

REEPER BAHN FESTIVAL

BRANDS & COOPERATIONS

18. - 21. SEPTEMBER 2024

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.

4 DAYS

600 CONCERTS & SHOWCASES

MORE THAN 50 VENUES

200 CONFERENCE SESSIONS

49.000 VISITORS

4.000 PROFESSIONALS

18. - 21.09.2024, 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



FESTIVAL LINE UP

HIGHLIGHT ACTS 2006 - 2024

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 / KIZ / THE HIVES
PAULA HARTMANN

CONFERENCE

HIGHLIGHT SPEAKERS

MELANIE C / TONY
VISCANTI / LYORCOHEN
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



VISITORS



AGE

11% <18-24

44% 25-34

35% 55-44

10% 55+

50.000 TICKETHOLDERS OVER 4 DAYS

+ WALKING PUBLIC SPIELBUDENPLATZ & VILAGE

93% GERMAN

7% INTERNATIONAL

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 is 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 prejudice and discrimination



REACHING PEOPLE



45,25 Mio

COMBINED IMPRESSIONS ON INSTAGRAM & FACEBOOK

14,14 Mio

VIEWS ON RBF'S YOUTUBE CHANNELS

250.000

TOTAL APP SESSIONS IN 2023

MEDIA

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

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

REEPER
BAHN
FESTIVAL

HEUTE

LOYLE CARNER
PÖBEL MC
CLOCKCLOCK
MONGRIEFF
EKKSTACY
UND VIELE
WEITERE
ACTS

→ 21. - 24.
SEPT. 2022

Cross media reach

22,20 Mio

contacts

MEDIA - WE ARE SPOKEN ABOUT LOUDLY

SZ Meine SZ | SZ Plus | Ukraine | Israel | Klima | Politik | Wirtschaft | Meinung | Panorama | Sport | München >

Musik Bühne frei für nächste Generation auf Reeperbahn-Festival

20. September 2023, 21:51 Uhr | Lesezeit: 2 min



Alexander Schulz (2.v.l.), Gründer und Geschäftsführer des Reeperbahn Festivals, Sängerin Banks, Musikproduzent Tony Visconti, und Sängerin, Aktivistin und Sch... Christian Charisius/dpa

DIY NEWS FEATURES REVIEWS NEU IN DEEP

LIVE REVIEW THE 12 BEST NEW ARTISTS OF REEPERBAHN 2023, FT ENGLISH TEACHER, DEADLETTER, PENELOPE SCOTT AND MORE.

20th-23rd September

It was another vintage year for the multi-venue Hamburg soiree.

Words: Lisa Wright
Photos: Louise Mason
26th September 2023

These days, festival season is basically a year-long pursuit. Just as the summer fields bow out, so the new band tipping events begin. Reeperbahn - Hamburg's annual multi-venue showcase, located along the city's sauciest strip - always acts as autumn's inaugural soiree and, contrary to popular lore, makes a strong claim to pushing the best out first.



Das größte Clubfestival Europas bringt gleich zu Beginn Statements mit Ausrufezeichen.

„Diversität ist zentral in unserer Gesellschaft“ und „Wir müssen respektvoll miteinander umgehen“, feuert Claudia Roth in das satt gefüllte Hamburger Operettenhaus hinein und erntet damit den ersten großen Applaus des Abends. Die Kultur- und Medien-Bbeauftragte der Bundesregierung setzt damit auch die essenziellen Sujets des Abends fest. Beim **Reeperbahn Festival** 2023 soll es ums Miteinander in Zeiten von Klimakrise, alltäglich stattfindenden Rassismus und den Aufschwung von Künstlicher Intelligenz gehen –

Menu ZEITUNG ONLINE

Klingt gut!

Das Reeperbahnfestival bringt wieder Hunderte Bands aus al Hamburg – einige bekannte und viele Newcomer. Welche soll keinesfalls verpassen?

