



A GATHERING OF PEOPLE WHO SHARE A COMMON PASSION.

THE BIGGEST NAMES IN MUSIC MIXED WITH ARTISTS ON THE RISE.

AN ESCAPE FROM EVERYDAY LIFE.

A PLACE TO CREATE MEMORIES WITH YOUR FRIENDS THAT WILL LAST A LIFETIME.







VC/DOOS





"Sasquatch! remains a kind of far-off indie rock utopia. You know it's special from the moment you round that first corner and see the canyonscape unfold around the main stage amphitheatre. You will give it up for mother nature."

WIRED

"The HARD Summer Music Festival was a smashing success and a blur of bright lights, outrageous outfits and brilliant stage productions."

"Jamboree In The Hills proves to be intoxicating!" Dittsburgh Post-Gazette "Move over Bonnaroo, Coachella, and Electric Forest, Faster Horses is moving in."



"The Voodoo Music + Arts Experience is bringing a European music festival experience to New Orleans, with overnight tent camping and more Euro-dance-based acts to its stage."



"We can officially stop wondering if Music Midtown is back.

If you have a sold out crowd then yes, it's an
unqualified success."



THE MEDIA BUZZ

THE ARTIST BUZZ

"They know how to get a really unique thing going on besides just putting music on a stage. The fans' experience is total. So anything they want to do, I'm on board with, and if I'm a betting man I put money on Faster Horses being one of the coolest festivals around."

"I have heard about the show (Music Midtown) for years. This is the city that it all started in, so I'm proud to be part of bringing it back. I think it gets bigger and better every time."

LUDACRIS

"I would almost compare EDC Vegas to Woodstock.
It's no longer just an EDM event, it's like a cultural movement. It's that big, it's really remarkable."



"It's (Wanee Festival) our baby and, boy, has she grown. We've been there, of course, since the beginning and we've watched it get bigger and bigger each year. You feel pretty much at home up there and the audience there has that same, good old energy they always give off."

Gregg Allman,

"To have 40, 60 thousand people kind of vibing all at once and kind of putting their fists up in the air at once, there is something really fun about that."

—Perry Farrell, regarding EDC events Founder.







UTILIZE FESTIVAL MARKS, TICKETS AND EXPERIENCES TO DRIVE TRAFFIC AND SALES VIA PRE-FESTIVAL PROMOTIONS AND MEDIA.



CONNECT WITH FANS ACROSS MULTIPLE DAYS DURING THE FESTIVALS THROUGH ENGAGING ACTIVATIONS THAT ENHANCE THEIR EXPERIENCE.



EXTENDED YOUR ONSITE REACH TO MILLIONS VIA ARTIST / FAN SOCIAL MEDIA AND AMPLIFYING TECHNOLOGIES SUCH AS GEO-FENCING.



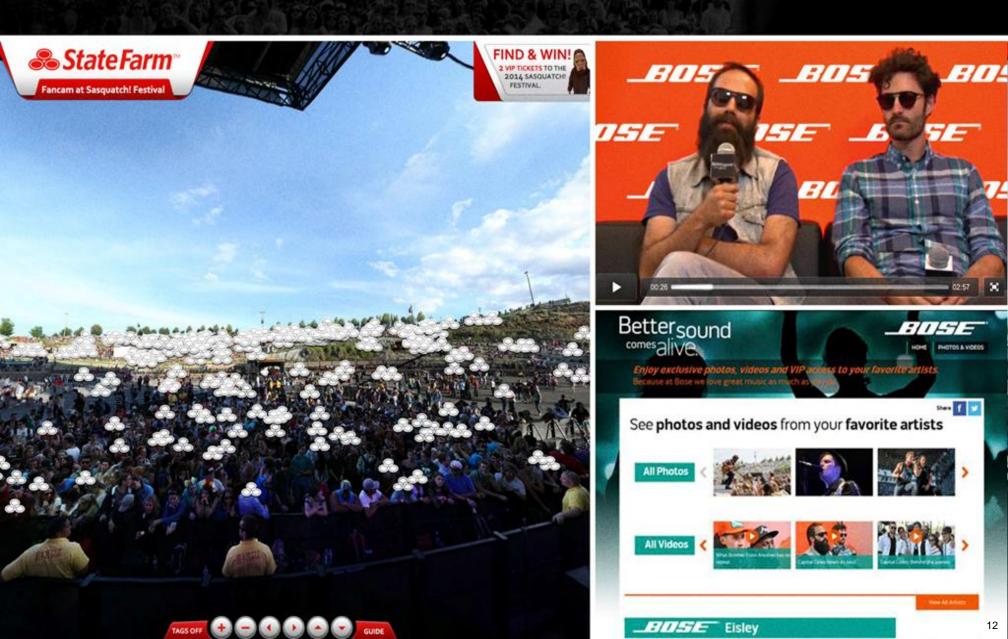
81% of fans take photos or videos during the festival.

