

2014

ROCC FESTIVAL

10th Anniversary

PARTNERSHIP OPPORTUNITES

**OCT 8th - 12th
ATLANTA, GA**

ABOUT

A3C [All 3 Coasts] Festival is the preeminent hip-hop festival in the US. Founded in 2005, **A3C** has grown from a regional showcase to a world-renown brand and celebrated cultural experience including: music, education, art, film, style, pro-audio and more. **A3C** features over 500 performances from living legends and rising stars to aspiring talent from across the world. The 5-day festival takes place annually each October at over 30 venues and stages across several closely connected, high-traffic neighborhoods in the metro Atlanta area. In 2013 **A3C** engaged nearly 25,000 attendees on-site and reached millions more online. **A3C** has become a cultural institution and an incomparable platform to reach and interact with the tastemakers, organizations, brands and artists within the hip-hop community.

*"Luv to the team at **A3C** for givin artists a platform to be heard and build their craft!! RevoltTV is proud to support the movement... Crazy how it's grown." - Diddy*



DEMOGRAPHICS



AGE

31%

28%

19%

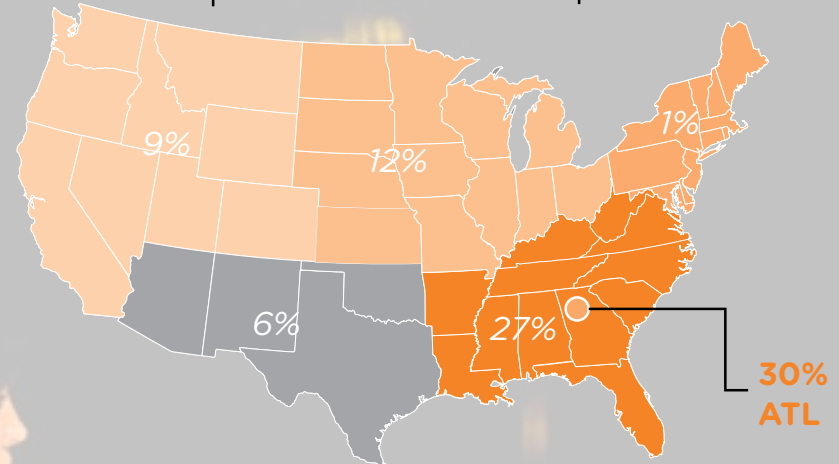
12%

10%

80%
21<

1% INTERNATIONAL

40+ States
8+ Countries



FANBASE DENSITY

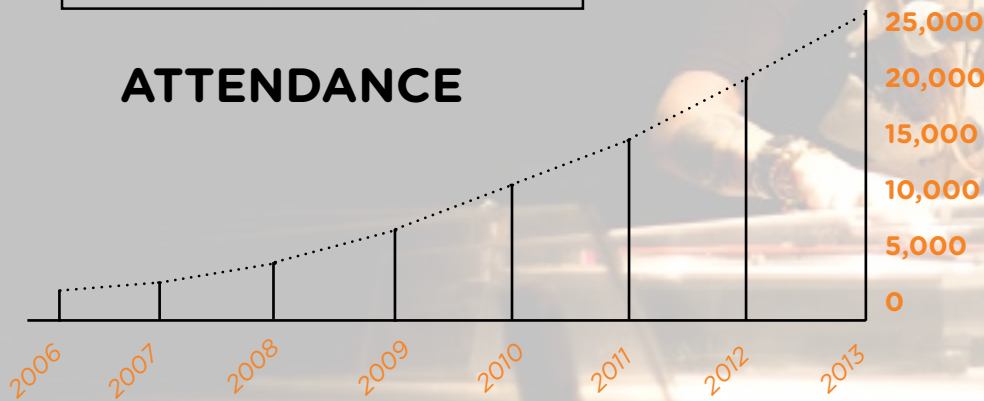
RACE



SEX



ATTENDANCE



MUSIC

A3C presents 500+ live performances from some of hip-hop's most promising and renowned artists/DJs in the world. **A3C** facilitates 50+ showcases curated by different tastemakers, brands and organizations.

2013 Featured Artists

Questlove, Bun B, **Ghostface Killah**, DJ Premier, **Too Short**, B.o.B, **2 Chainz**, Meek Mill, **Schoolboy Q**, A\$AP Ferg, **Lacrae**, Rich Homie Quan, **Talib Kweli**, Madlib, **Aseop Rock**, Peanut Butter Wolf, **August Alsina**, 9th Wonder, **Prodigy & Alchemist**, Jarren Benton, **Problem**, Young Guru, **Jean Grae**, Pharoahe Monch.

