2018 TECH SHOWCASE
BRAND INTEGRATION OPPORTUNITIES

OVERVIEW

KAABOO Del Mar – September 14-16, 2018 is a 3-day live music, contemporary art, technology, comedy, and culinary experience targeting affluent adult audience demographics ages 25 - 65. Going into its 4th year, KAABOO is already established as a top-tier luxury platform where brands can integrate and activate with live music and entertainment audiences. The scale of the event (3 days, 7 stages and over 100 live acts that include multiple headliners).

2018 LINE UP

A Unique Entertainment Experience

KAABOO is an immersive recurring live-event lifestyle brand that consciously sets out to draw audiences by demographic; rather than solely by interest in a specific musical genre. KAABOO's elevated live music and entertainment experience engages all the 'five' senses: featuring a multi-day mix of music, comedy, tech, contemporary art, craft culinary, and an array of personal indulgences.

- Tailored to a draw a discerning and affluent demographic with an average age in the late-30's; a currently underserved demographic across the live music and event marketplace.
- 45% male and 55% female
- Average Ticket Buyer 39 with guests (25-65)
- College Educated
- Income $100,000 +
- 2018 projected attendance to be 55,000 per day and 100,000 unique attendees

KAABOO is a powerful brand with potential to support multiple platform extensions and significant longevity in premier markets across the U.S., the western hemisphere and eventually across the globe.

Our Corporate Partnership Mission

- Inspire marketing innovation.
- Harness access to live music and lifestyle experiences.
- Innovate within the branded entertainment space.
- Differentiate how consumers engage with brands.
- Drive brand and business with customers and prospects in an immersive experiential setting.
- Introduce new technologies and innovation, solve business solutions.

KAABOO TECH SHOWCASE SPONSORSHIP OPPORTUNITIES

A three-day mind-blowing innovation extravaganza.

From a highly interactive branded entertainment showroom to a stage filled with tech + lifestyle programing – guests will find the Tech Showcase a favorite destination at KAABOO.

In 2018, this innovative tech experience will introduce audiences to a Brand's products or services. The showcase will feature product demonstrations and highly immersive interactive activations.

KAABOO will dedicate over 20,000 sq. ft. via an indoor, airconditioned space for the Tech Showcase

Tier 1 – Tech Category Exclusive Naming Rights Sponsor of the Tech Showcase (1 Partner)

DESIGNATION

- Category Exclusivity of KAABOO
- "NAMING RIGHTS
- " BRAND STATUS OF THE KAABOO TECH SHOWCASE
- Opportunity to pass through sponsorship to a total of six (6) vendors/products (if applicable)
- Brand name and/or logo to be included in all association with Naming Rights of the Tech Showcase. E.g., website, on-site maps, entrance, directional and other signage when referencing the Naming Rights of the Tech Showcase.

ACTIVATION & BRANDING

- Brand name and/or logo inclusion as Naming Rights Partner of the Tech Showcase. KAABOO to create and install a Tech Lounge Entrance signs.
- Name/logo featured in online and on-site marketing for the Tech Showcase.
- Dedicated 40'x40' activation space positioned in a high traffic area in the tech showcase for brand to create an interactive experience. Brand is responsible for providing all elements to activate the space. KAABOO to provide electricity.
- Brand/Name inclusion on Tech stage TV Screens and one (1) 30-minute programing spot per day to include, but not limited to Executive and Product presentations. KAABOO will work with brand to develop Creative panels, Q&A's, fireside chats.
- Brand will have the option to provide gifting, promotion or product in the Tech VIP Lounge and KAABOO Artist/celebrities.
- Naming Rights of the Tech VIP Lounge. Brand name and/or logo inclusion on all Entrance signage. KAABOO to create and install all Tech VIP Lounge signs at its expense.
- Brand will receive one (1) promotional video :15 to :30 seconds to be played in the loop on the stage LED Video Screens in the Tech Showcase. Video will not include sound.
- Live Stream - Brand to be included in the Tech Showcase Wrap up. Over 2M organic views in 2017.

