
Alcohol - Beer, Wines, Spirits
Cosmetics
Fashion
Financial Services
Food & Beverage
Healthy Lifestyle Products

Hotels
Insurance
Local Phuket Restaurants, Clubs & Bars
Local Phuket Businesses
Local Transport - Taxi / Bus / Motorcycle Taxi
Telecoms



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LINE UP

DAY 1 - PRE PARTY - WEDNESDAY 5TH FEBRUARY

JOHN ASKEW VS SIMON PATTERSON - BACK 2 BACK, OPEN TO CLOSE SET

DAY 2 - LABEL STAGE "VII" - THURSDAY 6TH FEBRUARY

JOHN ASKEW
SIMON PATTERSON
SEAN TYAS
WILL ATKINSON
AVALON
ALEX DI STEFANO
ORKIDEA

DAY 3 - LABEL STAGE "FABLES" - FRIDAY 7TH FEBRUARY

FERRY TAYLE
DAN STONE
THE THRILLSEEKERS
DRIFTMOON
ELUCIDUS
SUPPORTED BY ASTEROID AND RAM PRES DUBYARD (PROGRESSIVE TRANCE SET)

DAY 4 - AFTER PARTY - SATURDAY 8TH FEBRUARY

KING OF CLUBS HARD TRANCE STAGE
SCOT PROJECT
RAM PRES RAW
INDECENT NOISE



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THE EXPERIENCE

THEMES FOR GUESTS

SUMMER BEACH WEAR

MUSIC

UNKONSCIOUS BEACH FESTIVAL 2020 is spread over two days. Activities include:

- ONE STAGE
- TWO LABELS
- TWO DAYS

PARTIES

Pre Party - Sugar Club, Patong
Main Event - Paradise Beach Club, Patong
After Party - Sugar Club, Patong

COMMUNITY

The organisers are working with students from the local Arts Faculty to create an iconic decoration to be used at the event. Once the event is completed, the décor will be returned to the community of Phuket with the name of the University on it, and publicly displayed as a tourist attraction. Students and the universities are credited for their work.

PAST EVENTS

1ST EDITION 2018

3 days 1,000 people

2ND EDITION 2019

4 days (including pre and after party) 3,000 people

Data from www.ticketmelon.com

LOCATION

PARADISE BEACH, PHUKET

UNKONSCIOUS BEACH FESTIVAL 2020 takes place at Paradise Beach a beautiful secluded hidden away beach just a 10-minute drive from the famous Patong.

<https://paradisebeachphuket.com/>

PHUKET

Phuket is an island located 862 km south-west of Thailand's capital Bangkok in the Andaman Sea.

In 2018 it was named the 'Second Best Beach in the World' by business publication US News & World Report for its white sands, aquamarine waters and limestone cliffs that attract millions of travellers every year. The island was hailed as "a little piece of paradise" according to the magazine.

November through March is the cool north-east monsoon season, when cool breezes keep things comfortable. The average daily temperature is around 24C to 32C.

www.phuket.com



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WHY GET INVOLVED?

UNKONSCIOUS BEACH FESTIVAL 2020 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets across both international and local stages.

Beyond print and online coverage, the organisers are currently finalising broadcast, streaming and radio coverage. Direct mails, e-newsletters and the promotion of the Festival's news via social media are all used to communicate with target audiences.

UNKONSCIOUS BEACH FESTIVAL 2020 is a perfect opportunity to boost a company's profile amongst youth, festival goers, dance and trance markets.

A company's participation in UNKONSCIOUS BEACH FESTIVAL 2020 not only strengthens awareness of its products and services to this audience but also more importantly confirms its position as an industry leader.

BRAND EXPOSURE

The opportunity to integrate with UNKONSCIOUS BEACH FESTIVAL 2020.

NAMING RIGHTS TO THE EVENT EVENT BRANDING BRAND EXPERIENTIAL PRESENCE

BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of UNKONSCIOUS BEACH FESTIVAL 2020 TV broadcast and streaming programme, which will be finalised in 2019.

MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

UNKONSCIOUS BEACH FESTIVAL 2020 MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.