69% of them share the photo or video online.

66% text message about the concert to others.



KEEP THE PARTY GOING WITH POST-FESTIVAL CONTENT THAT ENABLES FANS TO RE-LIVE THEIR UNFORGETTABLE EXPERIENCE.



2014 FESTIVAL LINEUP

1HOLY SHIP!

JAN 9-12" • BAHAMAS CRUISE EDM, DANCE, ELECTRONIC ATTENDANCE: 3,500 EX. ARTISTS: SKRILLEX, DIPLO, DUCKSAUCE



MAR 15" • SAN BERNADINO, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 45,000 EX. ARTISTS: TIESTO, DAVID GUETTA, CALVIN HARRIS



APRIL • MIAMI, FLA
STAND-UP COMEDY
ATTENDANCE: 15,000
EX. ARTISTS: SARAH SILVERMAN,
TRACYMORGAN



APRIL • SUWANEE, FLA
JAM BANDS, CLASSIC ROCK
ATTENDANCE: 65,000
EX. ARTISTS: ALLMAN BROTHERS,
TEDESCHI TRUCKS BAND



MAY • PLANO, TX
INDIE ROCK, ALTERNATIVE
ATTENDANCE: 40,000
EX. ARTISTS: VAMPIRE WEEKEND
PASSION PIT



MAY 23-25 • NEW YORK, NY EDM, DANCE, ELECTRONIC ATTENDANCE: 100,000 EX. ARTISTS: CALVIN HARRIS, EMPIRE OF THE SUN

Sasquatch!

MAY 23-25 + JULY 4-6'
THE GORGE, WA.
INDIE, ROCK, ALTERNATIVE
ATTENDANCE: 165,000 (2 WKNDS
EX. ARTISTS: VAMPIRE WEEKEND,
MUMFORD & SONS