PR & SOCIAL

- Inclusion in Event press release as the Naming Rights Sponsor of the KAABOO Tech Showcase.
- Daily Social Media posts from Tech Showcase. In addition, Brand and KAABOO will work together on Social Media promotion i.e., Snapchat &/or Instagram Stories.
- Micro - Social Short-form: Brand and KAABOO to create (4) 2-5 min. units of content. This is ideal for quick turn product launches, brand announcements or leveraging influencer social media reach by casting leading social voices in content designed to be shared.
- Additional Content can be developed with KAABOO's in-house Virgin Produced creative, production team. Short and Long Form content – host and talent/celebrity integration.
- Opportunity to participate in KAABOO press day with in-room product/branding or support.
- Press clippings delivered to brand post-event by KAABOO team.

TICKETS AND ACCESS

Opening VIP Party - Thursday, September 13th

Over 4,000 VIP's (amplify VIP guests, sponsors, media, artists, etc.) will enjoy an exclusive and intimate experience at KAABOO including a performance from a top-tier artist scheduled to perform at KAABOO and the opening of the Palate art and food experience. Cuisine and beverages will be served.

- Brand will receive a total of ten (10) tickets to the opening party.
- Brand will receive branding, on-site presence/activation/gifting to guests.

KAABOO DAILY TICKETS AND VIP Tech Lounge (capacity 150)

Brand to receive a total of 30 tickets (10 per day) to KAABOO festival and 30 VIP Passes (10 per day) to the Tech Showcase VIP Lounge. A private lounge will offer a view of the festival grounds – outdoor patio and indoor lounge space. Beverages and snacks will be featured and available for purchase throughout the day.

Four (4) HANG TEN VIP 3-Day Tickets/Passes

The HANG TEN Experience offers a totally unique and AMPLIFY experience, so quantities are extremely limited. In addition to the benefits listed below, HANG TEN guests also enjoy all the benefits of HANG FIVE VIP Passes.

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday
- Be a star (or meet some) in the backstage KAABOO Artist Lounge, where you can mingle with fellow HANG TEN guests.
- Score a chance for select "Meet and Greets" and private performances with KAABOO acts, visual artists and chefs.
- Snag preferred seating at HUMOR ME Comedy Club.
- Look down onto the stage with an exclusive on-stage viewing area at Sunset Cliffs Main Stage.
- Indulge in the HANG TEN lounges with premium stage viewing.
- Complimentary food & drink in designated areas.
- Complimentary access to BASK, KAABOO's "Vegas-Style" Day Club.
- Complimentary HANG TEN Parking (one per order).
- Relax! Let someone else do the driving with complimentary car service to/from KAABOO partner hotels.
- Take home the KAABOO experience with a HANG TEN exclusive welcome gift bag.
- Golf Cart Access.
- Value: $3,229 per ticket

Four (4) HANG FIVE VIP 3-Day Tickets/Passes

- 3 Day access to KAABOO
- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night
- Premium stage viewing at HANG FIVE lounges.
- Easy Access with a dedicated entry lane at the entrance.
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages.
- Access additional charging stations and premium AMPLIFY only bathrooms.
- Value: $905 per ticket

Loyalty/Retention

- GA and VIP tickets can be purchased and used for consumer promotions.
- Exclusive ticket bundles with brand products and/or enhanced VIP experiences and access on-site at KAABOO.

Investment: $300,000

**Sponsors are responsible for on-site activation and are expected to use their best efforts to promote their association with the Tech Showcase.*

Tier 2 – Tech Category Exclusive Presenting Sponsor of Festival (1 Partner)

DESIGNATION

- Category Exclusivity of KAABOO
- "PRESENTS" BRAND STATUS OF THE KAABOO TECH SHOWCASE
- Opportunity to pass through sponsorship to a total of six (6) vendors/products (if applicable)
- Brand name and/or logo to be included in all association with Tech Showcase. E.g., website, on-site maps, entrance, directional and other signage when referencing the Tech Showcase presented by Brand.

ACTIVATION & BRANDING

- Brand name and logo inclusion as Presents Partner of the Tech Showcase. KAABOO to create and install a Tech Lounge Entrance signs to include Brand as Presents Partner.
- Name/logo featured in online and on-site marketing.
- Dedicated 24'x24' activation space positioned in a high traffic area in the tech showcase for brand to create an interactive experience. Additional space to be provided for the Presenting partner as requested and if available at the time of the request. Brand is responsible for providing all elements to activate the space. KAABOO to provide electricity.
- Brand/Name inclusion on stage TV Screens and one (1) 30-minute programing spot per day to include, but not limited to Executive and Product presentations. KAABOO will work with brand to develop Creative panels, Q&A's, fireside chats.
- Brand will have the option to provide gifting, promotion or product in the Tech VIP Lounge and KAABOO Artist/celebrities.
- Brand will receive one (1) promotional video to be played in the loop on the stage LED Video Screens in the Tech Showcase. Video will not include sound.
- Live Stream - Brand to be included in the Tech Showcase Wrap up. Over 2M organic views in 2017.

