



PARTNERSHIP OPPORTUNITIES

Dpercussion Music Festival

Produced by Ear to the Ground

INTRODUCING



Broken English



Aim



Liam Frost

Dpercussion is a unique festival in the heart of the UK's second most influential creative city; MANCHESTER.

It stands out because it champions new music and is free. This year Dpercussion becomes TEN and celebrates a decade.

Dpercussion has quietly established itself as the most successful event in the city. 2007 will be the ultimate party for Manchester and set the standard for the next decade.

THE FACTS

- Manchester's city centre, free music festival
- Over 80,000 attendees
- 200 cutting edge DJ's and 100 live acts performing
- 9 stages in the middle of the city
- Now one of the biggest free music festivals in the North of England

THE TALENT



Norman Jay



808 State



The Longcut



African Bambaataa



THE TRIMMINGS

Over 500 bands and 1000 new DJ's have debuted at Dpercussion in 10 years. Although we support new talent at the beginning of their career we have also hosted the following

- Snow Patrol
- Mr Scruff
- 808 State
- The Buzzcocks
- Elbow
- Badly Drawn Boy
- David Holmes
- Stanton Warriors
- Africa Bambaataa
- Simian Mobile Disco
- Norman Jay

Dpercussion is more than just a music festival with interventions happening throughout the site

- Film area
- Artists in residence
- Boat rides
- Samba / Capoeira
- Markets
- Brass bands
- Site activation
- Water activity

THE SHINY HAPPY PEOPLE

The people that love Dpercussion are spread between 16-29 (85%). They read the right magazines, check the right websites and have lots of Myspace friends. Also proof that we get the message further afield is that 28% of attendees are from outside Greater Manchester. Dpercussion attracts a more mainstream local market via accessible media partners and because people love the fact it is free.



ATTENDEES

1997	15,000
1998	25,000
1999	30,000
2000	40,000
2002	35,000
2004	40,000
2006	40,000
2007	50,000+



SPREAD THE LOVE

Dpercussion has stored up huge bundles of goodwill after 10 years of legendary events. It has a huge 'word of mouth' power and continues to generate a marketing campaign more suited to a high end, expensive music festival.

- Extensive street marketing campaign
- Covers Manchester, Liverpool, Sheffield and Leeds
- 100 JC Decaux poster sites in city centre Manchester
- 60,000 flyers, 800 street posters
- XFM radio campaign (rate card value £20,000).
- Club partners and bands activate their P2P networks
- Dedicated website – dpercussion.co.uk
- Dpercussion email-outs
- 3000 VIPS on ETTG guest list
- Dedicated Myspace (3000 friends)
- A local, national and international PR campaign
- Extensive local media partnerships
- Media VIP Launch Party May
- 7 x 48 sheet poster sites on main arterial routes into the city

SHOW ME THE MONEY

Money makes the world go round and we need to generate commercial partnerships to make the event better and keep it free. We think that the value of investment in Dpercussion is incredible, considering we are THE music event with the biggest reach in the most important regional city in the UK for communicating new ideas and targeting media.

Gold Partner £35k

- Exclusive Branding of main stage
- Branding on all communications
- Branding on all event scrims and exit entry points
- 30 Dpercussion launch party passes
- 20 VIP passes
- 10 tickets for the after show party
- Profile on the Dpercussion website and Myspace

Stage Partner £7k - £20k

Excluding the main stage, Dpercussion has 8 stages with capacities that range between 1000 and 5000.

- **Castlefield Green** **Urban**
- **Sketch City** **Graffiti / Hip Hop**
- **Barca Stage** **tbc**
- **Coal Wharf** **New Indie**
- **Potato Wharf** **tbc**
- **Simple Stage** **Acoustic**
- **Roman Gardens** **Leftfield**
- **Bass Barge** **Breaks and Beats**

Programming is still to be confirmed and we welcome approaches from partners to work together on content or incorporate brand experiences into the heart of the festival.

- Branding of stage alongside headline sponsorship
- Logo on all stage specific materials
- 15 Dpercussion launch event passes
- 10 VIP passes
- 5 Aftershow party passes
- Profile on Dpercussion website

VIP Area Host £7.5k

The VIP area acts as a congregation point for all artists and Manchester opinion formers for the duration of the festival.

- Branding on all materials related to the VIP tent
- Launch party presence
- On site branding in VIP area
- Branding on VIP passes
- 5 launch event passes
- 5 tickets to the aftershow party
- 5 VIP passes
- Profile on Dpercussion website and MySpace

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