



# SPONSORSHIP OPPORTUNITIES // 2018



[WWW.BACKWOODSMUSICFESTIVAL.COM](http://WWW.BACKWOODSMUSICFESTIVAL.COM)

A photograph of a male musician performing on stage. He is wearing a black tank top with white text that reads "NO FEAR NO PAIN NO PROBLEMS". He has a microphone in his mouth and is holding a black electric guitar. His right arm is raised in the air. The background is dark with blue stage lighting and some equipment visible.

**GOOD PEOPLE, GOOD MUSIC, GOOD TIMES.**

**AFTER BEING NAMED OKLAHOMA'S LARGEST CROSSOVER MUSIC FESTIVAL BY PROMOTIONS NOW, BACKWOODS IS LOOKING TO TAKE OVER ANOTHER STATE, WITH A NEW HOME AT MULBERRY MOUNTAIN IN THE BEAUTIFUL OZARK MOUNTAINS IN ARKANSAS. 2018 EXPECTS CROWDS OF 30,000 OVER THE COURSE OF THREE DAYS.**

**THE FESTIVAL HAS EARNED THE REPUTATION OF SHOWCASING SOME THE BEST BANDS AND DJs IN THE WORLD. PAST ACTS INCLUDE ODESZA, PORTER ROBINSON, NERO, MOE., AND MANY MORE.**

# DEMOGRAPHICS

\$0K - \$50K

\$50K - \$100K

\$100K - \$150K

3%

44%

62% MALE  
38% FEMALE

74%

53%

16%

8%

<21

21 - 34

35 - 54

NO COLLEGE

41%

COLLEGE

50%

GRAD SCHOOL

9%



# SOCIAL & PRESS

**f** 90,100 FOLLOWERS

DAILY TOTAL ORGANIC REACH: 850,000

DAILY ORGANIC IMPRESSIONS: 2.75 MILLION

**t** 33,700 FOLLOWERS

PAID ADS - 3.85 MILLION IMPRESSIONS IN 2016

PAID ADS - 95,000 TWEETS ENGAGEMENTS (RETWEETS, FAVORITES)

**i** 34,500 FOLLOWERS

**v** 88,000 VIEWS

---

EMAIL DATABASE OF 110,000

AVG. MONTHLY WEBSITE HITS 160,000

---

## PRESS:

[BUSINESSINSIDER.COM/THIS-MAP-SHOWS-THE-BIGGEST-FESTIVALS-IN-EACH-STATE-2015-10](http://BUSINESSINSIDER.COM/THIS-MAP-SHOWS-THE-BIGGEST-FESTIVALS-IN-EACH-STATE-2015-10)

[SENSIBLEREASON.COM/BACKWOODS-MUSIC-FESTIVAL-THE-MIDWESTS-BEST-KEPT-SECRET-REVIEW/](http://SENSIBLEREASON.COM/BACKWOODS-MUSIC-FESTIVAL-THE-MIDWESTS-BEST-KEPT-SECRET-REVIEW/)

[THATDROP.COM/ONE-OF-EDMS-BEST-KEPT-SECRETS-IS-HIDING-IN-THE-BACKWOODS-OF-THE-SOUTH-PHOTO-REVIEW/](http://THATDROP.COM/ONE-OF-EDMS-BEST-KEPT-SECRETS-IS-HIDING-IN-THE-BACKWOODS-OF-THE-SOUTH-PHOTO-REVIEW/)



# PAST YEARS' ARTISTS

2015

PORTER ROBINSON / INFECTED MUSHROOM / ODESZA  
KELLER WILLIAMS / THE FLOOZIES / LETTUCE / PAPADOSIO  
LIQUID STRANGER / BIG WILD / COM TRUISE / ANDY FRASCO  
WASHED OUT

