

FLOODFEST
AUSTIN x SXSW
2018

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FLOODFEST

MUSIC

CEDAR STREET COURTYARD

MARCH 14 - 16, 2018



FLOODFEST

MARCH 14 - 16, 2018

FLOODFEST RETURNS FOR A FOURTH YEAR AT CEDAR STREET FEATURING MUSIC PROGRAMMING.

PAST PERFORMERS INCLUDE SPOON, RUN THE JEWELS, VINCE STAPLES, TEMPLES, BLACK LIPS & MANY MORE.

FLOODFEST

FLOODFEST IS ONE OF THE MOST SOUGHT AFTER SHOWS AT SXSW, NAMED ADWEEK'S #5 MOST TALKED ABOUT EVENT. PREVIOUS TALENT INCLUDES SPOON, RUN THE JEWELS, VINCE STAPLES, BLACK LIPS, COURTNEY BARNETT, NOSAJ THING AND MORE.

3 DAYS

OVER 20 ARTISTS

OFFICIAL SXSW EVENT

DOWNTOWN VENUE

7K ATTENDEES & 15K RSVPS

3.3MM MARKETING IMPRESSIONS

628 MM PR IMPRESSIONS

PAST MEDIA ATTENDANCE INCLUDES *BILLBOARD, PITCHFORK, ROLLING STONE, ADWEEK, HUFFINGTON POST, LA TIMES, NY TIMES & MORE*





FLOODFEST

FLOODFEST IS AN OPPORTUNITY FOR BRANDS TO CONNECT WITH TALENT & CONSUMERS IN AN INTIMATE SETTING

MULTIPLE BRAND ACTIVATION SPACES INCLUDING VIP DECK, TWO RESTAURANT & BAR SPACES, LOWER LEVEL BREAK AND OPEN FLOOR PLAN IN FRONT OF STAGE.

OPPORTUNITY TO BUILD CUSTOM FAN INTERACTION ACTIVATION.

PRODUCT SAMPLING, DEMOS & SEEDING AVAILABLE.

BROADCAST & LIVE STREAM AVAILABLE.

VIP ACTIVATIONS AVAILABLE FOR JUST TALENT AND PR.

OPTION TO BUILD CONTENT WITH FLOOD MAGAZINE PROPERTY.

ANTHEMIC AGENCY AVAILABLE TO BUILD CUSTOM BRAND ACTIVATIONS.



FLOODFEST MARKETING

EDITORIAL COVERAGE (WEB & PRINT)

DEDICATED EMAIL BLASTS TO
FLOOD NEWSLETTER SUBSCRIBERS
(200K+)

FLOOD NEWSLETTERS, NATIONAL
AND REGIONAL (250K+)

PRINT CAMPAIGN IN FLOOD
MAGAZINE

CONTESTING

LIVE EVENT COVERAGE

FLOOD SOCIAL CHANNELS

ARTIST SOCIAL CHANNELS

150MM+ ESTIMATED IMPRESSIONS



THURSDAY MARCH 16

RED LIGHT RED LIGHT MANAGEMENT SHOWCASE
FEATURING LIVE SETS FROM:

5:00PM **FRENSHIP**
4:00PM **TEMPLES**
3:00PM **KAREN ELSON**
2:00PM **TEI SHI**
1:00PM **TEN TONNES**

Nordic Co-operation **ROCK ON THE ROCKS 2017** **SK FISH**

NORDIC BRUNCH FROM 11AM-1PM
WITH PERFORMANCES BY

12:20PM **STURLE DAGSLAND**
11:40AM **SMALL TIME GIANTS**
11:00AM **UYARAKQ X PEAND-EL**

FRIDAY MARCH 17

PARADIGM **PARADIGM SHOWCASE**
FEATURING LIVE SETS FROM:

5:20PM **BLACK LIPS**
4:20PM **SAN FERMIN**
3:30PM **THE DISTRICTS**
2:40PM **MIDDLE KIDS**
1:50PM **JAIN**
1:00PM **MONDO COZMO**

Tune in Tel Aviv
TUNE IN TELAVIV FROM 11AM-1PM
WITH PERFORMANCE BY

12:00PM **NOGA EREZ**
11:00AM **KOSHA DILLZ**



CEDAR ST COURTYARD • 208 W 4TH ST. AUSTIN

FLOODFEST AMPLIFICATION

FLOODFEST AUSTIN GARNERED EXTENSIVE MEDIA COVERAGE THROUGHOUT THE ENTIRETY OF THE EVENT

FLOODFEST PARTNERSHIP INCLUDES:

- ALL FESTIVAL MESSAGING WITH SUPPORT FROM FLOOD PR TEAM TO ORGANIZE EFFORTS
- POTENTIAL SOCIAL SUPPORT FROM TALENT

TOP MEDIA OUTLETS IN ATTENDANCE:

VICE

WSJ

NYLON

YAHOO!

THE HUFFINGTON POST



The New York Times

700MM+ ESTIMATED IMPRESSIONS



FLOODFEST



an original
Penguin[®]
by
Munsingwear

GIFTING SUITE

Original Penguin produced an artist gifting suite for all performing bands, industry VIP and artists who chose to cruise by.