LAS VEGAS, NV
EDM, DANCE, ELECTRONIC
ATTENDANCE: 345,000
EX. ARTISTS: TIESTO, RUSKO,
BENNY BENASSI



DUNE • ROTHBURY, MI
EDM, DANCE, ELECTRONIC
ATTENDANCE: 75,000
EX. ARTISTS: PRETTY LIGHTS,
PASSION PIT



EDM, DANCE, ELECTRONIC
ATTENDANCE: 90,000
EX. ARTISTS: ARMIN VAN BUUREN
TIESTO, KASKADE

11-13 • JOILET, ILLINOIS



JULY 18-20 • BROOKLYN, MICOUNTRY

ATTENDANCE: 75,000

EX. ARTISTS: JASON ALDEAN,

DIERKS BENTLEY

JANEO SEE

LULY • BELMONT, OHIO COUNTRY
ATTENDANCE: 118,000
EX. ARTISTS: TOBY KEITH,
TRACE ADKINS



POP, TOP 40
ATTENDANCE: 16,000
EX. ARTISTS: NKOTB, JONAS BROS
TRAIN, ONEREPUBLIC



2014 FESTIVAL LINEUP



JULY 31 • RED ROCKS, CO EDM, DANCE, ELECTRONIC ATTENDANCE: 9,000 EX. ARTISTS: DIPLO, KNIFE PARTY, DISCLOSURE

WATERSHED

AUGUST • THE GORGE, WA.
COUNTRY
ATTENDANCE: 82,500
EX. ARTISTS: BRAD PAISLEY,
LUKE BRYAN

HARD SUMMER

AUGUST • LOS ANGELES, CÁ
EDM, DANCE, ELECTRONIC
ATTENDANCE: 70,000
EX. ARTISTS: BASSNECTAR, ZEDD,
2 CHAINZ



AUG/SEPT • PHILADELPHIA HIP HOP, EDM, ROCK, POP ATTENDANCE: 120,000 EX. ARTISTS: BEYONCE, PHOENIX, NINE INCH NAILS

EDM, DANCE, ELECTRONIC ATTENDANCE: 50,000 EX. ARTISTS: PREITY LIGHTS, KNIFE PARTY

SEPEMBER . SAN JUAN, P



SEPTEMBER • ATLANTA, GA ROCK, ALTERNATIVE, HIP HOP ATTENDANCE: 90,000 EX. ARTISTS: JOURNEY, RED HOT CHILLI PEPPERS

NOCTURNAL

SEPT • SAN BERNADINO, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 45,000 EX. ARTISTS: DATSIK, FATBOYSLIM

BEYOND WONDERLAND

SEPTEMBER • BAY AREA, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 50,000 EX. ARTISTS: ATB, AVICII, DIRTY SOUTH



OCTOBER • SAN BERNADINO, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 45,000 EX. ARTISTS: AVICII, HARDWELL, ARTY



NOVEMBER • NEW ORLEANS, LA ROCK, EDM, ALTERNATIVE ATTENDANCE: 120,000 EX. ARTISTS: NINE INCH NAILS, PEARL JAM



NOVEMBER • LOS ANGELES, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 70,000 EX. ARTISTS: SKRILLEX, DEADMAUS, PRETTY LIGHTS



NOV 9-10 • ORLANDO, FLA EDM, DANCE, ELECTRONIC ATTENDANCE: 50,000 EX. ARTISTS: PORTER ROBINSON, TIFSTO



NEW YEARS EVE • ANAHEIM, CA EDM, DANCE, ELECTRONIC ATTENDANCE: 14,000 EX. ARTISTS: AVICII, ABOVE & BEYOND



FESTIVAL SPONSORSHIP LEVELS



To title or present a Live Nation Entertainment festival is the ultimate in music event integration and provides a brand with high-profile exposure on both national and regional levels.

\$300K+



STAGE

Main stage and second stage sponsorship provides high-profile exposure to fans onsite and may be leveraged to create a variety of promotional extensions.

\$200K+



Official sponsorship enables brands with varying sizes and objectives to integrate with the festival.

\$100K+



Holy Ship! is a 3-night cruise with multiple stages, that features some of the top names in EDM, creating an unforgettable onboard experience for fans – complemented by a one-of-a-kind private island beach party!

Location: Bahamas Cruise

Timing: January 9-12, 2014

2013 Attendance: 3,500

Genre: EDM

- Skrillex
- Duck Sauce
- Diplo

- Boys Noize
- Zedd
- Pharrell Williams



This playful daytime-focused festival creates an enchanting journey for all EDM fans who take the leap down the rabbit hole at San Manuel Amphitheater in San Bernardino!

Location: San Manuel Amphitheater

Timing: March 15, 2014*

2013 Attendance: 45,000

Genre: EDM

- Afrojack
- David Guetta
- Chuckie

- Markus Shulz
- Party Ghost
- Steve Angelo



The South Beach Comedy Festival, in association with Comedy Central, features an impressive lineup of acts ranging from top performers in the world to up and coming stars. The festival takes place at a variety of venues in Miami, FL.

Location: Multiple Venues (Miami)

Timing: April 2014

2013 Attendance: 15,000

Genre: Comedy

- Sarah Silverman
- Tracey Morgan
- Seth Meyers

- Bill Burr
- Michael Che
- Sarah Tiana



The Wanee Festival features an all-star lineup hosted by the Allman Brothers and embraces the idyllic setting of Suwannee Music Park.

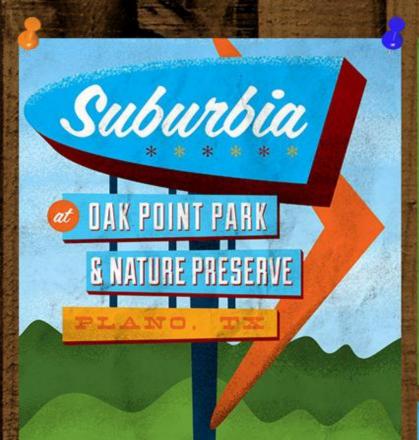
Location: Spirit of Suwannee Music Park (FL)

Timing: April 10-12, 2014

2013 Attendance: 65,000

Genre: Classic Rock, Blues

- The Allman Brothers
- Tedeschi Trucks Band
- Widespread Panic
- Michael Franti
- Gov't Mule
- Leon Russell



MAY 3-4, 2014 2-DAY MUSIC FESTIVAL **20K ATTENDING PER DAY** 16-35 DEMO

LIVE NATION

COME VISIT US IN SUBURBIA!