PR & SOCIAL

- Inclusion in Event press release as the Presenting Sponsor of the KAABOO Tech Showcase.
- Daily Social Media posts from Tech Showcase. In addition, Brand and KAABOO will work together on Social Media promotion i.e., Snapchat &/or Instagram Stories.

- Micro - Social Short-form: Brand and KAABOO to create (4) 2-5 min. units of content. This is ideal for quick turn product launches, brand announcements or leveraging influencer social media reach by casting leading social voices in content designed to be shared.
- Additional Content can be developed with KAABOO's in-house Virgin Produced creative, production team. Short and Long Form content – host and talent/celebrity integration.
- Opportunity to participate in KAABOO press day with in-room product/branding or support.
- Press clippings delivered to brand post-event by KAABOO team.

TICKETS AND ACCESS

Opening VIP Party - Thursday, September 13th

Over 4,000 VIP's (amplify VIP guests, sponsors, media, artists, etc.) will enjoy an exclusive and intimate experience at KAABOO including a performance from a top-tier artist scheduled to perform at KAABOO and the opening of the Palate art and food experience. Cuisine and beverages will be served.

- Brand will receive a total of six (6) tickets to the opening party.
- Brand will receive branding, on-site presence/activation/gifting to guests.

KAABOO DAILY TICKETS AND VIP Tech Lounge (capacity 150)

Brand to receive a total of 18 tickets (6 per day) to KAABOO festival and 18 VIP Passes (6 per day) to the Tech Showcase VIP Lounge. A private lounge will offer a view of the festival grounds – outdoor patio and indoor lounge space. Beverages and snacks will be featured and available for purchase throughout the day.

KAABOO VIP Tickets

Four (4) HANG TEN VIP 3-Day Tickets/Passes

The HANG TEN Experience offers a totally unique and AMPLIFY experience, so quantities are extremely limited. In addition to the benefits listed below, HANG TEN guests also enjoy all the benefits of HANG FIVE VIP Passes.

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday
- Be a star (or meet some) in the backstage KAABOO Artist Lounge, where you can mingle with fellow HANG TEN guests.
- Score a chance for select "Meet and Greets" and private performances with KAABOO acts, visual artists and chefs.
- Snag preferred seating at HUMOR ME Comedy Club.
- Look down onto the stage with an exclusive on-stage viewing area at Sunset Cliffs Main Stage.
- Indulge in the HANG TEN lounges with premium stage viewing.
- Complimentary food & drink in designated areas.
- Complimentary access to BASK, KAABOO's "Vegas-Style" Day Club.
- Complimentary HANG TEN Parking (one per order).
- Relax! Let someone else do the driving with complimentary car service to/from KAABOO partner hotels.
- Take home the KAABOO experience with a HANG TEN exclusive welcome gift bag.
- Golf Cart Access.
- Value: $3,229 per ticket.

Four (4) HANG FIVE VIP 3-Day Tickets/Passes

- 3 Day access to KAABOO
- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night
- Premium stage viewing at HANG FIVE lounges.
- Easy Access with a dedicated entry lane at the entrance.
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages.
- Access additional charging stations and premium AMPLIFY only bathrooms.
- Value: $905 per ticket

Loyalty/Retention

- GA and VIP tickets can be purchased and used for consumer promotions.
- Exclusive ticket bundles with brand products and/or enhanced VIP experiences and access on-site at KAABOO.

Investment: $200,000

**Sponsors are responsible for on-site activation and are expected to use their best efforts to promote their association with the Tech Showcase.*

Tier 3 – Exclusive Tech Showcase Category Sponsor (2 Partners)

ACTIVATION & BRANDING

- Category Exclusivity of KAABOO.
- Brand name and logo inclusion as a Partner of the Tech Showcase.
- Name/logo featured for online and on-site marketing.
- Dedicated 24'x24' activation space for brand to create an interactive experience positioned in a high traffic area in the tech showcase. Brand is responsible for providing all elements to activate the space. KAABOO will provide electricity.
- Brand/Name inclusion on stage TV's and one (1) 30-minute programing spot per day to include, but not limited to Executive and Product representation. KAABOO will work with brand to develop Creative panels, Q&A's, fireside chats
- Brand will have the option to provide gifting, promotion or product to Tech Lounge and KAABOO Artist/celebrities.
- Brand to provide and will receive one (1) promotional video to be played in the loop on the stage LED Video Screens in the Tech Showcase. Video will not include sound.
- Live Stream inclusion. Brand to be included in the Tech Showcase Wrap up. Over 2M organic views in 2017.

