

The Big Exo Day 2011 Partnership Opportunities





Welcome to Big Exo Day 2011

Proudly presented by Youth Alive NSW and now in its tenth year, **The Big Exo Day** is more than just a festival, it's about providing an environment where young people feel safe, can have fun with their friends & explore their creativity.

As the largest drug and alcohol free event of it's kind in Australia, **The Big Exo Day** is part of a wider initiative that **gives you access** to 250 high schools in NSW. That's access to over 100,000 high school aged students aged 11-19.

The Big Exo Day is a one-day event that draws an annual attendance of more than 10,000 on average and features:

- Main stage arena
- Multiple alternative stages with over 30 performances from local and international musical acts and other artists
- Extreme zones featuring
 - Wakeboarding
 - Fully equipped Skate Park
 - Epic snowboarding exhibition
 - Intense BMX showcase
 - Manic Motor Cross entertainment
 - Amusement rides
- Opportunity for budding entrepreneurs to sell their goods at over 25 market stalls
- The chance for you to get your brand in front of an audience of 10,000 future customers
- **A chance for you to be involved.**





Because Life is Excellent

The Big Exo Day is all about placing value on young people, & showing them that life can be excellent. We aim to speak to young people in a language they understand, meeting them where they are at and showing them love and support irrespective of their background.

The Big Exo Day came out of a concept created in High Schools in 1998 and since then has grown incredibly. The event begins at the grassroots of youth culture with over 250 schools involved – reaching students in NSW, around Australia and Internationally.

Over the last ten years, **The Big Exo Day** festival has seen year on year attendance grow an average of more than 15% and now attracts an audience of 10,000+.

The Big Exo Day program provides:

- an alternative to other events where drugs and alcohol are present
- a platform where positive role models are showcased and applauded
- a positive message encouraging young people to follow their dreams
- an environment that imparts value and shows the youth of today that they can have purpose.

In 2011, **The Big Exo Day** will be held on Saturday 17 September at Parramatta Park. Having spent the last seven years at Sydney Olympic Park, **The Big Exo Day** is moving to this new exciting site where there is greater opportunity to showcase **BIGGER** ideas, **BIGGER** use of open space and access for **BIGGER** crowds.

The use of Parramatta Park opens up greater opportunity for you to be involved and profile your brand without compromise from any venue or distribution restrictions. This means greater access to one of the most sought after demographics.





The Faces of Big Exo Day

12 – 19 yr old 68% primary audience

Attitudes: Their facebook update changes 5 times a day and are driven by a desire to go where the action and adventure is taking place. Their identity is still formed by how they outwardly project themselves and who they hang with.

Values: freedom and fearlessness

20 – 29 yr old 21% university students, youth workers, leaders

Attitudes: Twitter is where this group gets their news, gossip and inspiration. Armed with the most up to date fads and facts, this audience has walked life's journey longer. They tend to be the ones who bring clusters of youth, groups, many of them are Uni students as well as volunteers in youth work.

Values: knowledge and information

Talent and Team 3.5% the artists, crew & sponsors

Attitudes: It takes a big team of more than 350 musicians, production, crew and sponsors to make Big Exo Day happen. This demographic draws on a common like-mindedness that they are making a difference by being involved and contributing to this generation.

Values: Involved, leaders, and enjoyment as a reward for effort

Mums and dads 11% parents, community leaders, wrinkles & balding

Attitudes: Parents, the ones who are seen as the bus and taxi drivers who support The Big Exo Day. Imparting a sense of community and supporting the cause and purpose that makes Big Exo Day what it is. Whatever you do, don't forget them, it's their purses and wallets that pay for our primary audience.

Values: Future focused change agents through their community.

Over 65% of Big Exo Day attendees say they intend on returning the next year





The Big Exo Day: Exposure Opportunities.

A relevant, comprehensive marketing strategy will boost your brands profile by exposure through:

- The Big Exo Day at Parramatta Park, September 17 2011 – **10,000+attendance**
- Pre event regional gatherings from Far NSW North Coast through to Southern NSW with total attendance of **10,000+ across all events**
- “School Exo Days” held across **250+ private and public** NSW high school's giving you access to **100,000+ students**
- Full Social Media strategy including:
 - **Facebook** **10,148 existing fans**
 - **Twitter** **2,043 existing followers**
 - **Website** **5,000+ visitors per month**
- Brand alignment that promotes the positives to an ever hungry audience





The Big Exo Menu

To compliment your existing marketing strategy, boost your profile or showcase a new product; the following menu is a taste of the current opportunities

PRINCIPAL SPONSOR (35k+ partnership)

Partner with The Big Exo and get:
Main stage naming rights
Principal partner on schools tour
The most prominent positioning for all things Exo

MAJOR SPONSORS (15k+ partnership)

Extreme zones naming rights (choose from)
Skate Park,
Motorcross,
BMX,
Wakeboarding, or
Snow
The village (food and beverage outlets)
Debut stage naming rights
Hip Hop stage naming rights
Hardcore stage naming rights

NICHE SPONSORS (5k+ partnership)

Merchandise area
Amusement rides
Product placement on schools tour
Experiential product launch

NOTE – a full value proposition on all menu items will be provided upon request





Contacts

To discuss your opportunity, please contact:

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