Christoph Twickel und Oskar Piegsa, Hamburg
20:51 Uhr



Menu RollingStone GERMANY

Reeperbahn Festival 2023 Opening: „Wir müssen unsere Stimme nutzen!“

Das größte Clubfestival Europas bringt gleich zu Beginn Statements mit Ausrufezeichen.

VON HELLA WITTENBERG 21.09.2023

Menu Süddeutsche Zeitung jetzt abonnieren Login

Musik Ichiko Aoba gewinnt Newcomer-Award des Reeperbahn-Festivals

23. September 2023, 11:02 Uhr



Hamburger Abendblatt

Home > Hamburg > Hamburg Kultur > Reeperbahn Festival: K.I.Z Überraschungskonzert stahl die Show

GEHEIMKONZERT

Reeperbahn Festival: K.I.Z stahl allen die Show

22.09.2023, 14:07 Uhr | Lesezeit: 5 Minuten



Von Tino Lange
Kultur



Auf meterhohen LED-Türmen feierte das Berliner Hip-Hop-Trio K.I.Z mit Tausenden Fans während des Reeperbahn Festivals auf dem Heilig



Reeperbahn Festival 2023 mit großer Opening Show gestartet

21. SEPTEMBER 2023



17.30 SAT1 REGIONAL

ARLO PARKS STARGAST



ARTIKEL TEILEN

Reeperbahn Festival: Eine Bühne für neue Stimmen

REEPERBAHN FESTIVAL ALL YEAR LONG

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

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.

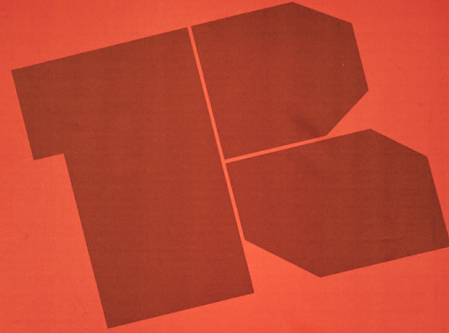


DEEP DIVE

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

PARTNERSHIPS

 YouTube Music



REEPER
BAHN
FESTIVAL

CHKIND



BRAND VISIBILITY

Brand Activation

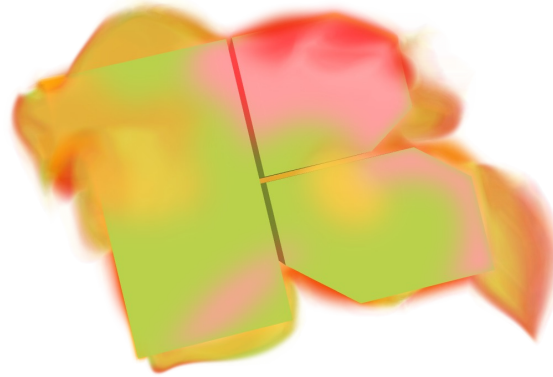
Brand Activation modules/
promotions on our outdoor-
spaces @ Festival Village &
Spielbudenplatz

Programme 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 in our OOH
campaigns across different
cities in Germany

PARTNERING WITH US MEANS . . .

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.

- ...positioning your brand @ THE NO. 1 CLUB FESTIVAL IN EUROPE.
- ...CREATING FAR- REACHING IMPULSES FOR MUSIC, business and society.
- ...REACHING VARIOUS VISITOR GROUPS INCLUDING, artists, music business professionals, public visitors, and media representatives
- ...enabling a festival in striving for DIVERSITY, SUSTAINABILITY & a 50/50 GENDER BALANCE.



SPECIAL EVENTS



CONFERENCE



**FESTIVAL
ON SITE**

CONCERTS & PARTIES



ON THE GROUND



FESTIVAL VILLAGE

An area that is freely accessible to everyone at no cost in front of the Millerntor stadium, home of FC St. Pauli. It is designated for exchange, engagement and connection.

Features:

- Live music
- Art installations
- Food & beverages
- Chill-Out areas
- Artist Catering





SPIELBUDEN PLATZ

Located right in the middle of the Reeperbahn, the Spielbudenplatz is the lively, vibrant and cultural center of St. Pauli.