PR & SOCIAL

- Inclusion in Event press release as a Sponsor of the Tech Showcase
- Daily Social Media posts from Tech Showcase

- Micro - Social Short-form: Brand and KAABOO to create (4) 2-5 min., of content. This is ideal for quick turn product launches or brand announcements, or leverage influencer social media power by casting leading social voices in content designed to be shared
- Opportunity to participate in KAABOO press day with in-room product/branding or support

TICKETS AND ACCESS

Opening VIP Party - Thursday, September 13th

Over 4,000 VIP's (amplify VIP guests, sponsors, media, artists, etc.) will enjoy an exclusive and intimate experience at KAABOO to include a performance from a KAABOO performing artist - along with the opening of the Palate art and food experience. Cuisine and beverages will be served.

- Brand will receive a total of four (4) tickets to the opening party.
- Brand will receive the option to provide gifting for guests.

KAABOO DAILY TICKETS AND VIP Tech Lounge (capacity 150)

Brand to receive a total of 12 tickets (4 per day) to KAABOO festival and 12 VIP Passes (4 per day) to the Tech Showcase VIP Lounge. A private lounge will offer a view of the festival grounds – outdoor patio and indoor lounge space. Beverages and snacks will be featured and available for purchase throughout the day.

Two (2) HANG TEN VIP 3-Day Tickets/Passes

The HANG TEN Experience offers a totally unique and AMPLIFY experience, so quantities are extremely limited. In addition to the benefits listed below, HANG TEN guests also enjoy all the benefits of HANG FIVE VIP Passes.

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night (3-day pass holders only)
- Be a star (or meet some) in the backstage KAABOO Artist Lounge, where you can mingle with and fellow HANG TEN guests
- Score a chance for select "Meet and Greets" and private performances with KAABOO acts, visual artists and chefs
- Snag preferred seating at HUMOR ME Comedy Club
- Look down onto the stage with an exclusive on-stage viewing area at Sunset Cliffs Main Stage
- Indulge in the HANG TEN lounges with premium stage viewing
- Complimentary food & drink in designated areas
- Complimentary access to BASK, KAABOO's "Vegas-Style" Day Club
- Complimentary HANG TEN Parking (one per order)
- Relax! Let someone else do the driving with complimentary car service to/from KAABOO partner hotels
- Take home the KAABOO experience with a HANG TEN exclusive welcome gift bag
- Golf Cart Access
- Value: $3,229 per ticket

Two (2) HANG FIVE VIP 3-Day Tickets/Passes

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night (3-day pass holders only)
- Premium stage viewing and HANG FIVE lounges

- Easy Access with a dedicated entry lane at the entrance
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages
- Access additional charging stations and premium AMPLIFY only bathrooms
- Currently the only way to reserve your spot at KAABOO is to purchase a 3-Day Pass.
- Value: $905 per ticket

Investment: $100,000

**Sponsors are responsible for on-site activation and are expected to use their best efforts to promote their association with the Tech Showcase.*

Tier 4 – Tech Showcase Exhibitor Package (2)

ACTIVATION & BRANDING

- Brand name and logo inclusion Partner of the Tech Showcase.
- Name/logo featured for online and on-site marketing.
- Dedicated 15'x15' activation space for brand to create an interactive experience positioned in a high traffic area in the tech showcase. Brand is responsible for providing all elements to activate the space. KAABOO will provide electricity.
- Brand to provide and will receive one (1) promotional video to be played in the loop on the stage LED Video Screens in the Tech Showcase. Video will not include sound.

PR

- Inclusion in Event press release as Sponsor of the Tech Showcase

TICKETS AND ACCESS

Tech Showcase VIP Lounge (capacity 150)
Brand to receive 10 passes per day to the Tech Showcase VIP Lounge. A private lounge will offer a view of the festival grounds – outdoor patio and indoor lounge space. Beverages and snacks will be featured throughout the day.

