



ROCK STEADY
OUND
SYSTEM

SPONSORSHIP PROPOSAL



Rock Steady Sound System

is a forward facing, far reaching celebration of our future. Our space exists as a gathering for celebration and joy. This is our time to live, not just in the now, but with a forward mindset that is **Diverse, Bold, and Brilliant.**



ROCK STEADY SOUND SYSTEM

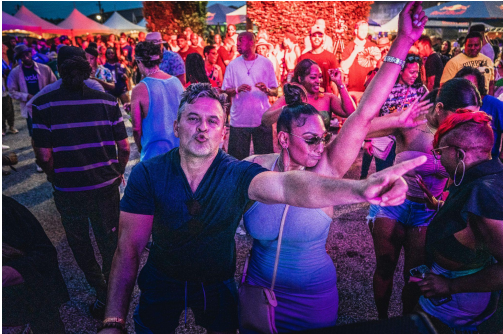
Over 35 DJs, Producers
and Performers,
Welcomed 8,000+ music
lovers at our 2022 event



Rock Steady Sound System is one of the fastest growing live music events in the Southeast.

What Makes Us Different?

What sets the Rock Steady Sound System (RSSS) apart is our deep understanding and ability to leverage culture for brands to create a deeper impact with consumers. We understand that the consumers of today value brands with a distinct cultural point of view. RSSS has infused incredible urban music that resonates across all walks of life with food, art, and unforgettable brand activations to become the ultimate cultural experience for music lovers across the globe.



**2023 Attendance
9,000+ Per Event**

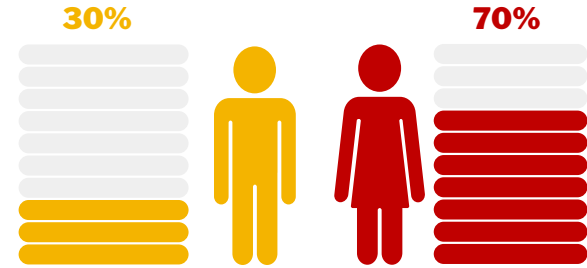
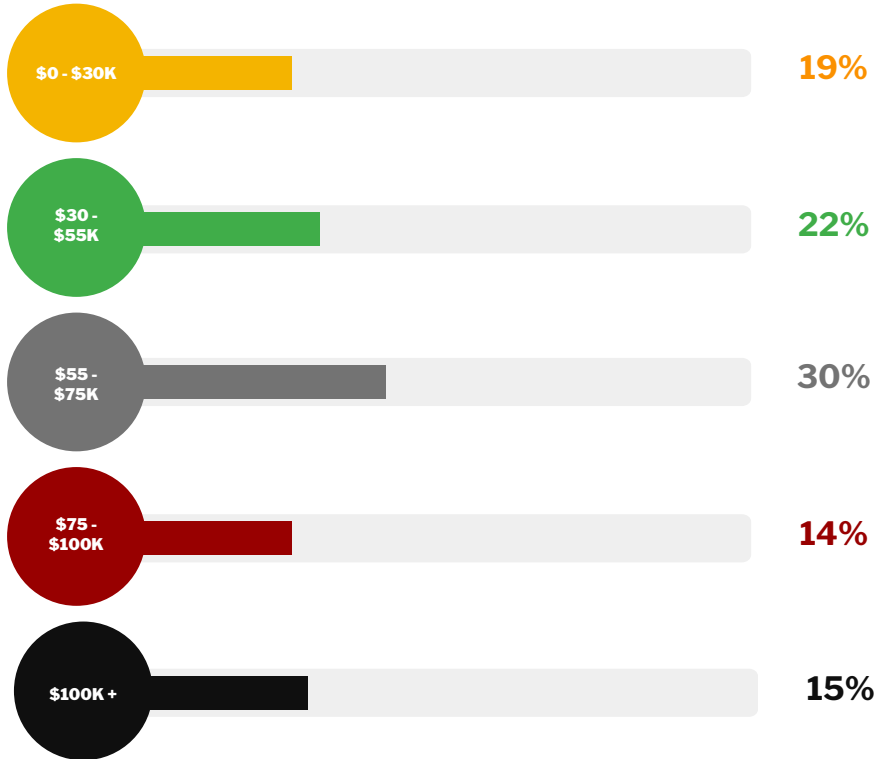
RSSS Highlights