"A3C is a hip-hop fan's fantasy. The annual festival is getting bigger every year."

- Allhiphop.com



BRANDED EVENTS

Branded Show, Activation & Venue Takeover

Present an original event, brand an established property or enhance an existing tour or series by taking advantage of A3C's infrastructure, targeted audience, media partners, promotional platform and production capabilities.

A3C facilitates dozens of branded events in over 30 venues/stages featuring cultural icons, national media, artists and many of the most influential MCs/DJs in hip-hop.

"A3C, that's very important in the hip-hop community."

- 2 Chainz (Recording Artist)

Heineken Mural VIP Press Party



Red Bull Sound Select Stage



URL Battle Rap

BET Music Matters Showcase

xTalk Speaker Series



BRANDED CONTENT

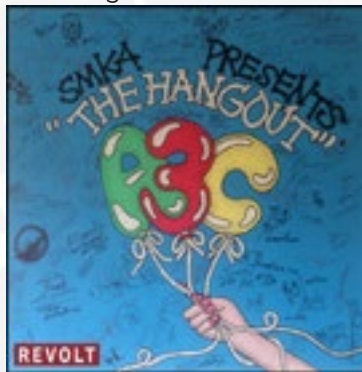
RevoltTV Artist Interviews

A3C provides an unparalleled opportunity to create unique content with access to 500+ performing artists, 2,000+ artist alumni, industry experts, celebrities and tastemakers.

A3C can provide access and rights, produce and package or help facilitate original content.

- Live Streaming
- Panel, Speaker & Educational Videos
- Performance Videos
- Interviews
- Commissioned Art
- Limited Edition Merchandise
- Studio Session, Recording or Mixtape
- Look Book
- Web Shorts

The Hangout: A3C Edition



Annual Compilation



TeamBackPack Cyphers



Original YouTube Series



CONSUMER ENGAGEMENT

A3C provides countless opportunities for brands to interact with influencers, artists and media within the hip-hop community, both on-site and online. Set your goals and work with the **A3C** team to create a plan and execute.

- Photo Booth
- Product Sampling, Placement, Tasting and Testing
- Data Collection
- Meet & Greet / In-Store
- Vendor Booth
- Album Listening / Release Party
- Influencer Marketing

Old 4th Ward Stage



Criminal Records Signing



TrillHD Listening Party



PRO-AUDIO @ SAE Institute

A3C has partnered with SAE Institute of Atlanta to produce The Pro-Audio Experience [PAE], located at SAE's Atlanta campus. SAE is a world leader in private post-secondary education for creative media technologies and their 17,500 square feet Atlanta facility is located in the heart of downtown. The PAE includes some of the most renowned producers, engineers and DJs in hip-hop history.

Thursday, Oct 9th - Saturday, Oct 11th

Past Pro-Audio Participants: DJ Premier (Pictured Bottom Right), Just Blaze, 9th Wonder, DJ Toomp, Don Cannon, DJ Drama, J.U.S.T.I.C.E League, M16, Young Guru, Diamond D, Sonny Digital, illmind, The Olympicks, S1, Focus, Needlz, and Oddisee

Branded Exhibit Studio Room

- Workshops
- Demos
- Panels
- Studio Session
- Interviews
- Competitions
- Branding/Signage
- Contest or Giveaway
- Ad in Pro-Audio Guidebook
- Pro-Audio Gift Bag
- Product Demo On-Site
- PAE Guidebook AD

The SAE campus includes over 20 studios and workstations and a 5.1 surround sound theater featuring a Avid Icon control surface and a Pro Tools HD system. The facility also features an SSL 4000G+ analog console, a Neve VR60 analog console, a Yamaha O2R digital console and multiple other consoles and processors by Mackie, Digidesign, Focusrite and TC Electronics.

"A3C is growing and growing because there was a lack of this before... the new artists need somewhere to come and meet people. It's one of the best conferences doin' it."

- Young Guru (Jay-Z's DJ & Audio Engineer)

Panels



DJ Battles



iStandard Producer Showcase



3 Question Interview Series



THE ARTIST CENTER

A3C is an industry-centric platform for new artists, companies and organizations. By design the festival structure and layout enables each brand to customize its activation to reach their target audience within hip-hop culture.

A limited number of Exhibitor Booths at The Melia Hotel will provide a handful of pre-approved companies an opportunity to interact with thousands of targeted artists, influencers, media and industry professionals.

