

STERLING FREEDOM FESTIVAL

SPONSORSHIP GUIDE

2023

A DAMION MICHAELS PRODUCTION



Sterling Freedom Festival 2023

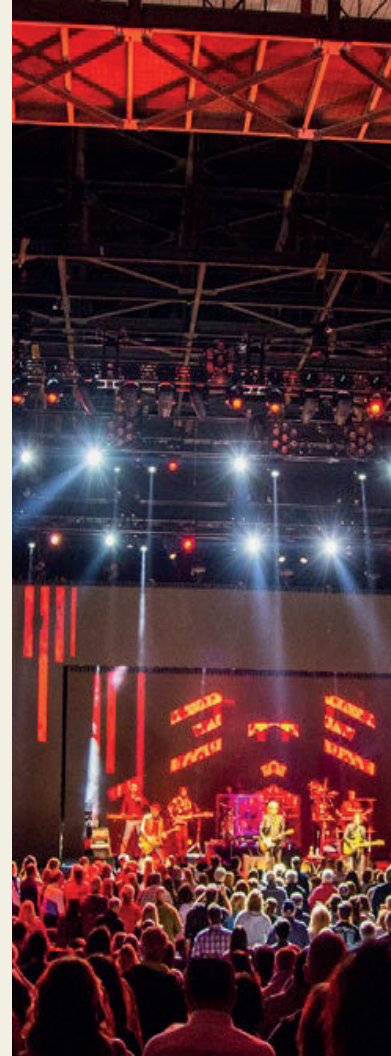
About The Sterling Freedom Festival

Unleash Your Brand's Potential: Be a Major Event Sponsor, Rewrite the Rules of Engagement as we commemorate 50 years of HIPHOP!

Get ready for an exclusive sponsorship opportunity that will transform your brand's trajectory. Experience unrivaled engagement and ignite unparalleled growth as a major event sponsor.

Discover a new era of interaction, blending cutting-edge technology, immersive experiences, and thought-provoking content. Amplify your brand's presence, captivate influential minds, and generate lasting buzz.

Our comprehensive packages guarantees prime exposure, customized activations, and a suite of benefits tailored to your goals. Become the center of conversations, both online and offline, long after the event. Let your brand soar to new heights.



2023 Venue

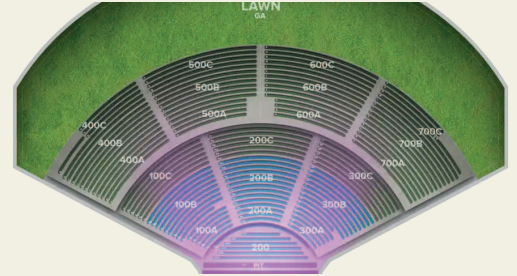
Sterling Freedom Festival

Michigan Lottery Amphitheater

Freedom Hill
4900 Metro Pkwy
Sterling Heights, MI 48312

- Total pavilion capacity: 4200
- Total lawn capacity : 3000

Conveniently located in the heart of Macomb County, the Amphitheatre is an architecturally intriguing gem. This 7300 capacity Amphitheatre allows a cozy feel while still be able to rout the top acts in the country to our little corner of the concert world. Its state of the art sound coupled with professional staff, light, and video systems, and modern design features, allows us to provide beautiful, flexible, and hip events.



Sterling Freedom Festival 2023

Artist Lineup



MASTER P

- Five time Grammy winner
- Multiple Gold and Platinum RIAA Music Awards
- 3.6 million Instagram followers



2 CHAINZ

- Host of the popular stream “Most Expensivest”
- Grammy award winner 2017 best rap performance
- Multiple Gold and Platinum RIAA Music Awards
- Hundred’s of millions of views on social media platforms
- 3.9 million You Tube subscribers
- 9.9 million monthly spotify listeners - 454+ million streams
- 12.3 million Instagram followers

Artist Lineup



TECH N9NE

- Multiple Gold and Platinum RIAA Music Awards
- Hundred's of millions of views on social media platforms
- 1.7 million You Tube subscribers
- 4.1 million monthly Spotify listeners
- 1.6 million Instagram followers



SADA BABY

- Detroit native
- Viral Song “Bloxx Party“ w/ 103 million views
- 500k YouTube subscribers
- 900k monthly Spotify listeners
- 305k Instagram followers
- Grammy Winner

