MTV Live Music Events
Event Sponsorship and Partnership Packages

The Opportunity
MTV presents an amazing sponsorship opportunity for a brand looking to get the most out of summer 2016. Partnering with MTV UK Live Events will unlock access to AD1624s, whilst helping to drive a deeper engagement branded hand and also capture exclusive contents disseminate across Viacom platforms.

MTV
MTV are the Biggest Boldest Youth Entertainment Brand on the Planet. We broadcast to an average of over 4.3 million A16-34s every month. Reaching 40% of all 16-34s every three months. With 4+ million social followers on Facebook and Twitter.

MTV UK Live Music Events
Club MTV & MTV Crashes on cities across the UK, throwing the best live events and attracting the hottest music talent to world class venues. In 2015 MTV staged over 150+ events; in more than 70 cities; reaching over 200,000 people.

What's coming up?
• MTV Crashes Coventry 27th and 28th May
• MTV Crashes Plymouth 28th and 29th July
• Club MTV Derry Londonderry 10th September
• Club MTV Swansea 17th September
• Unleashes Belfast 24th September

Package Options
Brands have the opportunity to unlock 360° partnership with MTV UK Live Music Events, sitting at the heart.
With;
• Headline Sponsorship (Excluding Coventry)
• Social
• On-the-Ground Partnership
• Digital
• On-air - MTV & Cherry Picked Channels across the Viacom family

Headline Sponsorship
• OTG activation opportunities (subject to costs)
• Extensive branding at event as headline sponsor
• Unlock mass tickets (general and VIP packages) – use as consumer reward or partner/retail incentive
• Content capture, social conversation, association with talent
• Cross Viacom promotion – drive reach (Ch5 A1634 programming, Comedy Central, Spike and MTV)

On-the-Ground Partnership
• License for OTG sampling activation / installation (subject to costs)
• AV branding/content on stage screen loop
• Ticket allocation (general)
• On-Air - MTV & Cherry Picked Channels across the Viacom family

Digital
• MTV and Club MTV social feeds
• Mtv.co.uk digital media driving interaction – both standard display and user initiated formats (optional)

TV
• 30" Filming across Viacom Networks
  — MTV
  — Comedy Central
  — Channel 5
  — Spike
• Sponsor logo (Headline sponsor only) in editorial promos
• On-air show sponsorship (TX details TBC)
The Opportunity

MTV are proud to offer the opportunity to partner with us at our MTV Crashes at Coventry this summer.

MTV Crashes

MTV Crashes, Coventry will provide a brand with the perfect platform to kick start the summer, unlocking tickets for giveaways, exclusive content to curate leading up to other summer experiences. Working with your social planning teams we will build a coms calendar to help deliver valuable social currency.

Ricoh Arena

It will be the first time an MTV Crashes event has been staged in an arena, and will be broadcast across MTV’s flagship UK music TV channels, MTV MUSIC and MTV LIVE HD, and subsequently across its portfolio of music channels. The event kicks off on May bank holiday weekend with a Club MTV takeover following the next day.

The two day festival will bring together some of the best artists in music today, with previous crashes artists such as; Little Mix, Tinie Tempah, Alicia Keys, Kaiser Chiefs, Steve Aoki, Example and Olly Murs are expected to hit the stage.

Laydown

Ricoh Arena on 27th and 28th May
• Day 1: Live/Pop
• Day 2: Dance
Approx. 30,000 + attendees each day

OTG Partner Package

Competition
• Win Tickets to Crashes Coventry

Digital
• Logo on Crashes Coventry Website
• ROS Display Media driving to central hub housed on MTV.co.uk

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The Opportunity

Sky Media and MTV are proud to offer the opportunity to sponsor our, MTV Crashes Plymouth. An event-unlocking, 360° partnership, with amazing live music at the heart of the event.

MTV Crashes Plymouth

MTV Crashes Plymouth will be back for a third spectacular year. This event has grown year-on-year and has seen incredible headline acts like Tinie Tempah, Kaiser Chiefs, Example and Little Mix take to the stage, plus last year Club MTV took over Day 2 bringing big beats from Steve Aoki, Oliver Heldens. and our MTV talent r3wire & Varski.

The festival involves thousands of people that come together to enjoy chart-topping artists and this year is no exception. The 2016 two-day event will be even bigger and better, bringing a number of mainstream commercial and dance artist to the South West.

Event Dates

Thursday 28th and Friday 29th July 2016 on Plymouth Hoe.

Last year Results

• 2015 Huge two-day event with a total of over 60,000 tickets sold
• TV promo campaign ran for 5 weeks in build up to the event, featuring a competition to win tickets, seen by 5.7 million viewers across UK
• On-air competition generated 1,800 entries over 4 weeks
• Extensive national and local press coverage estimated >£800k value; up 60% on 2015
• Over 60 hours of programming highlights shown across MTV UK Network between August and September 2015

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• Content capture, social conversation, association with talent
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On-the-Ground Partnership

• License for OTG sampling activation or installation at event (e.g PHE ‘Graffiti Wall’) (subject to costs)
• AV branding/content on stage screen loop - 2 x 30” AV content on side stage-screens
• VIP and Standard Ticket allocation
• On-Air - TV airtime package to promote competition to win tickets. MTV & Cherry Picked Channels across the Viacom family

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The Opportunity

Sky Media and MTV are extremely proud to offer the opportunity to sponsor the live music event at Club MTV Derry - Londonderry.

We’re delighted to announce that Club MTV will return to Ebrington Square, Derry - Londonderry this year bringing another star-studded line up of DJ talent to Northern Ireland.

Club MTV

Club MTV established in 2013 to reconnect MTV with 16-24s at ground level clubbing scene.

- Complementing MTV’s existing On Air reach and Online engagement
- Operates at the heart for the Club Scene; from UK students to club goers across the country and internationally

Event Dates

Saturday 10th September in Ebrington Square, Derry - Londonderry

On-the-Ground Delivery

- 70,000 attendees at all related Club MTV events
- All on-ground activity and strategy is developed in collaboration with partner
- Sampling opportunities (branded giveaways and product) orchestrated throughout campaign to suit partner objectives
- Giveaways include t-shirts and sunglasses amongst other co-branded merchandise
- Co-branded décor at all events, to include lightboxes, inflatables, banners and bespoke installations
- Additional production to include, staging, fencing, tech – where required

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On-the-Ground Partnership

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- Ticket allocation (general)

Digital

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Sky Media and MTV are proud to offer the opportunity to sponsor our exciting live music event that is, Club MTV Swansea.

**Club MTV**
- Club MTV established in 2013 to reconnect MTV with 16-24s at ground level clubbing scene
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**Event Dates**
Saturday 24th September in Swansea University

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The Opportunity
Sky Media and MTV are proud to offer the opportunity to sponsor our Unleashes Belfast.

Unleashes Belfast
With a capacity of 17.5k per day, filmed in HD and broadcast across UK, MTV Unleashes Belfast with be at the Titanic Quarter, Belfast. (Same model as Crashes, but name-change due to sensitivity around location).

With headline UK talent on Day 1, followed by DJ line up on day 2 (potentially). Highlights and extended shows across MTV UK.

Event Dates
17th and 18th September

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August – September 2016
Event dates 17th and 18th September
6 week promo in build up to event