

PARTNERSHIP OPPORTUNITIES



“PARADISO FESTIVAL
OF ELECTRONIC DANCE MUSIC
A THROBBING
SUCCESS”
:: SEATTLE TIMES



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ABOUT USC EVENTS

Established in 1996, USC was born of a vision for an electronic dance music experience that went beyond your typical concert. Almost 15 years later, USC is recognized for both its popular club events and nationally acclaimed annual festivals as the premier EDM (electronic dance music) production and promotion company in the region. Fusing first-rate production, world class talent and state-of-the-art technologies, USC creates a one-of-a-kind EDM experience that overwhelms the senses.



THE EXPERIENCE

USC Events has become well known within the industry for having some of the best production on the electronic music circuit. All festivals feature multiple artist stages complete ground rumbling sound and outlandish production effects including fire, CO2 and confetti explosions along with all the state of the art visual and lighting backdrops. VIP areas have become very popular at the USC Events offering attendees designated viewing areas, artist meet and greets, escalated services along with promotional items filled by event sponsors. Most unique to a USC production is the level of bizarre and entertaining live performers they integrate into the events. These performers include trapeze artists, acrobats, mines, parades, fire breathing dragons and more. This allows the event to entertain all attendees whether an EDM fan or not.

WORLD CLASS TALENT

The USC Events brand has become synonymous with promoting the hottest rising US and international artist along with the chart topping superstars! From Tiesto, Skrillex, Prodigy, Moby, Steve Aoki, Paul Oakenfold, Carl Cox and Avicii the lineups constantly adapt to the hottest EDM trends making sure the lineups are always fresh and unique year after year.

More than any other USC Events electronic music festivals combine awe-inspiring music with a super honed and slick production operation, bringing experience and innovations from the international festival circuit to the Pacific Northwest region on a year round basis.



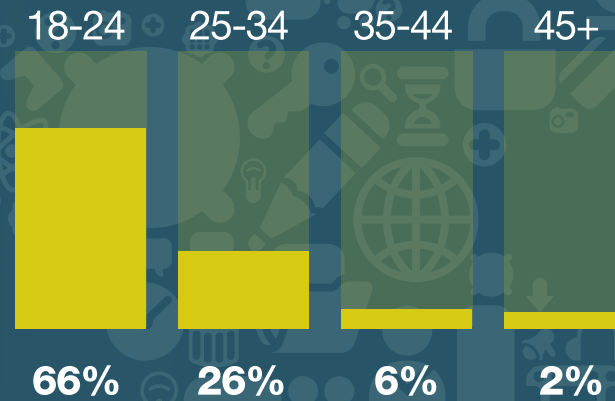
USC DARES TO GO BIGGER



DEMOGRAPHICS



MEDIAN AGE 23 (72% + over 21)



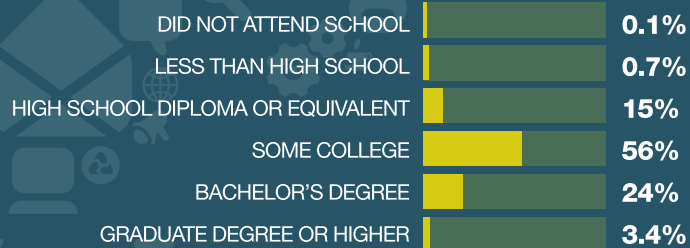
Lifestyle: Early adopters of new music, products and styles, connected and technology savvy.

Interest: Fashion, music, sports, art and entertainment.

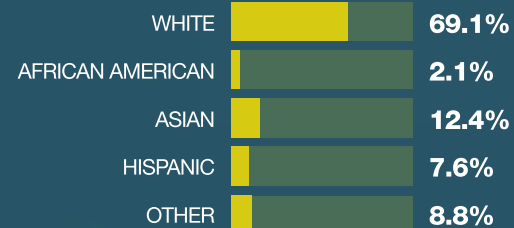
Benefits Sought: Globally concerned, integrated, realistic, environmentally conscious, convenience.

Degree of Loyalty: Extremely loyal and opinion leaders amongst peers.