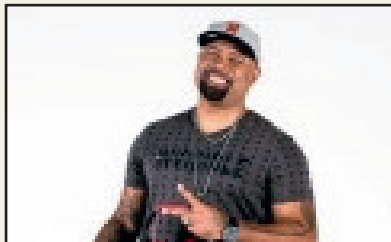


Artist Lineup



CASKEY

- 330k monthly spotify listeners
- 303K YouTube subscribers
- 331k Instagram followers



DJ INVISIBLE

- Event DJ
- Detroit native



HATCH WISEGUY

- Event Host
- Detroit native rapper
- Five time 106 and Park Champ

INTRODUCING JORDON STEPP



- Special appearance
- Detroit native artist

Sponsorship Packages

Exclusive Headline Sponsorship - 1 available

- Representation as the “<YOUR BRAND>” “ Sterling Freedom Festival”
 - In logos and/or text in all festival marketing and collateral material
 - Your BRAND name on the ticket
 - On-stage recognition during the event
 - Reserved area on site for the sponsor to setup a booth/display
 - Sponsor banner on main stage and other field sites
 - 126 mentions on 105.1 The Bounce FM - 1/4 million listener reach
 - 186 mentions on 97.9 WJLB 1/4 million reach, 890k impressions
 - Social Media mentions and promotion on event-related posts such from HOUR
 - Premium booth space (next to stage) for brand promotional use
 - Inclusion in press releases, giveaways and media coverage by HOUR magazine including print advertising
 - Advance social media geotargeting advertisement
 - Sponsor exclusivity for your industry
 - Two Promotional Model/Brand Ambassadors to exclusively wear your brand
-
- Two all access passes
20 VIP concert seats for guests - \$9,000 value
20 VIP Lounge Access- \$5,000 value

Package
Value

\$50,000



Sponsorship Packages

Executive Presenting Sponsorship

- Sponsor banner on main stage and other field sites and video wall between acts
- 50 mentions on 105.1 The Bounce FM - 150k listener reach
- 80 mentions on 97.9 WJLB, 200k impressions
- Inclusion in press releases, giveaways and media coverage by HOUR magazine
- Advance social media geotargeting advertisement
- Social media mentions exclusivity for your industry
- Reserved area on site for brand setup booth/display
- Promotional Model/Brand Ambassadors to exclusively wear your brand and enhance brand through appearance
 - 20 VIP concert seating for your guests - \$3,600 value
 - 20 VIP Lounge Access - \$2,000 value
- Two All Access Passes
 - Logo inclusion in event advertisement, online/offline
- On-Stage recognition during event

Package
Value

\$20,000

Sponsorship Packages

VIP Lounge Sponsorship

- Representation as the "<Your Brand>" "VIP Lounge" in logos and/or text in all festival marketing and collateral material.
- 50 mentions on 105.1 The Bounce FM - 150k listener reach
- 80 mentions on 97.9 WJLB, 200k impressions
- Inclusion in press releases, giveaways and media coverage by HOUR magazine
- Advance social media geotargeting advertisement
- Media presence with corporate acknowledgment in all print marketing materials for advertising posters, banners and VIP lounge staff
- Promotional Model/Brand Ambassadors in VIP to exclusively wear your brand and enhance brand through appearance, showcasing among VIP guests
- 10 VIP passes for the show and 10 VIP seats for your guests. - \$2800 value

Package
Value

\$15,000

Sponsorship Packages

Gold package

- Corporate Logo on all our event websites, email marketing and social media
- Logo on video wall between acts
- On-air mentions on 105.1 and 97.9
- SFF Social Media mentions
- Logo on Step-n-Repeat banner
- Banner at the VIP lounge and other sites on the field.
- Reserved area on site for the sponsor to setup a booth
- 8 tickets to the event - \$600 value

Package
Value

\$5000

Silver package

- Corporate Logo on all our event websites, email marketing and social media. Logo in collage on video wall
- SFF Social Media mentions
- Logo on Step-n-Repeat banner
- Banner at the VIP lounge and other sites on the field.
- Reserved area on site for the sponsor to setup a booth
- 4 tickets to the event - \$400 value

Package
Value

\$2500