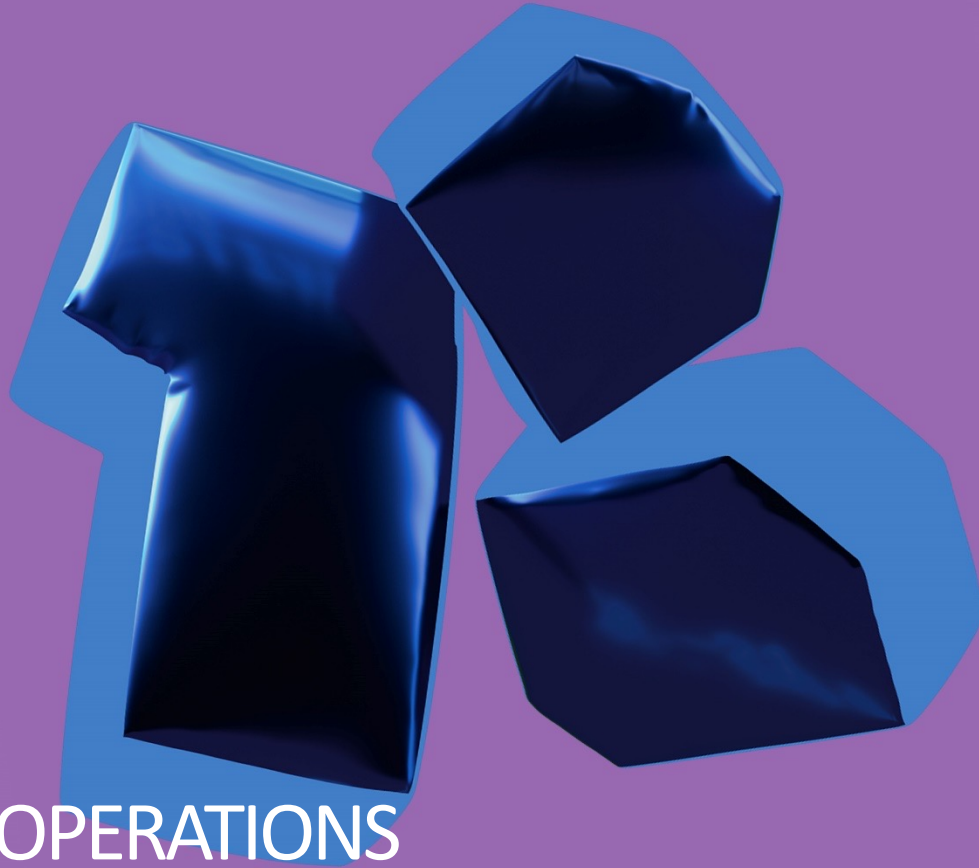


# REEPER BAHN FESTIVAL



BRANDS & COOPERATIONS

20. – 23. SEPTEMBER 2023

# REEPERBAHN FESTIVAL



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

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

45.000 VISITORS

5.500 PROFESSIONALS

600 CONCERTS & SHOWCASES

MORE THAN 50 VENUES

4 DAYS

200 CONFERENCE SESSIONS

# 20.– 23.09.2023, HAMBURG

## 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

ALL YEAR  
ROUND  
YOUTUBE



# FESTIVAL LINE UP

## HIGHLIGHT ACTS 2006 - 2022

ED SHEERAN / NINA CHUBA / BON IVER / JANELLE  
MONAE / KRAFTKLUB / MUSE / BETH DITTO / LEWIS  
CAPALDI / ANNEN MAY KANTEREIT / FEIST / DERMOT  
KENNEDY / BIFFY CLYRO / ROBIN SCHULZ / CRO /  
MILKY CHANCE / CLUESO / SIGRID / AURORA / LEXY &  
K.PAUL / MILKY CHANCE / PRINZ PI / JAMES BLUNT /  
KATE NASH / THE HIVES



# CONFERENCE

## HIGHLIGHTS SPEAKERS

MELANIE C / TONY VISCONTI / LYOR COHEN /  
PPEACHES / ANDREA GLEESON / KATE NASH /  
CORNELIA FUNKE / FOLKERT KOOPMANS /  
OZZY HOPPE / SHIRLEY MANSON / BOB ROCK /  
IMOGEN HEAP / DANIEL LIEBERBERG / HELEN  
SMITH / FELINE MOJE / ALYONA ALYONA /  
MAJA GÖPEL / OLE OBERMANN / HARVEY  
GOLDSMITH

## DIVERSITY

Closing the gender gap and achieving gender equality at all levels of music culture and the music business

## SUSTAINABILITY

Development of sustainable processes and formats of music creation and production

Reeperbahn Festival is more than just a place for entertainment & business; we believe it to be a catalyst for change.