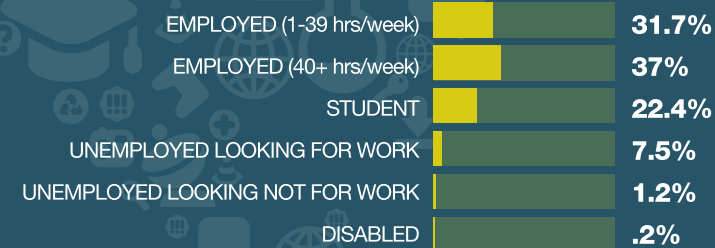
EDUCATION



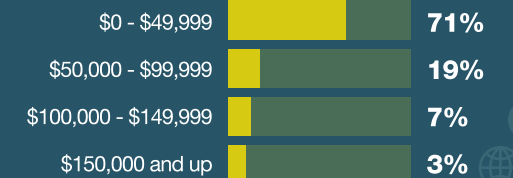
ETHNICITY



EMPLOYMENT



INCOME



FEMALE :: 48% MALE :: 52%

CHILDREN YES :: 4.9% NO :: 95.1%

RESIDENCE

SNOHOMISH COUNTY :: 10%
KING COUNTY :: 58%
PIERCE COUNTY :: 12%



OTHER COUNTIES :: 11%
OUT OF STATE :: 8%





**MUCH MORE
THAN
A CONCERT**



STREET TEAM

Online Street Team

Our network of 50+ hand-picked individuals are spread across the entire Pacific Northwest Region. This team is responsible for event page invites, message board postings/maintenance, and a steady stream of Twitter /Myspace/Facebook/blog blasts. With each member boasting a facebook friend list of 1000+, we have the unique ability to push each event to a large, highly-focused target audience.

Drop Spot Street Team

This hands-on crew disperse posters and handbills to our extensive list of drop spot locations in Seattle metropolitan area. Runs executed once per week.

Event Let Out Street Team

This hands-on crew disperses handbills to patrons as they leave events expected to draw a similar demographic audience.

SOCIALLY INTEGRATED



FACEBOOK

41K
FANS



TWITTER

4.5K
FOLLOWERS



INSTAGRAM

1.3K
FOLLOWERS



YOU TUBE

175K
VIEWS



FLICKR

12.3K
VIEWS



MYSPEACE

8K
FRIENDS

BROADCAST



SUPPORTING STATIONS ::...

KUOI 89.3FM	KPSU 98.1FM
KEXP 90.3FM	KBGA 89.9FM
KCWU 88.1FM	KZME 107.1FM
KUGS 89.3FM	509 BASS DROP
KNHC 89.5FM	ZZU
KNDD 107.7FM	RAINY DAWG RADIO
KZBD 105.7FM	ASUW ARTS & ENT
KWVA 88.1FM	

PRINT

DLIS+
MAGAZINE

"OFFICIAL NIGHTLIFE MAGAZINE"
REACH: 25,000 CIRCULATION
TYPE: YOUNG ADULT URBAN LIFESTYLE

SEATTLEWEEKLY

REACH: 85,000 WEEKLY CIRCULATION
TYPE: WEEKLY ALTERNATIVE PRESS



**ENTERTAINMENT
FOR ALL
THE SENSES**



WHAT CAN USC DELIVER?

Brand Visibility and Awareness: Gain exposure to approximately 150,000 annual attendees at the premier EDM events in the Pacific Northwest Region

Reinforce Image: Leverage the emotion, power and appeal of live entertainment to create custom tailored programs that meet your specific marketing objectives.

Increase Brand Loyalty: Strategic marketing to a targeted live event audience made up of young (18 – 35), tech-savvy, sophisticated trend-setters that know what they want.

Drive Retailer/Dealer Traffic: Ability to communicate with this audience through creative, pre-event, on-site awareness and promotion

Stimulate Sales: Ability to implement internet and social networking based communication throughout the network that can drive product sales.



P A S T S P O N S O R S I N C L U D E



GameStop



ASSET PORTFOLIO



190,000 ANNUAL ATTENDEES



DESCRIPTION:
ST. PATTY PARTY

DATE:
MARCH 13, 2013

LOCATION:
WAMU THEATER

ATTENDANCE:
12,000

DESCRIPTION:
SUMMER FESTIVAL

DATE:
JUNE 28 & 29, 2013

LOCATION:
THE GORGE

ATTENDANCE:
50,000 (25K X 2 DAYS)

DESCRIPTION:
HALLOWEEN PARTY

DATE:
OCTOBER 2013

LOCATION:
WAMU THEATER

ATTENDANCE:
23,000

DESCRIPTION:
NEW YEAR EVE'S BASH

DATE:
DEC 31ST, 2013

LOCATION:
WAMU THEATER

ATTENDANCE:
10,000

DESCRIPTION:
INTIMATE
CONCERT SERIES

DATE: MISC.

