



EXIT

FLOODFEST

©

FLOODFEST

CHICAGO x LOLLAPALOOZA
2018



FLOODFEST

FLOOD MAGAZINE CURATED MOMENTS & FESTIVALS, BRINGING TOGETHER THE WORLDS OF MUSIC, FOOD, ART AND CULTURE FOR A FEW DAYS & CREATING SOMETHING DIFFERENT THAN THE NORM.

CURATION MODEL IS GOLD STANDARD

ON-SITE EXPERIENCE IS IMMERSIVE

SEVERAL CULTURE TOUCHPOINTS

BE IN GOOD COMPANY WITH TOP TIER BRANDS

AVERAGE 10K ATTENDEES PER EVENT

AVERAGE 2.1MM IMPRESSIONS PER EVENT

AVERAGE 3.5MM MEDIA IMPRESSIONS PER EVENT



FLOODFEST



BAIO x FLOODFEST

FLOODFEST

CHICAGO - JULY 2018

NOW FIRMLY CEMENTED AS ONE OF THE PREMIERE AFTER HOURS LOLLAPALOOZA EVENTS, FLOODFEST RETURNS IN 2018 WITH A BANG.

YEARS PAST HAVE SEEN PERFORMANCES FROM **FATHER JOHN MISTY, SYLVAN ESSO, LOCAL NATIVES, CLASSIXX, GRACE MITCHELL, BAIO, HANNI EL KHATIB** AND MORE.

PREVIOUS PARTNERS INCLUDE **SPOTIFY, VIRGIN AMERICA, VIRGIN HOTEL, STUMPTOWN, GOOSE ISLAND, PENGUIN, DEEP EDDY, DO312 & THE AV CLUB.**

THIS YEAR PARTNERSHIP OPPORTUNITIES WILL BE AVAILABLE ACROSS ALL VERTICALS.

ESTIMATED EVENT IMPRESSIONS: 110MM

ESTIMATED PR IMPRESSIONS : OVER 440MM





FLOODFEST

DETAILS

MULTIPLE NIGHTS
DIFFERENT PROGRAMMING EACH NIGHT
OFFICIAL LOLLAPALOOZA AFTER PARTY

VENUE IS CURRENTLY TBD

PREVIOUS VENUES HAVE INCLUDED VIRGIN HOTEL, LINCOLN HALL,
THE CHICAGO ATHLETIC CLUB AND SIX10

LOCAL NATIVES x FLOODFEST



PARTNER OPPS

TITLE PRESENTING PARTNER

LIVE STREAM PARTNERSHIP

ALCOHOL & SPIRITS BAR OWNERSHIP

ARTIST & VIP GIFTING

NATIVE CONTENT OWNERSHIP

PRESENT & CREATE VIP ON-SITE EXPERIENCE

INSTAGRAM CONTENT PARTNERSHIP

CUSTOM EXPERIENTIAL EXECUTION

CREATE BRANDED CONTENT

CONSUMER FLY-AWAY PROMOTION

CONSUMER SAMPLING

ON-SITE BRAND AMBASSADOR CAMPAIGN



FATHER JOHN MISTY x FLOODFEST

A person's arm is raised, holding a white cup with 'DEEP EDDY VODKA' printed on it. The person is wearing a blue wristband. The background is a blurred crowd of people at a concert, illuminated with blue and purple stage lights.

EVENT AMPLIFICATION

WEB COVERAGE 3X WEEKS
HOSTED RSVP PAGE VIA D0312
DEDICATED EMAIL BLAST (400K)
POST EVENT SITE EDITORIAL
LIVE & POST EVENT SOCIAL
ARTIST SOCIAL CHANNELS

FLOOD NEWSLETTER INCLUSION 3X WEEKS
FLOOD PRINT RECAP
DEDICATED EVENT PR CAMPAIGN
HOSTED MEDIA AT EVENT
PARTNER PROMOTIONS
CHICAGO D0312 PROMOTIONS



FLOODFEST x 2017
[CLICK HERE FOR EVENT RECAP](#)



BADBADNOTGOOD x FLOODFEST







FLOOD

FLOOD Media is an authoritative voice across all lifestyle verticals. A unique perspective on modern culture, showcasing an eclectic mix of stories and products which tell the most influential audiences what to expect next.

FLOOD Media's assets consist of bi-annual magazine, digital website and social channels, premium video platforms and owned events.



FLOOD
THANK YOU.

FOR ADDITIONAL INFORMATION
PLEASE CONTACT ONE OF US BELOW!

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