+ 100 MORE ARTISTS

---

2016

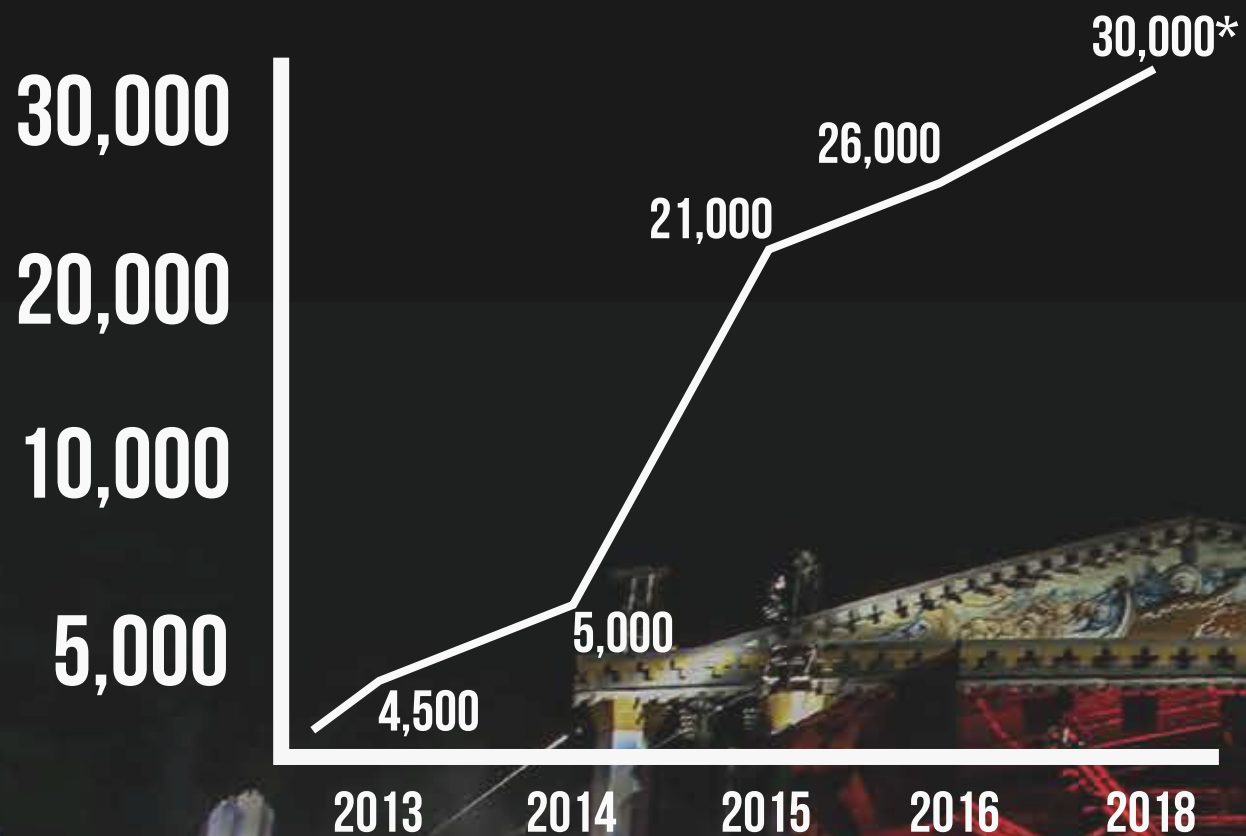
NERO / BIG GIGANTIC / MOE. / NAKHO & MEDICINE FOR THE PEOPLE  
ILLENIUUM / HIPPIE SABOTAGE / MARIAN HILL  
TRITONAL / COLEMAN HELL / AUTOGRAF / A SILENT FILM

+ 100 MORE ARTISTS



# FESTIVAL GROWTH & SPONSORSHIP OPPORTUNITIES

## FESTIVAL GROWTH



\* EXPECTED ATTENDANCE

## SPONSORSHIP OPPORTUNITIES

- CUSTOM ON-SITE ACTIVATIONS
  - EMAIL
  - WEBSITE
- SOCIAL MEDIA INTEGRATION
  - BLOG INCLUSION
- MENTIONS IN PR/NEWS RELEASES
- PRINT SCHEDULES & FESTIVAL MAPS
- STAGE INTEGRATIONS
- CO-ADVERTISING OPPORTUNITIES

# CONTACT

## FESTIVAL CONTACT

**WILLIAM ROYALL**

386.747.1964 / [WILL@BACKWOODSMUSICFESTIVAL.COM](mailto:WILL@BACKWOODSMUSICFESTIVAL.COM)

**JAVIER GUILLAN**

407.687.3564 / [JAVI@BACKWOODSMUSICFESTIVAL.COM](mailto:JAVI@BACKWOODSMUSICFESTIVAL.COM)

[BACKWOODSMUSICFESTIVAL.COM](http://BACKWOODSMUSICFESTIVAL.COM)

