

SPONSOR PROPOSAL
PARTNERING BRAND



28TH-30TH JUNE 2019



WWW.ROCKGENERATION.CO.UK

YOUR GUIDE TO HELP US ROCK TO MAKE A DIFFERENCE!

The Rock Generation Music Festival idea was born from our passion to help people. Not only are we aiming to raise money for the Samaritans in the form of donating all net profits from ticket sales but we are also creating a festival that focuses around mental-physical wellbeing and addictions in the form of mentors and practitioners creating relaxing and advisory areas.

“AFTER ALL HEALTH IS WEALTH”

2017 has been a very difficult year for Rock Generation as we lost two of our favourite artists. The music of these two extraordinary people has helped us and millions of other fans going through hard times; they gave us strength to continue fighting our battles and overcome everything that life throws our way. Their music and all music means so much to us, it's a constant source of hope and comfort. Chris Cornell and Chester Bennington gave solace to so many people who desperately needed it. For this reason and many more we have decided to bring back the music to **HOP FARM** and make a difference.

No single person is a stranger to depression and suicide, whether it be one's self or someone close by, we know how hopeless a person can feel and we know that a helping hand, someone you can turn to means the world in a dark moment. This is where our chosen charity The Samaritans come in! They offer a safe place for you to talk any time you like, in your own way – about whatever's getting to you. If you're given the time and space to talk things through, you can find a way through your problems, Samaritans help you to explore your options so you can make decisions that are right for you.

ABOUT THE EVENT

Rock Generation will be a three day Rock Music festival with one main 60ft stage hosting 24 bands over the course of the weekend, (Acts to be announced)

On top of this there will be various different relaxing zones and therapy tents, advisors and various different practitioners will be on hand to offer support to any one that needs it.

The theme will be positive and vibrant with a small stage supporting up and coming musicians through their process.

A healthy wellbeing area for anyone coming away from an addiction and wanting to be with like-minded people.

Talks from various different champions who have overcome depression and addiction.

Of course an array of bars, food stalls and daily entertainment like you would expect at any UK music festival.

Not to forget our wonderful wall of hope, designed by guest artist open for all to leave a message of hope!



THE VENUE

THE HOP FARM is one of the most famous and recognisable features of the Garden of England, boasting the world's largest collection of iconic Victorian oast houses.

Its long and illustrious history spans nearly 5 centuries from its humble origins as a working hop farm to the picturesque location it has become.

THE HOP FARM will open its gates to ROCK GENERATION holding an impressive 50,000 capacity.

Stretched over the beautiful countryside it is the size of 100 football pitches.

Located near all major London airports and The Channel Tunnel allow us to welcome UK and international rock fans.

The venue has previously played host to the likes of artists such as Prince, Bob Dylan, The Eagles, Iggy and the Stooges, Peter Gabriel, Suede and Florence and The Machine to name a few.



DEMOGRAPHIC

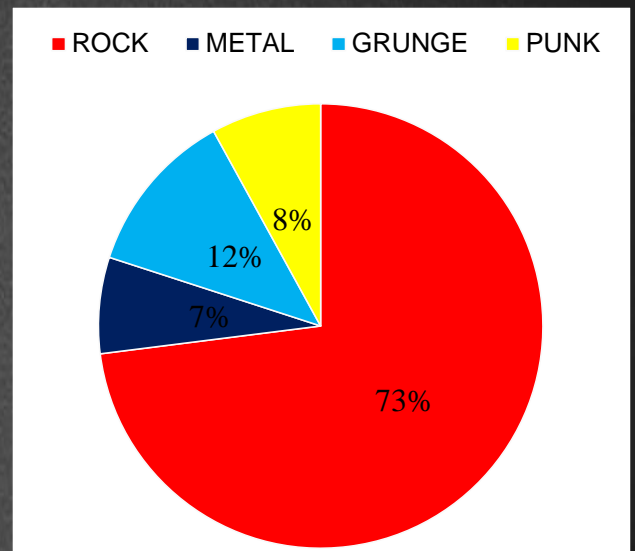
With a target audience of 50,000 people our research tells us this:

FEMALE 59% MALE 41%:

• Audience age:

Under 16	1%
16 or 17	6%
18 to 20	13%
21 to 25	17%
26 to 30	14%
31 to 34	9%
35 to 40	9%
41 to 50	12%
51 to 60	18%
61+	7%

MUSIC LISTENING STYLES



SOCIAL MEDIA PLATFORMS MOST USED

YouTube , Instagram , Twitter , Facebook 

PRESS PARTNERS:

Tag Publicity are the company heading up PR

PRESS PARTNERS INCLUDE:

TEAMROCK

Teamrock.com - 3.17M Site visitors in August
Metal Hammer Magazine - 1.9M Likes on Facebook
Classic Rock magazine - 1.7M Likes on Facebook

KERRANG!

