

THE WRECKING BALL ATL

2016 PARTNERSHIP OVERVIEW



The Wrecking Ball ATL came out of the gates as one of the most unique and innovative alternative rock music festivals in the U.S. By combining influential musical acts of the past several decades, buzzworthy new artists, and a universally positive festival experience, the festival attracts an extremely diverse audience which is heavily invested in music and popular culture.

By combining the audience reach of the Wrecking Ball itself and the massive consumer brand awareness and social media reach of ***Masquerade Concerts***, we offer a unique and valuable marketing opportunity to brands and businesses of all types.



"Top quality punk festival. We played with heroes I grew up listening to and got to see some young up and comers I had been hearing about. The whole day was a total party."

- Vinnie Caruana, The Movieline

"The fest gave attendees a chance to see every inch of what makes the venue such a unique and beautiful place to see music."

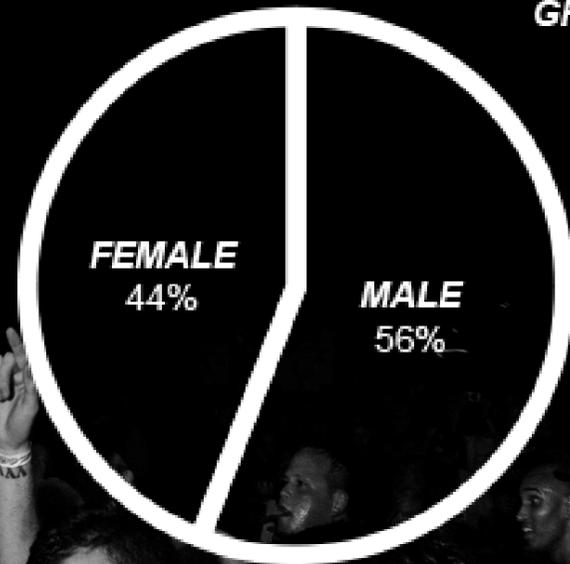
- Flagpole Magazine



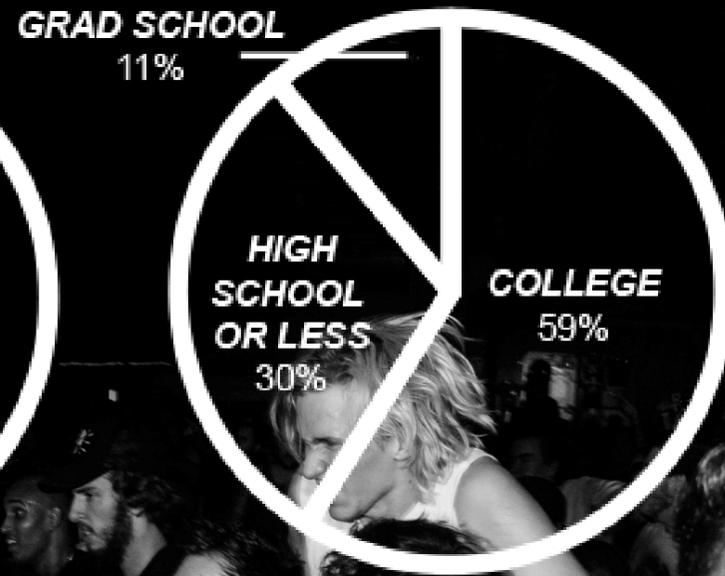
AUDIENCE AND ATTENDANCE ⚡

2015	8K	
2016	16K <i>(Projected)</i>	

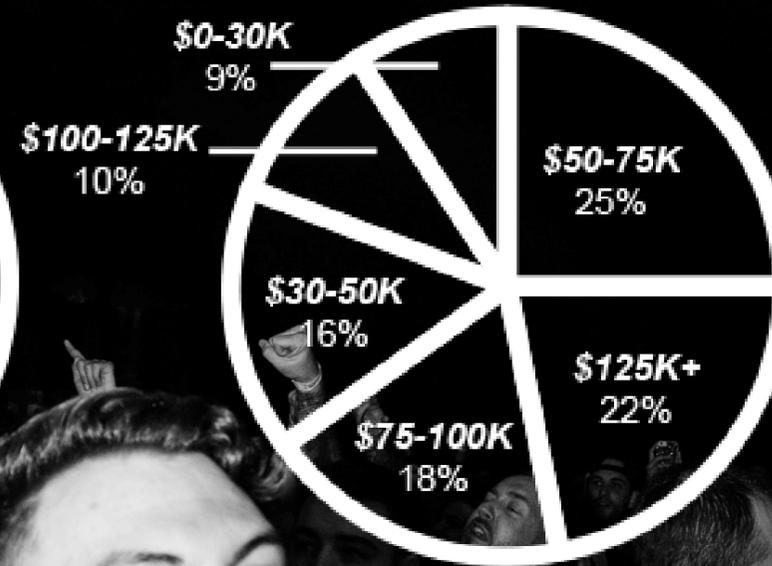
GENDER



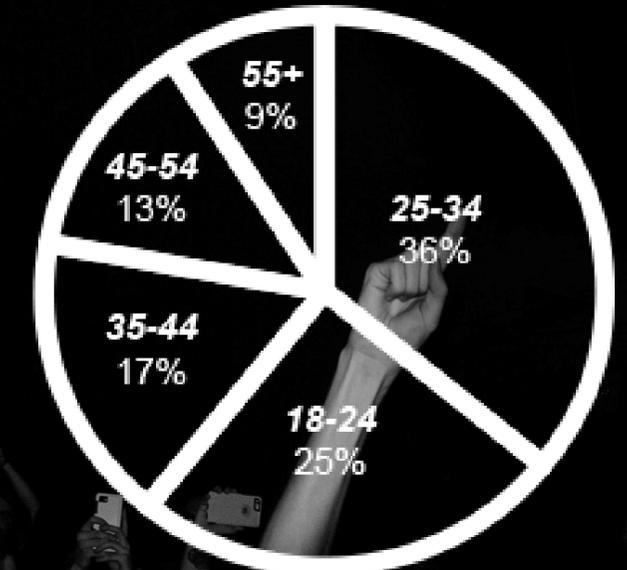
EDUCATION



INCOME



AGE



* More statistics available upon request

