



# BRAND OPPORTUNITIES

# SOUTHWESTFOUR

in association with  
**TimeOut**  
London

# WEEKENDER



**Date : 28<sup>th</sup> & 29<sup>th</sup> August 2010**  
**Venue : Clapham Common, London**  
**Audience : 40,000 18 – 35 year olds**



# A sell-out 2-day festival

**2009 Early-bird Tickets SOLD OUT IN 1 HOUR!**

**"The cream of dubland" – M8 Magazine**

**"London's definitive inner-city festival" – London Paper**

**"Spectacular" – MixMag**

**"This brings the dance noise to South London" – Guardian Guide**

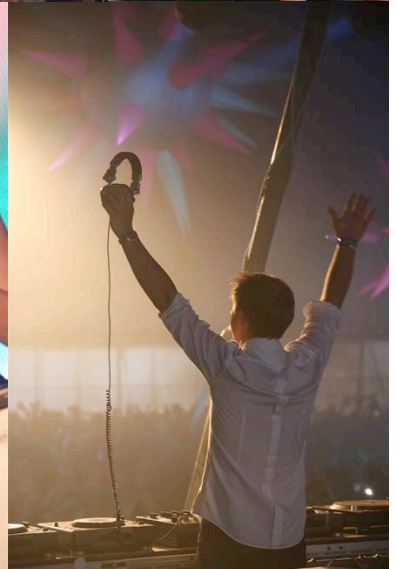
**"A Goliath amongst Dance Events" – DJ Mag**

**London's biggest  
outdoor festival  
returns to Clapham  
Common this  
coming Bank  
Holiday 28<sup>th</sup> & 29<sup>th</sup>  
August 2010!**



**"London at it's finest:  
incredible atmosphere and  
some of the best music in  
the world, all in a beautiful  
outdoor space"**

**-Data Transmission**



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# SW4 Weekender





# Festival Benefits

Reaching out to over 40,000 18 – 35 year olds

**Opportunities to own the composite title rights.**

**Opportunities to associate yourself with the outdoor summer festival phenomenon.**

**Integrated package that will engage consumer hearts and minds.**

**Fantastic platform for product sampling and experiential activity.**

**Opportunities to be involved in a successful established festival.**

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# Sponsorship Opportunities

**Packages that are bespoke to each brand**

## 1/ TITLE SPONSOR

- ⊕ formatted as ' YOUR LOGO ' presents SW4 Weekender.
- ⊕ Includes logo placement on all ads, web sites, e-shots , promotional material logo on stage scrims, on all 3 giant LED screens,
- ⊕ Bar branding
- ⊕ Sampling rights in Artist Lounge
- ⊕ Logo on wrist bands and all tickets

## 2/ CO-SPONSOR / In Association with

- ⊕ Logo on ads, web sites , eshots , promotional material
- ⊕ Host one of the arenas. ( there are 3 other main arenas ) 6000 capacity , 4000 capacity , 2000 capacity
- ⊕ Branding on LED screen in said arena and stage banners for logo placement
- ⊕ Sampling rights in Artist Lounge

## 3/ ARTIST LOUNGE SPONSORSHIP PACKAGE

- ⊕ Artist Lounge named ' YOUR LOGO ' Artist Lounge
- ⊕ Sampling rights in Artist Lounge
- ⊕ Logo on ads, web, e-shots with log on the artist wrist bands and lanyards

## 4/ EXPERIENTIAL MARKETING PACKAGE

- ⊕ 6m x 6m space
- ⊕ Sampling rights



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