LOCATION: MISC.

ATTENDANCE:
35,000

DESCRIPTION:
UPSCALE NIGHTCLUB

DATE:
YEAR ROUND

LOCATION:
BELLTOWN SEATTLE

ATTENDANCE:
65,000



LUCKY

Every St. Patrick's Day, USC Events & Digital Innovators bring a shamrock-ing good time to the WaMu Theater! LUCKY combines a top-notch lineup with mind blowing production for an adventure to the end of the rainbow. Attendees come creatively dressed in all shades of green, and bring the St. Patrick's Day theme to a whole new level.

When :: Friday March 15, 2013

Where :: Seattle, WaMu Theater

Ticket Prices :: \$45 - \$75

VIP :: \$100

Hours :: 8:30 pm to 3:30 am

Attendance :: 13,000

Ages :: 18+ /21+ Full Bar





paradiso

F E S T I V A L

The Paradiso Summer Festival is the highlight of the season! Over 25,000 people are forecasted to attend and to witness world-class DJs, top-rate stage production, visuals, lighting, alternative sports, interactive games and other innovative experiences. The Paradiso Summer Festival is truly an unforgettable live experience and this year it will be presented at the Gorge Amphitheater!

When :: June 28th & 29th, 2013

Where :: Gorge Amphitheater

Ticket Prices :: \$55 - \$75

VIP :: \$125 -\$250

Hours :: 8pm – 2 am

Attendance :: 50,000 (25K/day)

Ages :: 18+ / 21+ Full Bar

Amusement Park Rides

3 Stages of Music

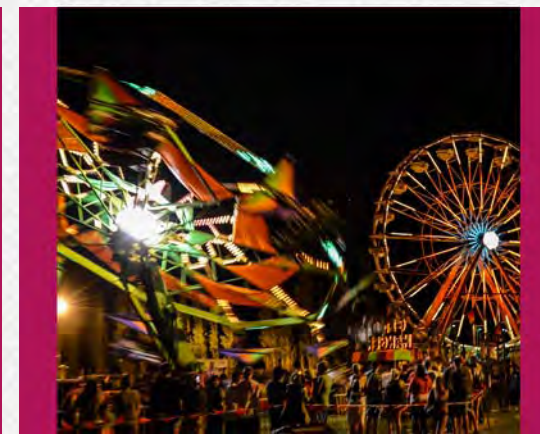
Themed VIP Lounge

Video games contest

Inflatable Rides

Amusement Park Rides

Vendors





UNITED STATE OF CONSCIOUSNESS PRESENTS

FREAKNIGHT

THE NORTHWEST'S 17TH ANNUAL HALLOWEEN RITUAL
SEATTLE WASHINGTON

FreakNight is the Northwest's largest Halloween festival, expecting over 20,000 attendees for the 16th annual event this fall. Devoted fans come decked out in extravagant costumes to see world class musicians and experience the region's freakiest production design. This event features an artistic "twisted circus" theme, and focuses on bringing interactive experiences to every festival attendee.

When :: October 2013

Where :: Seattle, Venue TBA

Ticket Prices :: \$45 - \$75

VIP :: \$125

Hours :: 7:30pm – 4:30 am

Attendance :: 23,000/day

Ages :: 18+ / 21+ Full Bar

Carnival Rides

\$2000 Costume Contest

Circus Entertainment

3-D Mazes

Video games

Inflatable Rides

Bizarre Vendors

VIP Lounge





RESOLUTION

SEATTLE'S BIGGEST NEW YEARS EVE EVENT

Each December 31st, USC Events & DList Magazine usher in the coming year with Seattle's largest New Year's Eve event, RESOLUTION. This musically magical experience is fueled by a superstar lineup and an unsurpassed level of production. An ultimate fusion of technology is combined to produce the epic midnight countdown.