Kerrang.com - 544K Site visitors in August
Site page - 885K Likes on Facebook
Kerrang! Radio - 284K Likes on Facebook

RollingStone

Rollingstone.com - 33.4M Site visitors in August
5.1M likes on Facebook
Billboard.com - 44.8M Site visitors in August
9.7M Likes on Facebook

Loudwire

Loudwire.com - 6.3M Site visitors in August
1.3M Likees on Facebook

RADIO STATION ADVERTISING AND COMPETITIONS TO BE ANNOUNCED!

CHARITY COVERAGE:



Facebook – 85K Facebook likes
Facebook – Facebook Followers 84K
Twitter 94K Followers

Key trends from the Samaritans Suicide Statistics Report 2017

- In 2015 there were 6,639 suicides in the UK and Republic of Ireland.
- 6,188 suicides were registered in the UK and 451 in the Republic of Ireland.
- The highest suicide rate in the UK was for men aged 40–44.
- The highest suicide rate in the Republic of Ireland was for men aged 25–34 (with an almost identical rate for men aged 45–54).
- In England and the UK, female suicide rates are at their highest in a decade. Rates have increased in the UK (by 3.8%), England (by 2%), Wales (61.8%) and Northern Ireland (18.5%) since 2014 – however increases in Wales and Northern Ireland may be explained by inconsistencies in the processes for recording suicides in these countries.
- Female suicide rates have decreased in Scotland (by 1.4%) and the Republic of Ireland (by 13.1%) since 2014.
- Male rates remain consistently higher than female suicide rates across the UK and Republic of Ireland – most notably 5 times higher in Republic of Ireland and around 3 times in the UK.

SIGNED SPONSORS



THE PACKAGE

KEY BENEFITS PARTNERING BRAND SPONSOR:



£250,000 – EXCLUSIVE MAIN EVENT SPONSOR

Rock Generation is offering a unique opportunity for brand sponsors to broaden its reach and support the chosen charity The Samaritans. We have set aside a field within the festival 100m x 100m to programme your own in house event complete with 36m stage, this will be a complete product sampling master area, no other brands will be sold within this area other than the chosen sponsor products, a complete company zone.

In return we can contract 100% sales revenue return from this area to be held by sponsor, this does not include ticket sales from festival as all net ticket sale profit will be donated to charity.

ON TOP OF THIS WE OFFER:

- Main Stage branding.
- Advertising announcements through-out the event.
- Brand logo on all official advertising art-work/merchandise (pre-event as well as show weekend)
- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- Access to the festival ticket buyers' data-base for independent promotions. (Post event)
- Opportunity to work closely with the charity The Samaritans.
- 50 VIP weekend festival tickets.
- 200 weekend camping tickets.
- Documentary footage + TV live event.
- Artist demonstrations for brand.



£150,000 – PREMIUM EVENT SPONSOR

- Main Stage Branding
- Advertising announcements through-out the event.
- Brand logo on all official advertising art-work/merchandise (pre-event as well as show weekend)

- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- Access to the festival ticket buyers' data-base for independent promotions. (Post event)
- Trade space to advertise your company
- Opportunity to work closely with the charity The Samaritans.
- 30 VIP weekend festival tickets.
- 100 weekend camping tickets.
- Documentary footage + TV live event.
- Artist demonstrations for brand.



£75,000 – VIP EVENT SPONSOR

- Brand logo on all official advertising art-work/merchandise (pre-event as well as show weekend)
- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- Access to the festival ticket buyers' data-base for independent promotions. (Post event)
- Opportunity to work closely with the charity The Samaritans.
- 10 VIP weekend festival tickets.
- 75 weekend camping tickets.



£25,000 – SPOTLIGHT EVENT SPONSOR

- Brand logo on Website and advertising art-work/merchandise (show weekend only)
- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- Opportunity to work closely with the charity The Samaritans.
- 5 VIP weekend festival tickets.
- 25 weekend camping tickets.



£10,000 – SUPPORTING EVENT SPONSOR

- Brand logo on Website and advertising art-work/merchandise (show weekend only)
- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- 15 weekend camping tickets.

