

REEPER BAHN FESTIVAL



BRANDS & COOPERATIONS

20. – 23. SEPTEMBER 2023

REEPERBAHN FESTIVAL



Since 2006, Hamburg's Reeperbahn has become the centre of the international music world once a year.

The Reeperbahn Festival is Europe's biggest club festival and the international platform for pop culture & the music business.

PROGRAM



4 days

600 concerts and showcases at about **50** venues

200 conference sessions and networking activities

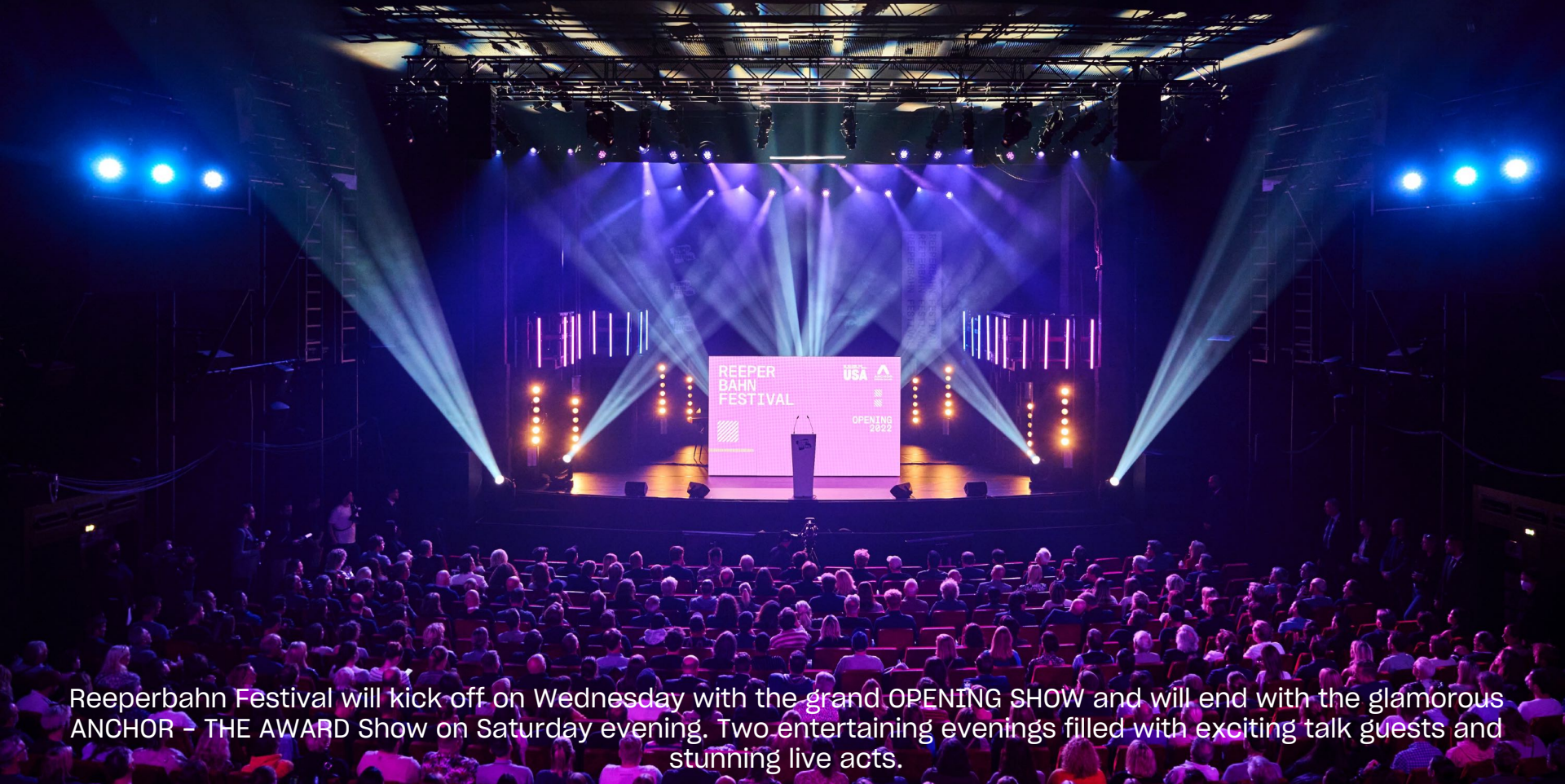
30 arts and word events including live podcasts, exhibitions, readings, screenings, performances focusing the topics of diversity & identity, music & popculture and innovation.

45.000
on site visitors

5.500 on site
Industry professionals

[Find out more...](#)

SPECIAL PROGRAM— OPENING SHOW & ANCHOR AWARD



Reeperbahn Festival will kick off on Wednesday with the grand **OPENING SHOW** and will end with the glamorous **ANCHOR - THE AWARD** Show on Saturday evening. Two entertaining evenings filled with exciting talk guests and stunning live acts.



KEYCHANGE

Keychange is the international initiative for gender equity in the music industry. As an initiative and movement, Keychange supports talented women and underrepresented genders with training, mentoring and networking support, as well as conferences and presentation opportunities at partner festivals. In addition, Keychange calls on music organizations to establish gender balance with the so-called Pledge.

[Find out more...](#)

OUR MEDIA PRODUCTIONS



DEEP DIVE offers 3-5 minute impulse lectures at these interfaces between experts from various fields of knowledge and society.

The new REEPERBAHN FESTIVAL format COLLIDE - Curated Collisions interface and merges music and art into a holistic experience.