Features:

- 2 live music stages
- local food stalls
- Food & beverages

ON THE GROUND – WHAT WE CAN ACHIEVE TOGETHER:

ON THE GROUND SMALL

PROMOTION AREA ON OUR MOST
CROWDED PUBLIC SPACES

FESTIVAL VILLAGE SMALL SPACE
OR
SPIELBUDENPLATZ SMALL SPACE

PERMISSION TO SAMPLE
PRODUCTS

LISTING AS PARTNER ON WEBSITE

+ OPTIONAL ADD-ONS

FROM 10.000€ NET

IN ADDITION OF PRODUCTIONS COSTS

ON THE GROUND LARGE

PROMOTION AREA ON OUR MOST
CROWDED PUBLIC SPACES

LARGE SPACE ON FESTIVAL
VILLAGE OR
SPIELBUDENPLATZ

PERMISSION TO SELL PRODUCTS

3X FENCE BANNER

VIDEO SCREEN OPERETTENHAUS

AD BANNER FESTIVAL APP

+ OPTIONAL ADD-ONS

FROM 25.000€ NET

IN ADDITION OF PRODUCTIONS COSTS

SHOWCASE

- Experience the thrill of hosting your own concert or party night in one of our exclusive clubs.
- Our dedicated RBF Booking Team will assist in curating your evening, ensuring it's unforgettable.
- Your event will be showcased as a partner on our website, gaining visibility.
- Explore optional add-ons to enhance your experience further.



OPENING SHOW

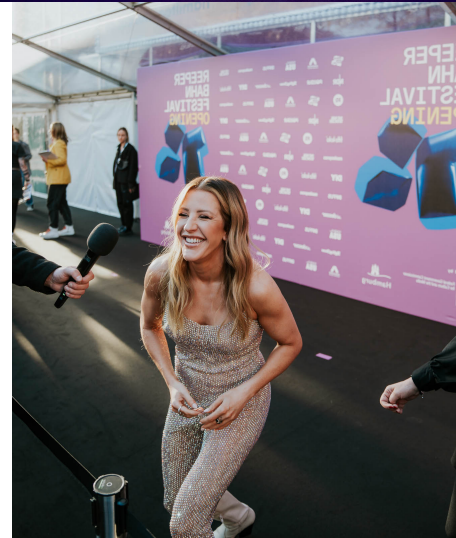
Date: Wednesday evening

Highlights:

- Entertaining evening featuring exciting talk guests and stunning live acts
- Highly anticipated and captivating performance
- Sets the tone for the days to follow

Purpose: Powerful introduction to the diverse range of performances, conferences, and activities at the festival

Followed by: After-Show Party & Opening Concert



ANCHOR AWARD

Established: 2016

Highlights:

- 4 prominent judges
- 6 Nominees & Shows (Thursday & Friday)
- 1 Award Show (Saturday)

Purpose:

- Allocade for the most promising emerging music talent
- Guide for fans and the music industry in search of the best new music
- Jump start for the nominated artists' international careers