***30 MINS NORTH OF DALLAS**

"AMERICA'S 10 BEST PLACES TO GROW UP" USNews

"AMERICA'S BEST PLACES TO MOVE" Forbes

"#1 BEST CITY FOR WOMEN. #3 FOR MEN" Women's Health + Men's Health "#1 SAFEST CITY IN AMERICA" Forbes

"#1 BEST CITY TO BUILD PERSONAL WEALTH"

salarycom

HOME OF THE FAMOUS PLANO BALLOON FESTIVAL OF 34 YEARS!

FESTIVAL LINEUP

60+ BANDS TO BE ANNOUNCED IN A LINEUP COMPARABLE TO SOME OF THE HOTTEST EMERGING AMERICAN FESTIVALS.

THIS 2-DAY MUSIC FESTIVAL IS A FIRST OF ITS KIND AND THERE TRULY IS NOT ANOTHER **FESTIVAL IN DALLAS LIKE THIS!**

MUSIC GENRES TO INCLUDE ANYTHING FROM POP & ROCK TO INDIE & ALTERNATIVE.



Location: Citi Field (New York)

Timing: May 23-25, 2014*

2013 Attendance: 100,000

Genre: EDM

- Calvin Harris
- Afrojack
- ATB

- Eric Prvdz
- Steve Angello
- ATB



Sasquatch! Music Festival kicks off on Memorial Day Weekend and features some of the biggest names in indie and rock, across 4 stages. The festival also includes an on-site camping ground that houses over 16,000 fans!

Location: The Gorge Amphitheater (WA)

Timing: May 23-25 & July 4-6 2014

2013 Attendance: 165,000 (2 Weekends)

Genre: Indie, Pop, Rock, Alternative

- Mumford & Sons
- Vampire Weekend
- The Lumineers

- Postal Service
- Sigur Ros
- The XX





The "Super Bowl" of Electronic Dance Music in the US – EDC Las Vegas is more than a festival, it is a week long celebration that attracts nationwide attendance and acclaim that tops even the most well-known mainstream music festivals!

Location: Las Vegas Motor Speedway

Timing: June 20-22, 2014* **2013 Attendance:** 345,000

Genre: EDM

- Fatboy Slim
- Afrojack
- Bassrush

- Boys Noize
- Calvin Harris
- R3hab



includes colorfully draped trees and powered art illustrations. The festival's lineup allows fans to immerse in its electric feel!