The Melia Hotel | 10am - 7pm

The Artist Center at The Melia Hotel is the epicenter for many A3C daily activities, including: Panels, Mixers, Press Junket, Film Screenings, Speakers, Style Expo, Product Demos and more. The Artist Center is centrally located in midtown Atlanta and easily accessible via highway and public transportation.

A3C's host hotel houses many of the performing artists, speakers and press. In addition, The Melia Hotel includes the A3C Registration and Information Center.

10x10 Exhibitor Booth (\$1,750)

- 6ft Table
- 2 Chairs
- Table Cloth
- Wi-Fi
- Power Outlet

10x20 Exhibitor Booth (\$2,000)

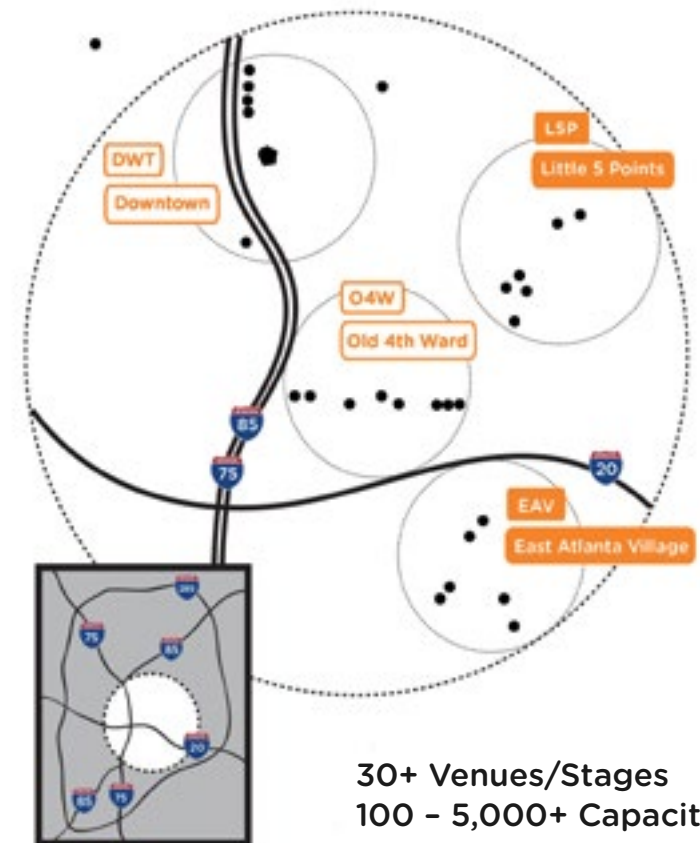
- 2 6ft Table
- 4 Chairs
- Table Cloth
- Wi-Fi
- Power Outlet

"I really love what this conference represents. I love that most of the people that you see are business minded, it's inspiring."

- **Bun B (Recording Artist)**

Sponsorship Opportunities

- Banners/Signage
- Artist, Media & Partner Lounge
- Party & Mixer
- Step & Repeat Photo Wall
- Barber Shop
- Branded Room Takeover
- Pool Party



30+ Venues/Stages
100 - 5,000+ Capacity

ADVERTISING & MEDIA

Media Partners

A3C partners with dozens of the most influential media outlets in hip-hop culture to co-produce original editorial, video and event-based content. Our valued media partners can increase the reach and impact of any campaign.

Past Media Partners Include: BET, HipHopDX, Rap Genius, Pigeons & Planes, 2DopeBoyz, Allhiphop.com, Creative Loafing, LiveMixtapes, HotNewHipHop.com, KarmaloopTV and OkayPlayer.

- 300M+ A3C mpressions in 2013
- 25K+ #A3C Instagram Photos Tagged at A3C Festival

EVENT FLYERS



COVER / INSERT



POSTERS



Additional Opportunities

- VIP Gift Bags [5K]
- Venue Signage
- Stage Banners
- Shuttles / Transportation Signage
- Wheatpaste Posters
- Creative Loafing Insert [80K]
- Festival Maps [5K]
- Guidebooks

BADGES [5K+]



FRONT

WRISTBANDS [25K+]



BACK



LOGO



WEBSITE [a3cfestival.com]
70K+ Unique Visitors (Aug-Nov)



SOCIAL MEDIA [FB, Twitter, IG, YouTube]
40k+ Engaged Followers

E-BLAST
35K+ Active Emails



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