- Founded in the cultural hub of the South: Atlanta, GA
- Welcomed 8,000+ music lovers at our 2022 event.
- Produce unforgettable experiences year-round that intersect music, food, arts & community engagement

Past Featured Talent

- Kid Capri . DJ Moma
- Rich Medina . Louie Vega
- Andre Power . DJ Tunez
- Deon Cole . DJ Rashida

Our Audience is Powerful, Bold & Diverse



40%
AGE 29-35

20%
AGE 21-28



59% of our audience makes \$55,000 per year or more

Our Attendees are Engaged

Our fans are **10x** more engaged on social media than any other relevant festival in the Southeast.

RSSS Highlights

- Email- 75K+
- Facebook- 50K
- Instagram- 42K
- Twitter- 6K



ROCK STEADY SOUND SYSTEM (ANNUAL EVENT)

Situation

- Launching as a dj showcase, Rock Steady created the Sound System event to reach a broader audience while highlighting the cultural entertainment offerings of the venue.

Challenge

- To build a two-day experience cementing Rock Steady as a cultural event producer while also partnering with brand sponsors through unique activations

Approach

- To produce a one-of a kind event for the Atlanta market while highlighting Rock Steady through partnerships.

What We Did

Brand Strategy

Brand Development

.com Creation

Event Programming

Sponsorship Procurement

Launch Strategy

Campaign Development

Social Media and
Influencer Strategy

How We Did (1 Calendar Year)

1M+

Social Impressions

1M+

Social Impressions

\$100K+

Yearly Partnerships

7K +

Avg Event Attendance

Partnership Opportunities

Make authentic connections with our hyper-engaged fan-base of 50,000+ culture shifters. By integrating your brand message with our event, your brand awareness numbers will spike and lead to results that directly improve your bottom line.



Opportunities Leading Up

- Data Collection
- Media Integration
- E-Blast Campaign
- Print & Physical Flyers
- Branded Content
- Custom Social Media & Digital Campaign
- Sponsored Giveaways & Sweepstakes
- Sponsored Event
- In-Store Promotions
- Influencer Brand Campaign

Opportunities During RSSS

- Branded Stage Takeover
- Stage Mentions & Video Reels
- VIP Area Sponsor
- Branded Bar
- Food Truck
- Branded Lounge
- Media/Green Room Activations
- Custom Festival Activation
- Vendor Market & Artist Village Sponsor Tie-Ins
- Data Collection
- Product Sampling

Partnership Opportunities

Whether your brand purchases a proven RSSS Sponsorship package or creates a fully customized program, we will help your brand deliver experiential relevance and value to thousands of digital innovators, tastemakers, and key decision makers, plus their millions of collective followers.

Through RSSS custom activations, unique branded engagements, product integrations, targeted social media efforts, and prominent logo alignment, your brand has the tools to inform, entertain, and inspire a captive global audience. By presenting forward thinking value-add engagements at RSSS, your brand will be positioned to make a high impact across the digital, party, live music and overall creative innovations landscapes.

Category Exclusivity and Available Categories

Top-level Rock Steady Sound System Sponsorship provides the opportunity for brands to align as key promotional partners including category exclusivity within category and much more. Some of the available categories include (but are not limited to):

- Automaker
- Credit Card and Consumer Banking
- Airlines
- Craft Beer
- General Consumer Electronics
- Hotel Chains
- Salty Snacks
- Multiple non-alcoholic beverage categories including:

Energy Drinks	Carbonated Soft Drinks	Tea	Coconut Water
Kombucha and other non-alcoholic drinks		Bottled Water	
- Wireless/TeleComm Providers
- Mobile Device Manufacturer
- Distilled Spirits
- Wine
- Car Rental, Rideshare and Ground Transportation
- Travel services and Vacation Rental

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