COLLIDE are curated encounters between selected acts and visual artists whose visual creations, individually tailored to music and act,

QUOTES is about gender equity and diversity in the music and culture industry as well as the equality and representation of women and non-binary people.

REEPERBAHN FESTIVAL PROGRAM



20.09.2023 - 23.09.2023 HAMBURG

ALL YEAR ROUND - YOUTUBE

FESTIVAL

- CONCERTS
- SHOWCASES
- READINGS
- ART INSTALLATION
- PODCASTS
- NEXT GEN

CONFERENCE

- SESSIONS
- NETWORKINGS
- MEETINGS
- MATCHMAKINGS
- SHOWCASES

SPECIAL PROGRAM

- OPENING SHOW
- ANCHOR -
INTERNATION
MUSIC AWARD
- HELGA! FESTIVAL
AWARD
- KEYCHANGE

MEDIA PRODUCTION

- COLLIDE
- QUOTES
- DEEPAIVE

Purpose, Mission, Vision

Purpose: WE EXPAND THE MUSICAL HORIZON.

The Reeperbahn Festival is the European platform for pop culture and its international talents. Our cross-sector network maps the spirit of the time and sets impulses for music, business and society.

Mission: WE CREATE SPECIAL MOMENTS.

We create a unique interplay of people, music and ambience. This is how we create shared experiences that will be remembered.

Vision: WE DESIGN SPACES FOR THE FUTURE.

We offer unique opportunities to discover new artists. And we combine the future and innovation with diversity and justice.

MARKETING KEY FACTS @ REEPERBAHN FESTIVAL

We have a basket filled with different options for involvement at our festival that we are happy to combine to make the most out of your sponsoring !



RBF Website visitors 195.709
 RBF Website page views 1.195.034



Instagram followers 37.000
 Facebook fans 69.442



Combined impressions 61.800.073



RBF Channel subscribers 21.700
 COLLIDE Channel subscribers 6.800
 Combined impressions 197.332.498



Twitter followers 27.800



LinkedIn followers 4.721
 LinkedIn impressions 6.330.917



Newsletter
 B2B average recipients 4356
 B2C average recipients 2541



BRAND VISIBILITY



Advertising On Site

- Fence Banner @ Heiligengeistfeld

Advertising Online

- Logo Integration Partner Page @ reeperbahnfestival.com

Sponsoring

- Promotion space @ Spielbudenplatz
- 4 promoters (personell not included)

15.000,-€

*Including free tickets worth
7% of the sponsoring fee.*

*exemplary selection out of our
possibilities*

EXTENDED VISIBILITY



Programme Integration

- Concert night
- Speaker Integration @ Panel
- Networking Event

- Promotion space @ Heiligengeistfeld

Sponsoring

Advertising On Site

- Fence Banner @ Spielbudenplatz & Heiligengeistfeld
- Videospot @ Hotels
- Branding @ Opening Show

- Logo Integration @
 - Partner Page @ reeperbahnfestival.com
 - Programme Item
- Sponsored News
- Instagram Story

Advertising Online

28.000,-€

Including free tickets worth 7% of the sponsoring fee.

exemplary selection out of our possibilities

FULL FESTIVAL INTEGRATION



Programme Integration

- Concert night
- Masterclass
- Speaker Integration @ Panel
- Networking Event
- Raffle of Bandslot for Newcomers tbd
- Integration in Education Programme

- Promotion space @ Spielbudenplatz
- ANCHOR Integration: Access to the Nominees for Content Creation

Sponsoring

Advertising On Site

- Fence Banner @ Spielbudenplatz & Heiligengeistfeld
- Videospot @ Operettenhaus
- Logo @ Festival Badge
- Branding @ Opening Show:
- Branding @ Anchor Award

Out Of Home Campaign:

- Integration in Logo bar @ all OOH locations

- Logo Integration @
 - Partner Page @ reeperbahnfestival.com
 - Programme Item
- Integration into all B2B Communication
- Integration into all B2C Communication

Advertising Online

In House Media Production:

- COLLIDE: „Presented by“ in title and Logo @ opening credits
- DEEP DIVE: Integration of a brand´s protagonist

50.000,-€

Including free tickets worth 7% of the sponsoring fee.



VISITOR DEMOGRAPHICS

GENDER

49% MALE
49% FEMALE
02% DIVERS

AGE

ORIGIN B2C	1%	<18
	10%	18-24
	37%	25-34
93 % GERMANY	26%	35-44
52 % HAMBURG	16%	45-54
5 % BERLIN	9%	55-64
1 % MUNICH	1%	65+
7 % INTERNATIONAL		

ORIGIN B2B

63 % GERMANY 37 % INTERNATIONAL

Sponsoring Reeperbahn Festival ticks the following boxes



- ✓ Our festival offers opportunities for unique brand interactions creating an emotional connection to your brand.
- ✓ Together with artists, audiences, and the music industry, we create strong and far-reaching impulses for music, business, and society.
- ✓ Brand activations reach all visitor groups directly, including celebrities, influencers, media representatives, delegates in leading positions, public visitors, consumers, and the artists themselves
- ✓ We are international cultural ambassadors who accompany long-term economic and cultural developments around the globe.
- ✓ In all our activities, we are guided by our clear commitment to diversity and sustainability.
- ✓ We support a 50/50 gender balance both on stage and behind the stage.

WE LOOK FORWARD TO PARTNERING WITH YOU.



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RBX GMBH

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