ADVERTISING

ONLINE - UNKONSCIOUS BEACH FESTIVAL 2020 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin months before the Festival, focusing on key professionals from the music / dance industry, news and lifestyle publications enhanced with editorial content.



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WHY GET INVOLVED?

PR & CONTENT

UNKONSCIOUS BEACH FESTIVAL 2020 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with DJs; Fun Challenges; Festival Highlights; Onsite Promotion; and Charity Links.

The PR campaign ensures wide coverage both during and after the Festival and will feature:


- Media engagement and editorial in music and dance magazines
- Features on the Festival
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

DIGITAL & SOCIAL RIGHTS

Exposure through...

 **FACEBOOK** - <https://www.facebook.com/unkonsciousfestival/> - **8,582 Followers**

 **INSTAGRAM** - <https://www.instagram.com/unkonsciousfestival/> - **2,656 Followers**

 **WEB** - <http://unkonsciousfestival.com/>

MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise for free give-away. This could be used as give-aways through media and presence marketing promotions. For example, UNKONSCIOUS BEACH FESTIVAL 2020 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

UNKONSCIOUS BEACH FESTIVAL 2020 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Phuket. With a number of party opportunities this is an excellent way to do and promote your business.

EXPERIENTIAL RIGHTS

Phuket attracts thousands of visitors in February and with it huge opportunities for Sponsors & Partners to promote their products and services. The visitors provide Sponsors with a mixture of: tourists and local population.

SUSTAINABILITY

BeKonscious Pocket Ashtrays

The Festival support sustainable tourism, and asks party goers to keep the beautiful Paradise Beach and the whole island of Phuket clean by not littering and butting cigarettes on the ground. Cool BeKonscious pocket ashtrays are given away completely for free with any merchandise purchased at UNKONSCIOUS BEACH FESTIVAL 2020.



INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor] UNKONSCIOUS BEACH FESTIVAL 2020 in association with [Presenting Sponsor]" for PR and advertising use	Yes		
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor] UNKONSCIOUS BEACH FESTIVAL 2020 in association with [Presenting Sponsor]" for PR and advertising use		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] UNKONSCIOUS BEACH FESTIVAL 2020 in association with [Presenting Sponsor]" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use UNKONSCIOUS BEACH FESTIVAL 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING			
Logo on main stage	Yes		
Logo at Festival entrance area			
Logo on beach (beach flags) and venue decoration	Yes Prominent	Yes Prominent	Yes Prominent
Logo at Paradise Beach Club and Sugar Club Parties / Events			
Logo included in Media Interview area backdrop branding	Yes	Yes	Yes
Logo included in banners in Festival Bars	Yes	Yes	Yes
Branded Photo Booth	Yes		
Logo on hard copy of tickets	Yes		
Logo on VIP, media & staff passes	Yes		
MEDIA, PROMOTION & PR RIGHTS			
Logo on literature pre / post events, website, stationery etc.	Yes	Yes	Yes
Programme advertisement	Full Page	½ Page	¼ Page
Brand name mention and logo in UNKONSCIOUS BEACH FESTIVAL 2020 press information and advertisements			
Inclusion in any advertisement / documentary produced	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Inclusion in any marketing / sales materials			
Logo on advertising in Media Partner publications			

INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Music label endorsement of Sponsor	Yes	Yes	
Artist endorsement of Sponsor	Yes	Yes	
DIGITAL & SOCIAL RIGHTS			
Branding on event emails, website, and communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Sponsored content on UNKONSCIOUS and music labels' communication channels. Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to Festival's database	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Opportunity to purchase Exhibitor booth at event and promotional staff	Yes	Yes	Yes
Promotional literature at the event	Yes	Yes	Yes
Sampling	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
VIP tickets for Sponsors at Pre Party & After Party	20 per party	10 per party	10 per party
Branding on tables at Parties	Yes		
VIP sponsor passes to the Festival	25	10	10
MERCHANDISING RIGHTS			
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes

LOCAL PARTNERS

We have a limited number of opportunities for Phuket based Partners at the following levels, which offer branding and hospitality benefits.

- Use the event's name / logo in your own publicity (e.g. "Local Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- 5 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)



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