We are aiming to create a multifaceted program and immersive festival experience for everyone involved.

## TALENT FOCUS

Selective and sustainable promotion for talented people, allowing for the development of artistic and cultural identity value chain

## EQUALITY

Constantly enabling diversity (in terms of gender and program line-up) with the aim of creating cultural & living spaces free from pre-judice and discrimination



# PARTNERSHIPS



REEPERBAHN FESTIVAL

REEPERBAHN FESTIVAL

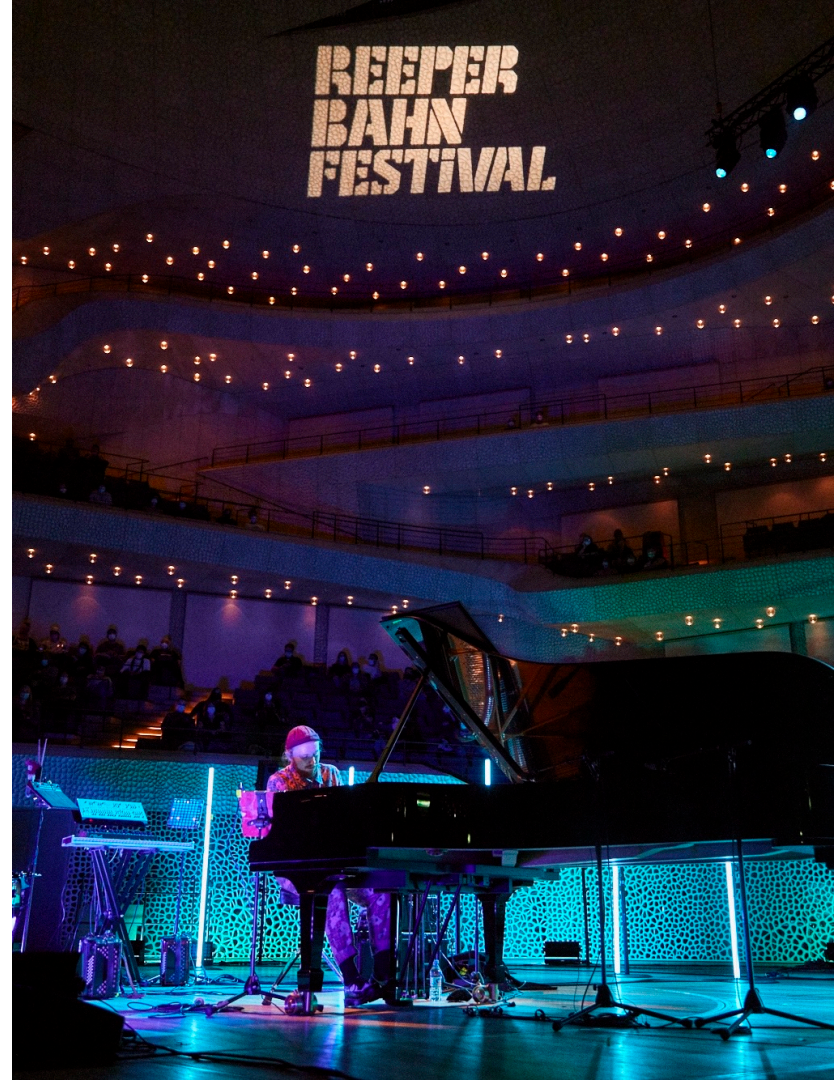
WELCOME TO  
REEPERBAHN FESTIVAL  
2022

Kappa  
Authentic Sportswear Brand  
Since 1959

032c WORKSHOP  
Backstage

# PARTNERING WITH US MEANS...

- ... authentically positioning your brand within the music world by **ASSOCIATION WITH THE NO. 1 CLUB FESTIVAL IN EUROPE.**
- ...**CREATING FAR- REACHING IMPULSES FOR MUSIC,** business and society.
- ...**REACHING VARIOUS VISITOR GROUPS INCLUDING** celebrities, influencers, media representatives, delegates in leading positions, public visitors, consumers and the artists themselves
- ...**SUPPORTING CULTURAL AMBASSADORS** who accompany economic and cultural developments around the globe.
- ...enabling a festival in striving **for DIVERSITY, SUSTAINABILITY & a 50/50 GENDER BALANCE.**