Artists were treated to their choice of apparel including t-shirts, jackets, pullovers, polos, fragrances, tank tops, sunglasses and more.

Additionally Penguin hosted a bar alongside Deep Eddy to ensure all of the guests had a steady flow of beverages to keep them company.



FRENSHIP



FLOODFEST



an original
Penguin[®]
by
Munsingwear

#BEANORIGINAL ART WALL

Sometimes we all need a little spiritual break from the hectic pace of SXSW. Original Penguin built an interactive coloring mural, allowing guests to take a break from the event in a creative way. Color in the mural, write your own mantra, tag a friend or like the adolescent in all of us, write your name super big.

Polaroid photos of guests were also taken and added to the mural creating a real time, one of a kind art piece that will be forever awesome.



FLOODFEST

#PHOENIXFORGOTTEN PHOTO BOOTH

The promotional team behind the upcoming alien encounter thriller *Phoenix Forgotten*, featured a photo booth for guests to capture the moment in a eerie and thrilling way.

In addition to the eerie photo booth, guests scored merch including t-shirts, key chains and koozies.



FLOODFEST



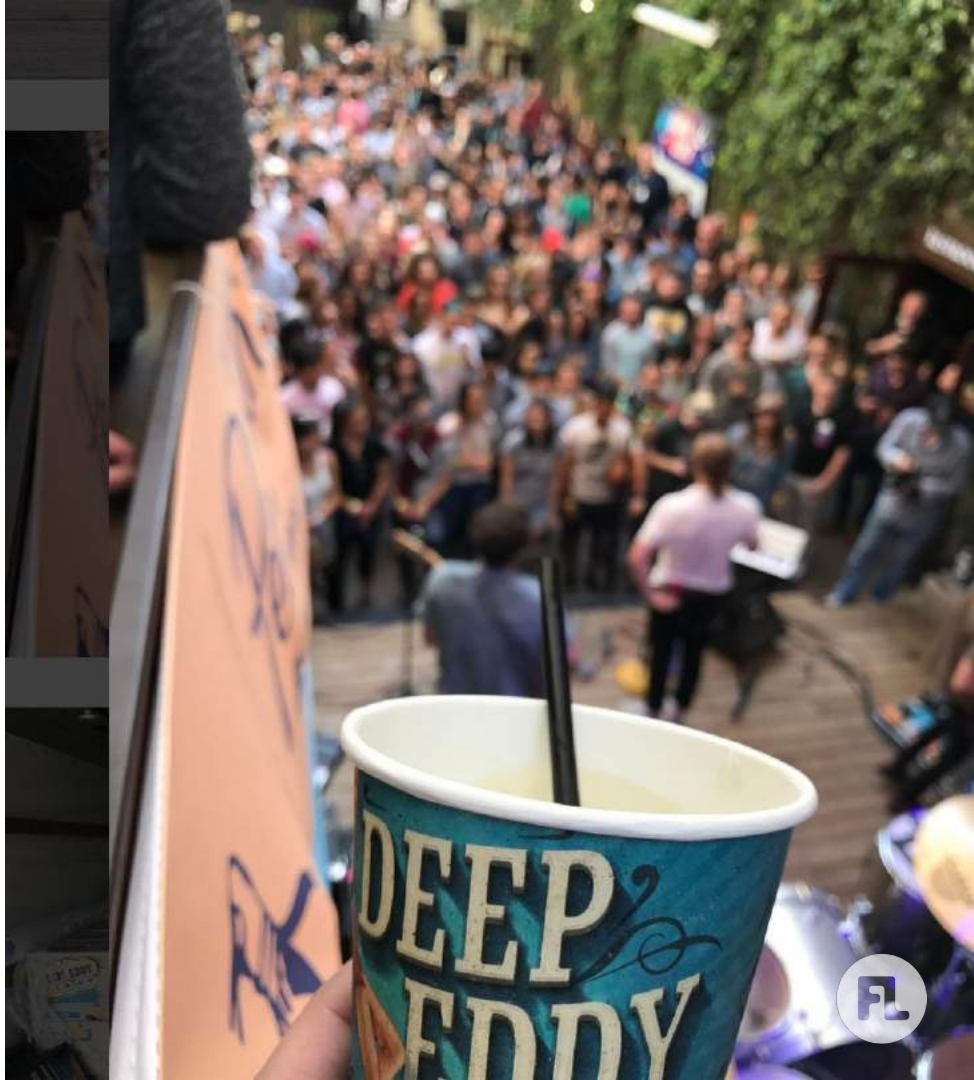
OFFICIAL BEVERAGE PARTNER

Deep Eddy came along to help build different VIP activations within the FLOODfest framework.

The upstairs VIP bar had custom Deep Eddy cocktails available to everybody.

They were also partners in presenting a few happy hour events in the VIP bar, helping to make our partner events even better.

And all attendees were able to take advantage of the Deep Eddy drink specials.



FOR ADDITIONAL INFORMATION PLEASE
CONTACT ONE OF US BELOW!

ALAN SARTIRANA
ALAN@ANTHEMICAAGENCY.COM

KYLE ROGERS
KYLE@ANTHEMICAAGENCY.COM

FLOODFEST
THANK YOU.