SHOWCASE AND SPECIALS PACKAGES

SHOWCASE OR PARTY DEAL

HOST YOUR OWN CONCERT OR PARTY NIGHT IN ONE OF OUR CLUBS

RBF BOOKING TEAM WILL HELP TO CURATE THE EVENING

LISTING AS PARTNER ON WEBSITE

+ OPTIONAL ADD-ONS

FROM 12.000€ NET

IN ADDITION OF PRODUCTIONS COSTS
COST MAY VARY DEPENDING ON CLUB SIZE

OPENING DEAL

SPONSOR THE GRAND OPENING OF THE REEPERBAHN FESTIVAL

BRANDING @ LOGO WALL, @ THE LOCATION, THE RED CARPET OR ON STAGE

PRESENTING A WELCOME DRINK

HOSTING AN AFTERSHOWPARTY

LISTING IN ALL INVITATIONS & MAIL-OUTS

+ OPTIONAL ADD-ONS

FROM 10.000€ NET

IN ADDITION OF PRODUCTIONS COSTS
COST MAY VARY DEPENDING ON CLUB SIZE

ANCHOR DEAL

SPONSOR THE ANCHOR NEWCOMER AWARD

BRANDING @ LOGO WALL, @ THE LOCATION, THE RED CARPET OR ON STAGE

PRESENTING THE AWARD OR JURY GIFTS

CONNECTING WITH NOMINEES FOR CONTENT CREATION

LISTING IN ALL INVITATIONS & MAIL-OUTS

+ OPTIONAL ADD-ONS

FROM 10.000€ NET

IN ADDITION OF PRODUCTIONS COSTS



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.

KEYCHANGE INITIATIVE

Purpose:

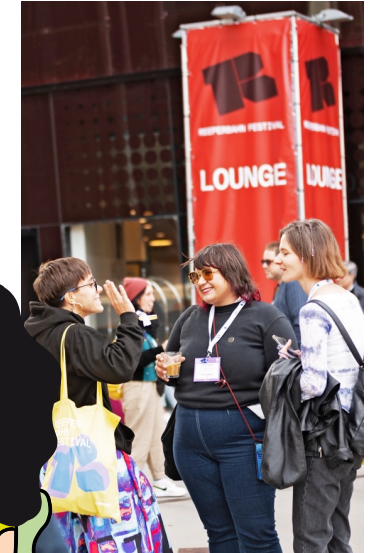
International initiative for gender equity in the music industry

Support Provided:

- Training, mentoring, and networking support for talented women and underrepresented genders
- Conferences and presentation opportunities at partner festivals

Pledge:

Calls on music organizations to establish gender balance through the Pledge



CONTENT INTEGRATION PACKAGES - AROUND THE FESTIVAL & THE CONFERENCE

SPONSORED SESSION

HOST YOUR OWN CONFERENCE SESSION

TALK ABOUT THE MUSIC INDUSTRY AND YOUR APPROACH TO ITS PROBLEMS

LISTING AS PARTNER ON WEBSITE

+ OPTIONAL ADD-ONS

FROM 3.500€ NET

IN ADDITION OF PRODUCTIONS COSTS
COST MAY VARY DEPENDING ON ROOM SIZE

MASTERCLASS

HOST YOUR OWN MASTERCLASS IN ONE OF OUR VENUES

ADVERTISE AND INFORM ABOUT YOUR PRODUCTS

LISTING AS PARTNER ON WEBSITE

+ OPTIONAL ADD-ONS

FROM 5.000€ NET

IN ADDITION OF PRODUCTIONS COSTS
COST MAY VARY DEPENDING ON ROOM SIZE

KEYCHANGE

SUPPORT THE KEYCHANGE EVENTS WITH YOUR BRANDING

GIVE YOUR ADVERTISING WIDER MEANING WITH BRAND ACTIVATIONS AROUND KEYCHANGE ACTIVITIES AND BRANDING OF CONFERENCE STAGES

LISTING AS PARTNER ON WEBSITE

+ OPTIONAL ADD-ONS

FROM 8.000€ NET

IN ADDITION OF PRODUCTIONS COSTS
COST MAY VARY DEPENDING ON CLUB SIZE

OPTIONAL ADD-ONS – TO AMPLIFY YOUR PACKAGE

Digital Advertising

- Social Media
- App Banners
- Web Banners
 - Logo bar
- Newsletter

On-Site Advertising

- Fence Banner
- Videoscreens
 - Delegate Bags
- Promoters
- Wristband
- Badge & Lanyard

Be Part
of our
OOH
Campaigns

Discount
Rates at
partner hotels
and saved
contingents

Get special
Ticket deals
And
discount codes

In order to accommodate the unique needs of our brand partners, we create customized partnership packages. This ensures that we can effectively address your specific requirements and objectives.



BRAND CASES





WE LOOK FORWARD TO PARTNERING WITH YOU.

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