Opening VIP Party - Thursday, September 13th
Over 4,000 VIP's (amplify VIP guests, sponsors, media, artists, etc.) will enjoy an exclusive and intimate experience at KAABOO to include a performance from a KAABOO performing artist - along with the opening of the Palate art and food experience. Cuisine and beverages will be served.

- Brand will receive the option to provide gifting for guests.
- Brand will receive a total of two (2) tickets to the opening party.

KAABOO VIP TICKETS
A total of two (2) HANG FIVE VIP 3-Day Passes

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night (3-day pass holders only)
- Premium stage viewing and HANG FIVE lounges
- Easy Access with a dedicated entry lane at the entrance
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages
- Access additional charging stations and premium AMPLIFY only bathrooms
- Currently the only way to reserve your spot at KAABOO is to purchase a 3-Day Pass.
  Value: $905 per ticket

Investment: $50,000

**Sponsors are responsible for on-site activation and are expected to use their best efforts to promote their association with the Tech Showcase.*

Tier 5 – Display/Product Placement

ACTIVATION & BRANDING

- Brand name and logo inclusion Partner of the Tech Showcase.
- Name/logo featured for online and on-site marketing.
- 10'x10' activation space for a brand to create an interactive experience positioned in a high traffic area in the tech showcase. Brand is responsible for providing all elements to activate the space. KAABOO will provide electricity.

PR & SOCIAL

- Inclusion in Event press release as Sponsor of the Tech Showcase

TICKETS AND ACCESS

Two (2) HANG FIVE VIP 3-Day Passes

- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night (3-day pass holders only)
- Premium stage viewing and HANG FIVE lounges
- Easy Access with a dedicated entry lane at the entrance
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages
- Access additional charging stations and premium AMPLIFY only bathrooms
- Currently the only way to reserve your spot at KAABOO is to purchase a 3-Day Pass.
- Value: $905 per ticket

Investment: $20,000

**Sponsors are responsible for on-site activation and are expected to promote their association with the Tech Showcase.*

Tech Showcase Stage Sponsorship Exclusive Opportunity

ACTIVATION & BRANDING

- Brand name and logo inclusion as Presents Partner of the Tech Showcase stage. KAABOO to create and install a Tech Showcase stage signage.
- Name/logo featured in online and on-site marketing.
- Brand/Name inclusion on stage TV Screens
- One (1) 30-minute programing spot per day to include, but not limited to Executive and Product presentations. KAABOO will work with brand to develop Creative panels, Q&A's, fireside chats.
- Brand to have a meet and greet with guest speakers on the stage.
- Brand will have the option to provide gifting, promotion or product in the Tech VIP Lounge and KAABOO Artist/celebrities.
- Brand to provide and will receive one (1) promotional video to be played in the loop on the stage LED Video Screens in the Tech Showcase. Video will not include sound.
- Live Stream - Brand to be included in the Tech Showcase Wrap up. Over 2M organic views in 2017.

PR & SOCIAL

- Inclusion in Event press release as Sponsor of the Tech Showcase

TICKETS AND ACCESS

A total of two (2) HANG FIVE VIP 3-Day Passes

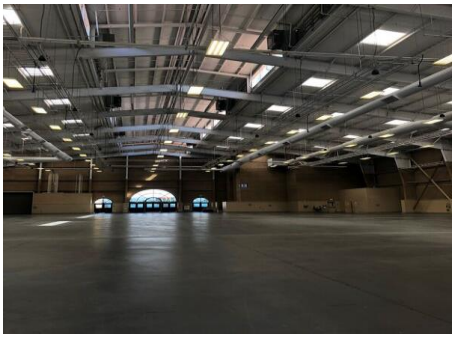
- Kick off your weekend escape early at a HANG TEN + HANG FIVE Sneak Peek Party on Thursday night (3-day pass holders only)
- Premium stage viewing and HANG FIVE lounges
- Easy Access with a dedicated entry lane at the entrance
- Enjoy dedicated Food and Beverage options in AMPLIFY zones for purchase at select stages
- Access additional charging stations and premium AMPLIFY only bathrooms
- Currently the only way to reserve your spot at KAABOO is to purchase a 3-Day Pass.
- Value: $905 per ticket

Investment: $25,000 per day or $75,000 for the entire three-day festival.

KAABOO 2018 SITE MAP

Tech Showcase Floor Plan

Venue Interior



Mercedes-Benz