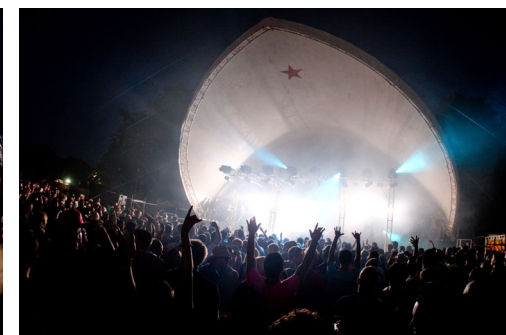




ESCAPE INTO THE PARK

Sponsorship Opportunities 2011

www.escapefestival.com



Escape Into the Park is a critically acclaimed dance music festival held annually at Swansea's Singleton Park.

Following the successful Escape club night in Swansea and a surge in the dance music scene in the early nineties, the first Escape Into The Park music festival was staged on 28th July 2001 in Singleton Park where it remains today. The event was an immediate success with its capacity of 10,000 people selling out. The event is now Wales' largest dance music festival with a chart-topping bill that boasts some of the world's top DJ talent.

To this present day more than 20,000 music fans from across Wales flock to the city's Singleton Park for an 11-hour event, which is now widely recognised as the biggest day in the Welsh clubbing calendar. Escape has been a purely dance music event and in 2006 with the backing of Angel Music Group, the event boasted 100 DJs and performers playing to its largest crowd ever.

Facts and Figures

Beverage Consumption:

- 30,000 beers
- 14,000 ciders
- 17,000 alcopops
- 7,000 vodka shots
- 10,000 water
- 3,500 Energy Drinks

Campaign Summary:

- 10 artist interviews
- 12 press releases
- 1 DJ Masterclass at youth centre
- 1 Charity boxing match
- 1 hugely popular Face of Escape competition
- 40,000 flyers distributed
- 5,000 A2 & A3 posters
- 200 promotional t-shirts
- 5,000 stickers
- VIP Sold Out

Key Media Partnerships

Kiss 105:

Delivery against Adults 15+ (000.s)

Reach: 3,766,583 (7.4%)

Impacts: 18,462,962

Frequency: 4.9 OTH

Online

The festival was included in the:

- Kiss Does Summer campaign
- Coverage on the Kiss Does Summer microsite
- Inclusion in the Kiss Does Summer mail outs

South Wales Evening Post:

- 20 editorial coverage
- 5 competitions
- 1 insertion (75,000 distribution)
- 4 front cover advert

For partnerships and bespoke experiential activations, please contact:

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