Location: Double JJ Resort, Rothbury MI

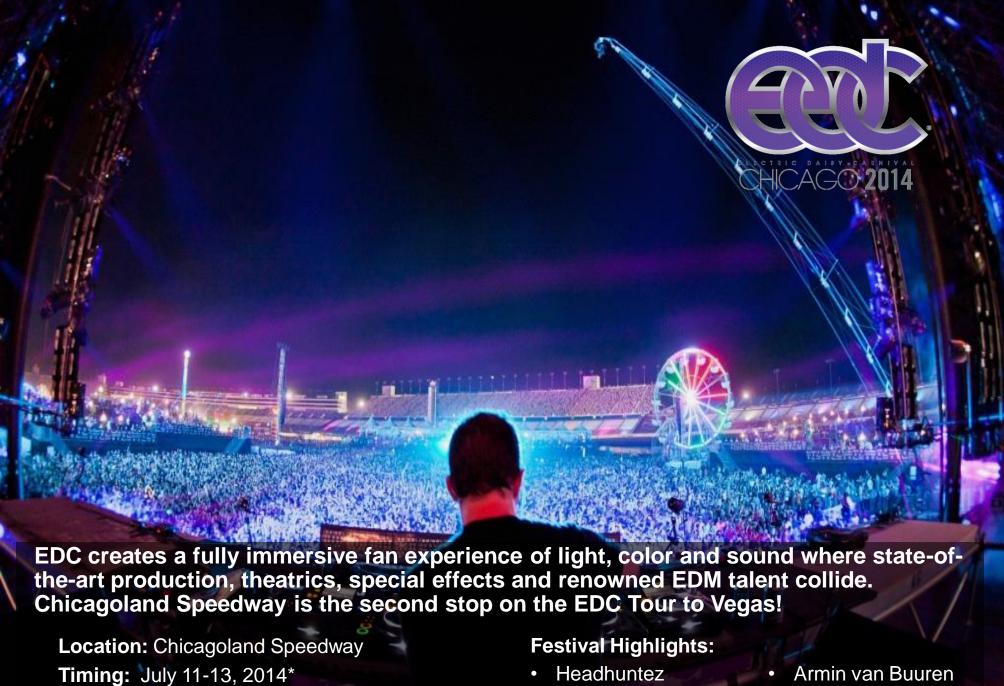
Timing: June 2014

2013 Attendance: 75,000

Genre: EDM

- Empire of the Sun
- String Cheese
- **Passion Pit**

- **Pretty Lights**
- **Knife Party**
- Dispatch



2013 Attendance: 90,000

Genre: EDM

- Kaskade
- **Tiesto**

- David Guetta
- Sebastian Ingrosso



Thousands of passionate fans will head back for another year for one of the best country music festivals in the country. The 3-day event hosts music, camping and other special activities in one of the most beautiful backdrops in America!

Location: Brooklyn, MI

Timing: July 2014

2013 Attendance: 75,000

Genre: Country

- Thompson Square
- Dierks Bentley
- Luke Bryan

- Jason Aldean
- Chris Young
- Thomas Rhett





The Summer MixTape Festival returns to the delight of Pop Music fans everywhere! Set within the sweetest place on earth, the world of Hershey Park, the festival features both platinum-selling icons and some of the newest phenoms to hit the scene!

Location: Hershey Park (PA)

Timing: July 2014

2013 Attendance: 16,000

Genre: Pop, Alternative, Hip Hop

Festival Highlights:

- The Jonas Brothers
- New Kids on the Block
 The Script
- One Republic
- TLC

Train



The HARD festival makes its way back to the Red Rocks Amphitheater this July, where fans will be able to take in the beautiful scenery and get a taste of just about everything when it comes to Electronic Dance Music!

Location: Red Rocks, Colorado

Timing: July 31, 2014 **2013 Attendance:** 9,000

Genre: EDM

Festival Highlights:

Knife Party

- Diplo
- Flosstradadamus
- Destructo

Disclosure



Hosting yet another year of 50,000+ music fans across the 3-day festival, Watershed will return to the Columbia River and provide its fans with a stunning view of Washington's surrounding landscape and some of the best country acts around!

Location: The Gorge Amphitheater (WA)

Timing: August 1-3, 2014 **2013 Attendance:** 82,500

Genre: Country

Festival Highlights:

- Blackberry Smoke
- Thompson Square
- Brad Paisley

Luke Bryan

Toby Keith



EDM fans!

Location: Historic Park (LA)

Timing: August 2-3, 2014

2013 Attendance: 70,000

Genre: EDM

- Empire of the Sun
- Bassnectar
- **Justice**

- **Knife Party**
- **Duck Sauce**
- Dog Blood





Jay-Z curated and headlined a blockbuster roster of talent, which includes nearly 30 artists embodying the diverse American musical spirit. The festival benefits the United Way and is streamed online for fans across the country to enjoy!

Location: Benjamin Franklin Parkway (PA)