**When :: New Year's Eve
December 31st, 2013**

Where :: Seattle, WaMu Theater

Ticket Prices :: \$45 - \$75

VIP :: \$133

Hours :: 8 pm - 3 am

Attendance :: 10,000

Ages :: 18+ / 21+ Full Bar

After tracking 128,000 New Year's events, Mashable announced that RESOLUTION 2012's number of Facebook RSVP's surpassed all others across the globe!

1. Resolution
Seattle, Washington
2. Ministry of Sound
Cape Town, South Africa
3. Alice in Wonderland
Newcastle, United Kingdom
4. Baile Electrónico
Lisbon, Portugal
5. Bass Events
Antwerpen, Belgium

6. Underworld 2012
Santiago, Chile
7. Armageddon
Calcutta, India
8. NYE Ball with Lil Jon
Chicago, Illinois
9. Festacchione di Capodanno
Bari, Italy
10. Origin
Upper Swan, Australia





FOUNDATION

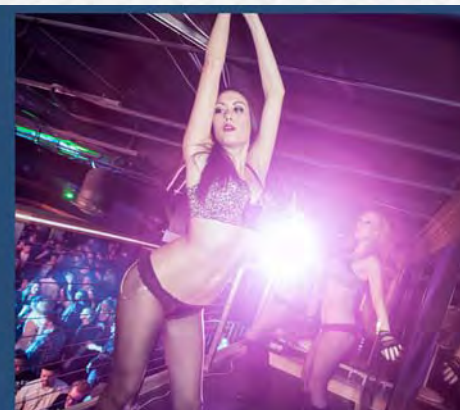
NIGHTCLUB

USC Events presents Foundation Nightclub: Seattle's newest all-EDM format luxury nightlife destination. Featuring world-renown DJs, crystal-clear sound, and state-of-the-art production, Foundation fuses together multiple elements to create the perfect dance music atmosphere. Boasting two luxurious VIP areas, three bars, and industry-elite staff, this isn't your typical nightlife experience. This is Nightlife Re-imagined.

Where :: Belltown Seattle

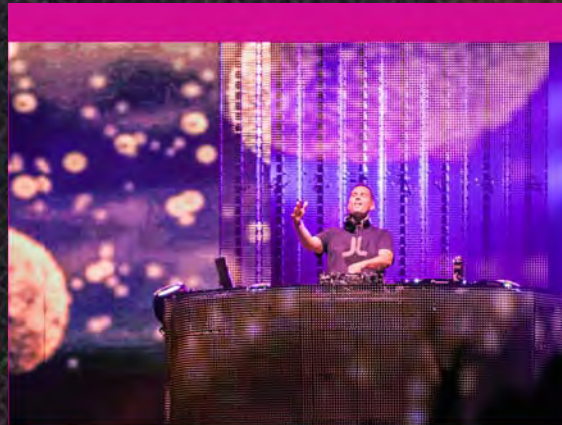
Capacity :: 800

Ages :: 21+



INTIMATE EVENTS SERIES

In the last 15 years USC Events has produced over 200 EDM (electronic dance music) events. Along with our mega festivals we've also mastered the more intimate sized events. These shows work to provide consistent branding, while helping to keep our audience energized and excited throughout the entire year. All of our intimate events retain the same high quality production and talent that has become synonymous with the USC name. By utilizing the wide spectrum of events that we produce; we can custom tailor a campaign that meets both your budget, and marketing strategy needs.





PARTNERSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

- PRESENTING
- MAIN STAGE
- STAGE 1
- STAGE 2
- ATTRACTION AREAS
- GENERAL PARTNER
- MOBILE TOURS
- OTHER

SAMPLE BENEFITS

- VIP LOUNGE
- WRIST BANDS
- SHOWBAGS
- TICKET BACKS
- EARLY ENTRY LINE
- PROMOTIONAL BOOTHS
- ONSITE PRESENCE
- SOCIAL MEDIA INTERGRATION
- MARKETING COLLATRAL
- NAMING RIGHTS
- WEBSITE PRESENCE
- EVENT HOSPITALITY
- MEDIA ADVERTISING
- ADD-ON OPPORTUNTIES
- PRIVATE LOUNGES
- LANYARDS
- ARTIST TRANSPORTATION
- STAFF SHIRTS
- MEDIC AREAS
- MOBILE APP
- ACCESS TO EVENT SURVEYS
- STREET TEAM
- EXCLUSIVE CONTENT





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