# BRAND VISIBILITY

## Brand Activation

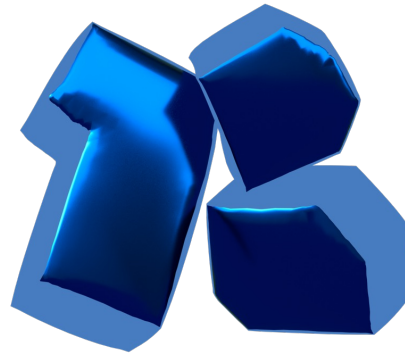
Brand Activation modules/  
promotions on our outdoor-  
spaces @ Festival Village &  
Spielbudenplatz

## Program Integration

Integration and brand visibility in  
our B2C, B2B and Special Program

## Owned Media Productions

Different video series with both  
artistic and social leitmotifs



## Advertising

Various advertising spaces on the  
event site, the city, as well as in  
the digital space

## OOH Campaigns

Visibility on our OOH campaigns  
across different cities in Germany



# FESTIVAL VILLAGE

ENJOY  
REEPERBAHN FESTIVAL

REEPER  
BAHN  
FESTIVAL.

ACHTET:  
I NIEZ GILT GLAS- UND  
INVERBOT.  
IN UND GLÄSER  
DEN AUF DEM GELÄNDE!

NOTE: GLAS  
ARE PROHIBIT  
(THE AREA  
THE REEPER

AND GLASSE  
ON THE FEST

BITTE BEACHTET:  
AUF DEM NIEZ GILT GLAS- UND  
FLÄSCHENVERBOT.  
FLÄSCHEN UND GLÄSER  
VORLEGEN AUF DEM GELÄNDE!

PLEASE NOTE: GLASS AND  
BOTTLES ARE PROHIBITED ON  
THE NIEZ (THE AREA ON AND  
AROUND THE REEPERBAHN).

BOTTLES AND GLASSES ARE TO  
REMAIN ON THE FESTIVAL SITE!

REEPER  
BAHN  
FESTIVAL

The Festival Village is a vibrant hub and an integrated, central area for all festival visitors, professionals and Hamburg citizens.

# FESTIVAL VILLAGE

A designated area with free music program, food & drinks, various activities (ie. Future Playground, art fair, roller skating ground ), installations and a **space for exchange, engagement and connection.**

## PARTNERING OPPORTUNITIES:

- Brand activation modules
- Promotions & brand activations
- Stage hosting
- Product testing/sales
- Programme integration/presenting
- Banners on site



# MEDIA INTEGRATION

The Reeperbahn Festival takes place in the heart & throughout the city of Hamburg.

Our partners are integrated on our channels and media but also take place on the most visible surfaces within the city.



# ADVERTISING OPPORTUNITIES

- Fence banner
- City tower
- Billboards
- Subway window stickers
- Infoscreens
- Video wall on Bahnhof Pauli Klubhaus

Gross media reach  
- 22.202.548 contacts





# PROGRAMME INTEGRATION

In addition to the concerts and conference, the Reeperbahn Festival presents a **range of events and initiatives that breathe life into the festival's core objectives.**

These experiences present truly **distinctive opportunities for our partners to engage with our values & connect with our audience on a profound level.**

# OPENING SHOW

Reeperbahn Festival will kick off on Wednesday evening with the grand OPENING SHOW. An entertaining evening filled with exciting talk guests and stunning live acts. It is a highly anticipated and captivating performance that sets the tone for the days to follow. It serves as a powerful introduction to the diverse range of performances, conferences, and activities that await attendees. The show is followed by the After-Show Party & OPENING CONCERT.



## PARTNERING OPPORTUNITIES:

- Location Branding
- Press Wall
- Logo @ Invitation Mailings
- Welcome Drink
- Aftershowparty
- Media Production

# ANCHOR AWARD

Established in 2016, the [ANCHOR - Reeperbahn Festival Music Award](#) is an accolade for the most promising emerging music talent. It serves as a guide for fans and the music industry in search of the best new music and as a jump start for the nominated artists' international careers.