With attendance of 8000+ over two days, the Wrecking Ball 2015 made quite a mark on the Atlanta and national festival scene. In only our 1st year, the Wrecking Ball placed 3rd in Festival Snobs' year end fan poll of "Best Rock Festival," topped only by Riot Fest Chicago and Shaky Knees.

With a proven track record and beefed up lineup, attendance is projected to double to 16,000 attendees over the weekend.

SOCIAL AND DIGITAL MEDIA



Partnering with Wrecking Ball ATL / Masquerade provides numerous opportunities to leverage our extensive Social Media Networks and proven Buyer Email Databases of social influencers, cultural tastemakers and entertainment seekers.

			
89K+ LIKES	19K+ FOLLOWERS	7.3K+ FOLLOWERS	180K+ SUBSCRIBERS

- <https://www.facebook.com/masqueradeatlanta>
- <https://www.facebook.com/wreckingballatl>
- <https://twitter.com/wreckingballatl>
- https://twitter.com/masquerade_atl
- <https://www.instagram.com/wreckingballatl>
- https://www.instagram.com/masquerade_atl

"We loved playing wrecking ball.. it had all of the good parts of a festival yet still felt like a perfect show. Thanks for having AN back in Atlanta and one million thanks to the staff for making it the least bureaucratic situation for the artists."

- Wes Eisold, American Nightmare

"Without a doubt, Wrecking Ball is one of the best music festivals I've ever attended. The Masquerade played a beautiful home to one of the most diverse festival rosters in recent years while simultaneously promoting a safe and healthy environment for fans and bands alike. 100% will attend again."