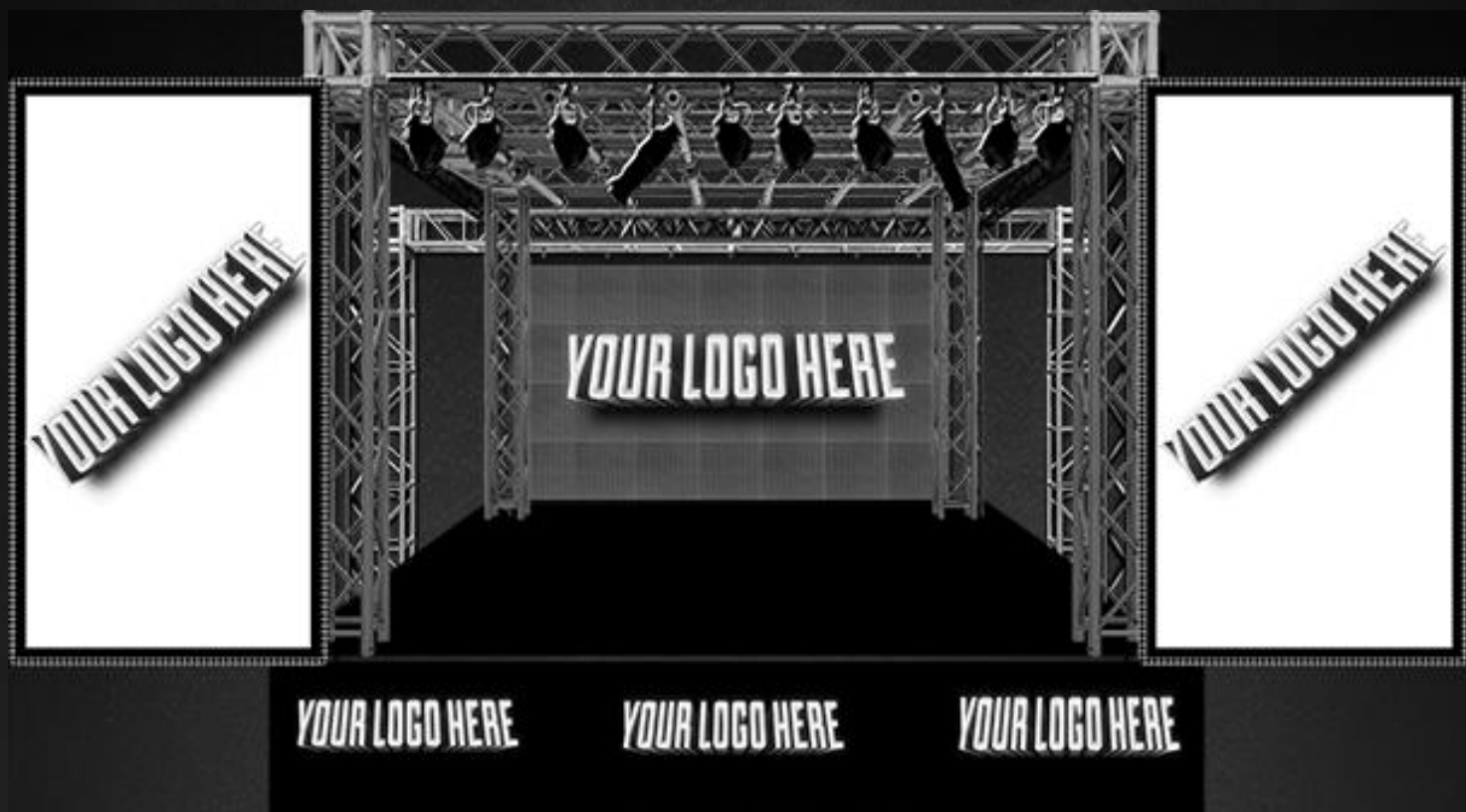


£1,000 + THE HELPING HAND SPONSOR

- Brand logo on Website + Mention on our “Special Thank You” page
- Social media campaign, including official festival platforms + stake holders. Platforms.. I.E bands, charities, press. = to a tremendous reach. (Pre event as well as show weekend.)
- 4 Weekend Camping Tickets

PLEASE NOTE! ALL PACKAGES CAN BE TAILORED TO YOUR REQUIREMENTS

YOUR LOGO HERE



WEEKEND TICKET ONLY
28TH -30TH JUNE 2019
HOP FARM KENT

NO RE-ADMISSION - PRICE £150

YOUR LOGO HERE

SPONSORSHIP AGREEMENT

SPONSOR COMPANY _____

CONTACT NAME _____

BUSINESS ADDRESS _____

CITY _____ COUNTY _____ POST CODE _____

PHONE _____ E-MAIL _____

WEBSITE _____

DAY OF EVENT CONTACT _____

DAY OF EVENT PHONE _____ DAY OF EVENT E-MAIL _____

LEVEL OF SPONSORSHIP

- £250,000 Diamond Package – Exclusive Main Event Sponsor
- £150,000 Platinum Package – Premium Event Sponsor
- £75,000 Gold Package – VIP Event Sponsor
- £25,000 Silver Package – Spotlight Event Sponsor
- £10,000 Bronze Package – Supporting Event Sponsor
- £1000+ Package – The Helping Hand Sponsor

FORM OF PAYMENT

(Payment due with signed contract)

- Check – Make checks payable to “Rock Generation Limited”
- Paypal – Payments to info@rockgeneration.co.uk
- Bank Transfer – Please contact for details

MAIL FORM AND CHECKS TO:

Rock Generation Ltd.
28 Osprey House
Archer Close
Studley
B80 7HG

EMAIL LOGO ART TO:

info@rockgeneration.co.uk
Logo art should be in **Hi-Res Format**
Such as (PDF, Jpeg etc)

SPONSOR SIGNATURE _____ DATE _____

YOUR SPONSORSHIP REPRESENTATIVE

NAME _____ PHONE _____ E-MAIL _____

For more information, Please contact Neil Cooper Director of Rock Generation at
info@rockgeneration.co.uk to customize a plan that works for you.