## PARTNERING OPPORTUNITIES:

- Location Branding
- Press Wall
- Logo @ Invitation Mailings
- Prize Money
- Content around nominees

# KEYCHANGE INITIATIVE

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.

## PARTNERING OPPORTUNITIES:

- Support Keychange Networking
- Keychange Inspiration Award
- Brand visibility @ Gender Equality Hub
- Content Creation around Keychange Creative Lab
- Brand visibility @ Keychange related media production format "QUOTES"





# MEDIA PRODUCTIONS



Digital extension of the festival through various media formats during and after the festival.

# RBF CONTENT FORMATS



COLLIDE - is a holistic experience music and art. 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.



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

## PARTNERING OPPORTUNITIES:

- Presentership of format or episodes
- Development of own content formats
- Product placement
- Guest speaker or host

# INDIVIDUAL PARTNERSHIPS

A close-up, slightly blurred photograph of a crowd of people at what appears to be a music festival or outdoor event. The lighting is warm and golden, suggesting late afternoon or early evening. In the foreground, a young woman with short, light-colored hair and sunglasses perched on her head is smiling and looking upwards. She has a nose ring and is wearing a patterned jacket. Other people are visible in the background, some looking in the same direction as the woman in the foreground.

We have a lot to offer – engaging festival integrations, music & content presenterships but also high profile events and media surfaces throughout one of Germany's biggest metropolises.

To meet our brand partners needs, we develop individual partnership packages, so that your demands can effectively be met.

# WHAT A PARTNERSHIP PACKAGE COULD LOOK LIKE:

## SMALL

- Promotion module @ Festival Village
- Fence Banner @ Festival Village
- Logo Integration Partner Page @ reeperbahnfestival.com

15.000€

Incl. Free tickets  
worth 7% of sponsoring fee

## MEDIUM

- Promotion space @ Festival Village
- Fence Banner @ Festival Village
- Videospot @ Conference Hotels
- Branding @ Opening Show
- Logo Integration Partner Page & Program item
- Sponsored News
- Instagram Story
  
- Concert night
- Speaker Integration @ Panel
- Networking Event

28.000€

Incl. Free tickets  
worth 7% of sponsoring fee

## LARGE

- Promotion space @ Spielbudenplatz
- Integration Anchor Award
- Fence Banner @ Spielbudenplatz
- Branding Opening Show
- Logo Bar OOH Campaigns
- Videospot @ Conference Hotels
- Branding @ Opening Show
- Logo Integration Partner Page & Program item
- Sponsored News
- Instagram Story
- Brand visibility Collide & Deep Dive
  
- Concert night
- Speaker Integration @ Panel
- Networking Event
- Masterclass
- Integration Education Program

50.000€

Incl. Free tickets  
worth 7% of sponsoring fee

# BE PART OF THE CHANGE

We believe in making the world a better place through the power of music and art.

By joining us, you become part of an authentic partnership dedicated to creating a positive impact.



# WE LOOK FORWARD TO PARTNERING WITH YOU.



CONTACT:

YANNICK KOCH

[SPONSORING@REEPERBAHNFESTIVAL.COM](mailto:SPONSORING@REEPERBAHNFESTIVAL.COM)

+49.40.4317959-0

RBX GMBH

NEUER PFERDEMARKT 1

20359 HAMBURG

# VISITORS



## AGE

11% <18 -24

37% 25-34

42% 35-54

10% 55+

45.000 VISITORS OVER 4 DAYS

93% GERMANY

07% INTERNATIONAL

# REACHING PEOPLE



61.800.073

COMBINED IMPRESSIONS ON INSTAGRAM & FACEBOOK

197.332.498

IMPRESSIONS ON YOUTUBE

172.765

TOTAL APP SESSIONS IN 2023





# RBF SOCIALS



INSTAGRAM FOLLOWERS  
FACEBOOK FANS  
COMBINED IMPRESSIONS

**37.300**  
**69.442**  
**61.800.073**



RBF CHANNEL SUBSCRIBERS  
COLLIDE CHANNEL SUBS  
COMBINED IMPRESSIONS

**21.700**  
**6.800**  
**197.332.498**