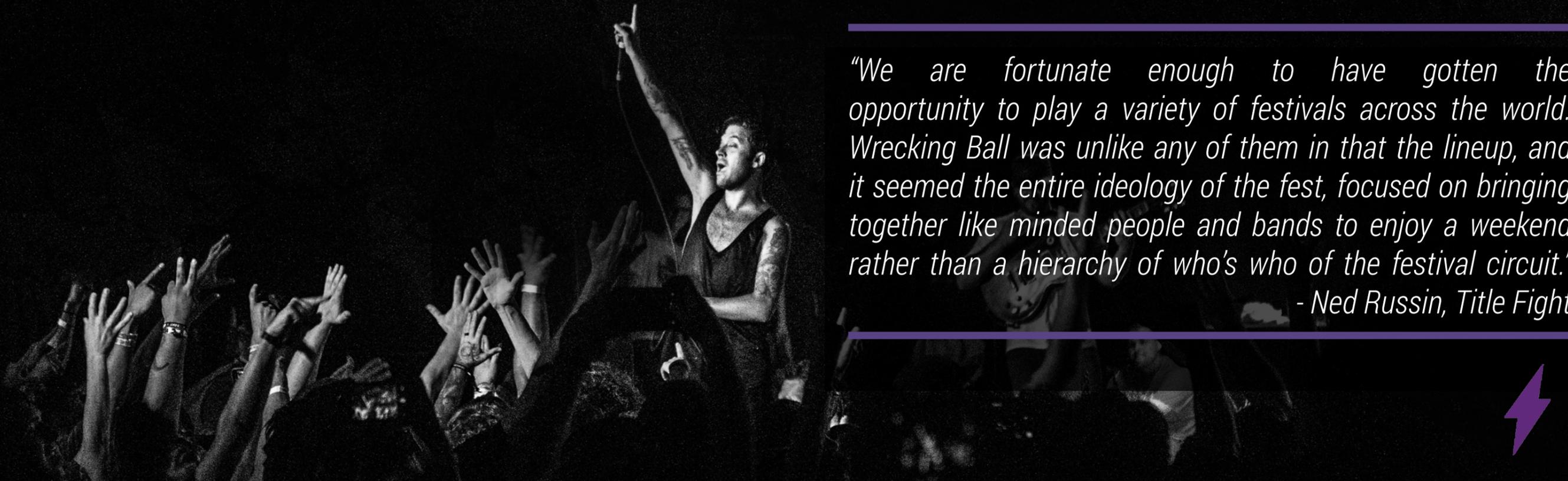
- Jamie Coletta, Side One Dummy Records



WHO PLAYED IN 2015?

COHEED & CAMBRIA, DESCENDENTS, **THRICE**, DESAPARECIDOS, GLASSJAW, **THE GET UP KIDS**, **AMERICAN NIGHTMARE**, **THE MOVIELIFE**, FAILURE, TITLE FIGHT, **JUDGE**, **BASEMENT**, **SAMIAM**, BRAID, THE APPLESEED CAST, MODERN LIFE IS WAR, YUCK, THE LAWRENCE ARMS, **CAVE IN**, KNAPSACK, BLACKLISTED, PIANOS BECOME THE TEETH, FRANKIE COSMOS, THE WORLD IS A BEAUTIFUL PLACE AND I AM NO LONGER AFRAID TO DIE, SMALL BROWN BIKE, TURNOVER, YOU BLEW IT!, FOUNDATION, **GIRLPOOL**, OLD GRAY, THE COATHANGERS, BEACH SLANG, CAYETANA, **BRICK+MORTAR**, MAKE DO AND MEND, CRIMINAL INSTINCT, SUPERHEAVEN, CAPTAIN, WE'RE SINKING, SOMOS, **MUTOID MAN**, SORORITY NOISE, **BELLOWS**, ADVENTURES, MICROWAVE, BIG JESUS, **THE WEAKS**, **TOLD SLANT**, LVL UP, **PETAL**, SLINGSHOT DAKOTA, FREE THROW, BLIS., **HALFLING**, **WEST POINT**, NORTHBOUND

***REUNION / *FIRST ATLANTA PLAY**



"We are fortunate enough to have gotten the opportunity to play a variety of festivals across the world. Wrecking Ball was unlike any of them in that the lineup, and it seemed the entire ideology of the fest, focused on bringing together like minded people and bands to enjoy a weekend rather than a hierarchy of who's who of the festival circuit."

- Ned Russin, Title Fight

"When you are in a band for a couple of decades, you end up playing festivals around the world. Obviously you aren't as big as Kanye West or Slayer...but you end up playing earlier in the day on the same stages. Typically, there are a few people in the audience that like your band but the vast majority are bored because you aren't Imagine Dragons. Then there are more 'alt' festivals like Gainesville's Fest or Belgium's Groezrock or Canada's Pouzza....there people are more likely to know you, like you or at least they pretend they have your first album (when in truth, they haven't). These fests are awesome....but in it's first year, Wrecking Ball already made a splash, establishing themselves in the same league! I have to point out that not only did both of the top Wrecking Ball honchos do a shot with me and Jason (singer) but one even did a stagedive during our set. Take note of that Tony, Hans and Hugo (top dogs of those previously mentioned 'alt' fests)!!!"

- Sergie Loobkoff, Samiam / Knapsack



TOUCHPOINTS

The Wrecking Ball ATL 2016 Partnerships come in a variety of shapes and sizes. Choose from one of the pre-formatted options or have one tailored to suit your specific needs. Title Partnership available, as well as Stage Partnerships, Bronze – Platinum levels, Beverage, Industry, Media, and more!