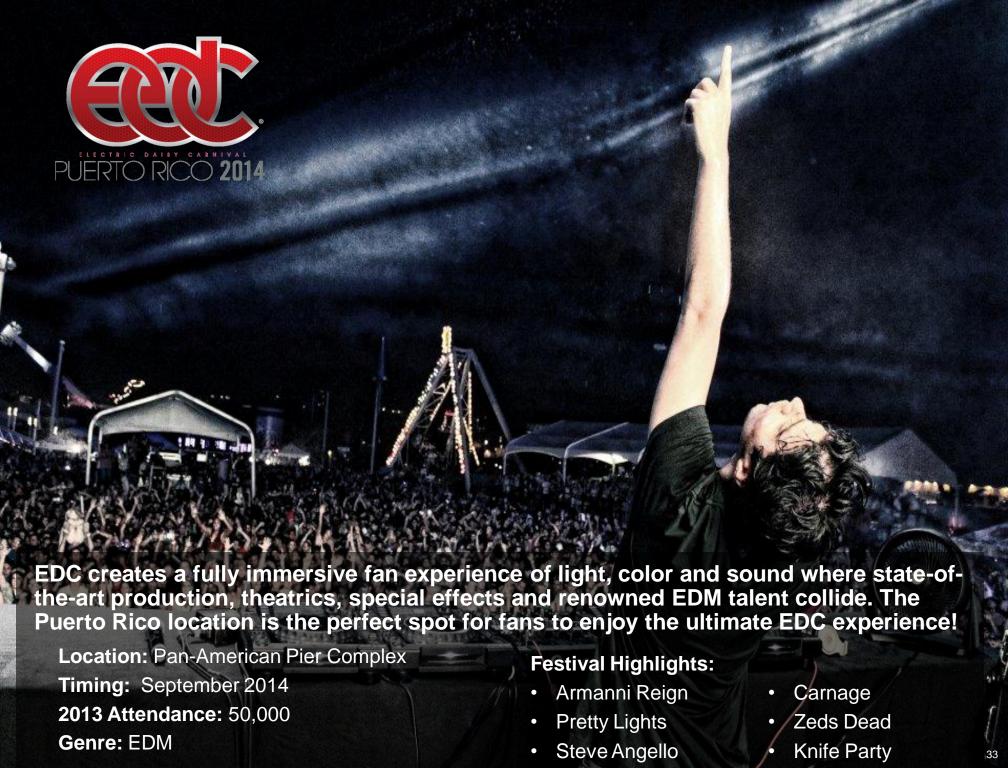
Timing: August/September 2014

2013 Attendance: 120,000

Genre: EDM, Hip Hop, Pop, Rock

- Macklemore
- Florence Welch
- Calvin Harris

- Beyonce
- Nine Inch Nails
- Public Enemy





Timing: September 2014 **2013 Attendance: 112,000**

Genre: Rock, Alternative, Hip Hop

- Red Hot Chili Peppers •
- Jane's Addiction
- Journey
- **Imagine Dragons**
- Phoenix



Timing: September 2014 **2013 Attendance:** 45,000

Genre: EDM

- Heroes x Villains
- Krewella
- Carnage

- Fatboy Slim
- Bassrush
- Datsik







This November, check out one of the country's most unique festivals as City Park becomes home to thousands of fans during the 3-day ritual. Worship the music, worship the art and worship New Orleans! Join the ritual!

Location: City Park (New Orleans)

Timing: November 1-3, 2014*

2013 Attendance: 120,000

Genre: Rock

- Pearl Jam
- Nine Inch Nails
- Calvin Harris

- Bassnectar
- Macklemore
- Boys Noize



A dark afterlife-themed festival in celebration of Dia de Muertos, with dancing skeleton troupes, a festival of lights and an unrivaled headlining lineup – it's the only US festival to have Calvin Harris, Dadmau5 and Skrillex!

Location: Historic Park (Los Angeles)

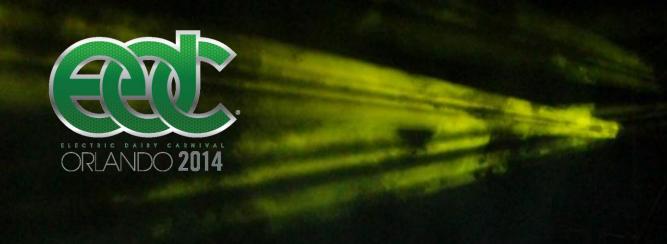
Timing: November 1-2, 2014*

2013 Attendance: 70,000

Genre: EDM

- Skrillex
- Zeds Dead
- Calvin Harris

- Nero
- Deadmau5
- Pretty Lights





EDC creates a fully immersive fan experience of light, color and sound where state-ofthe-art production, theatrics, special effects and renowned EDM talent collide. Tinker Field in Orlando, is the perfect spot for fans to enjoy the ultimate EDC experience!

Location: Tinker Field (FL)

Timing: November 9-10, 2014*

2013 Attendance: 50,000

Genre: EDM

- Afrojack
- Armin van Buuren
- Bassnectar

- Donny Avila
- Noel Sanger
- Tiesto



Location: Anaheim Convention Center (CA)

Timing: New Years Eve 2014

2013 Attendance: 14,000

Genre: EDM

Festival Highlights:

- Sebastian Ingrosso
- Above & Beyond
- Dash Berlin

Ferry Corsten

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