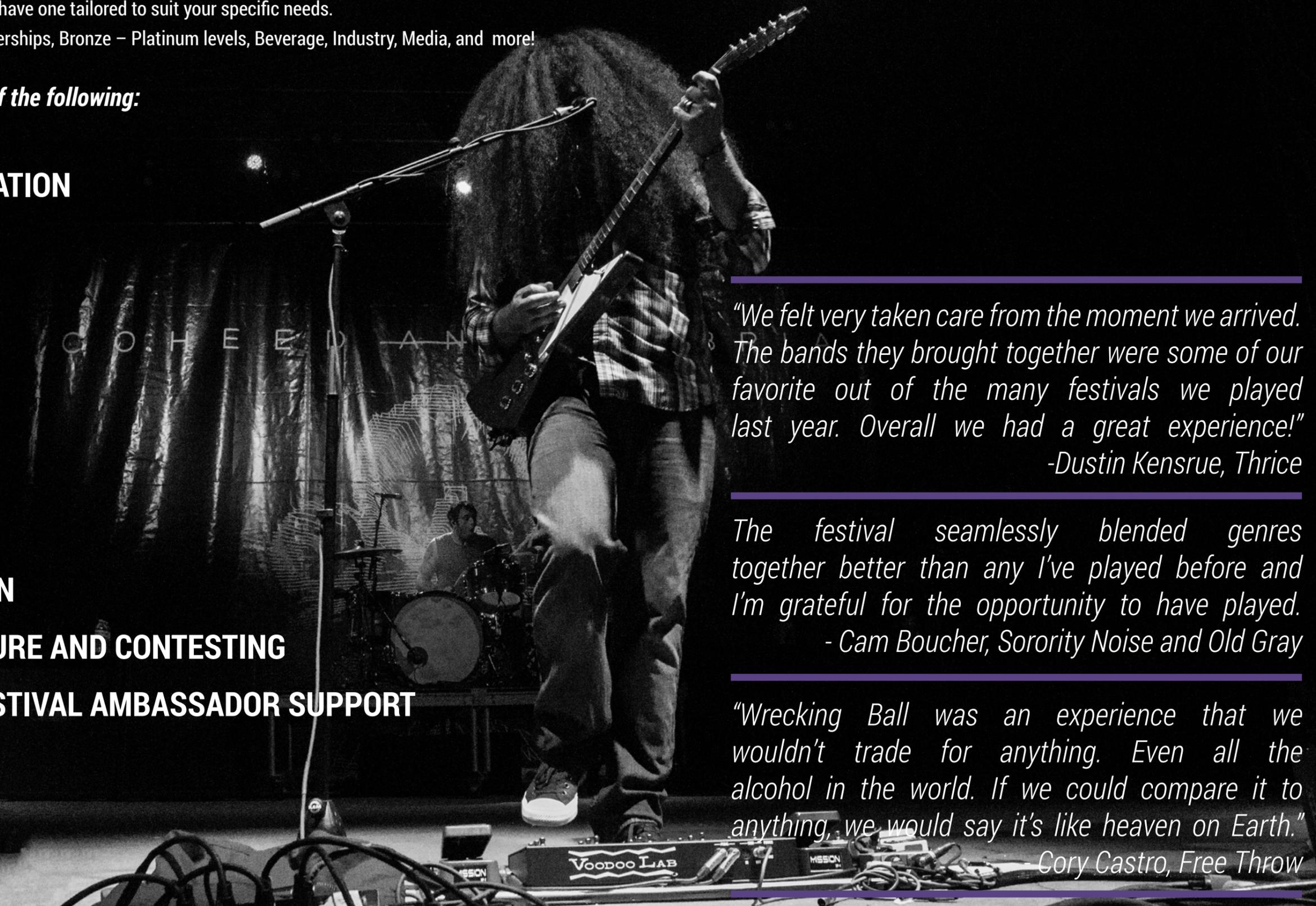
Various options include combinations of the following:

-  **ON SITE BRAND ACTIVATION**
-  **SITE BANNERS**
-  **DIGITAL STAGE ADS**
-  **EMAIL CAMPAIGNS**
-  **BRANDED CONTENT**
-  **LOGO PLACEMENT**
-  **PRINT AD PLACEMENT**
-  **RADIO SPOT INCLUSION**
-  **SOCIAL MEDIA EXPOSURE AND CONTESTING**
-  **STREET TEAM AND FESTIVAL AMBASSADOR SUPPORT**

"We felt very taken care from the moment we arrived. The bands they brought together were some of our favorite out of the many festivals we played last year. Overall we had a great experience!"
-Dustin Kensrue, Thrice

The festival seamlessly blended genres together better than any I've played before and I'm grateful for the opportunity to have played.
- Cam Boucher, Sorority Noise and Old Gray

"Wrecking Ball was an experience that we wouldn't trade for anything. Even all the alcohol in the world. If we could compare it to anything, we would say it's like heaven on Earth."
-Cory Castro, Free Throw



BE OUR PARTNER ⚡

Thank you for taking the time to review our partnership information.
For more information please contact info@wreckingballatl.com or call 404-577-8178