



CAMDEN CRAWL 2011

30TH APRIL – 1ST MAY BANK HOLIDAY WEEKEND

MUSIC • COMEDY • FRINGE ARTS • INTERACTIVE EVENTS
2 DAYS • 250 LIVE ACTS & SPECIAL GUESTS • OUTDOOR LIVE ARENA
ONE TICKET • 50 VENUES • CAMDEN TOWN



2011 FESTIVAL OPPORTUNITIES

Launching the festival season each Spring, the Camden Crawl quickly became renowned as first to showcase the forthcoming year's most hotly tipped artists to sold out audiences since its inception at the height of Britpop in 1995. The festival has expanded to include more than 50 venues and 250 artists and events, was crowned the UK's Best Metropolitan Festival in both 2009 & 2010. 2011 will mark the Crawl's 10th birthday and will undoubtedly be the biggest and best yet.

The incredible success of the festival over recent years has seen the festival continue to expand its capacity and influence and further justify its reputation as a credible music & arts festival which delivers a unique experience whilst maintaining its integrity and value for money.

The sheer volume of possibilities for exposure surrounding the festival is second to none and presents a dream opportunity for any organisation to get ahead of the game.

DATES / TIMES:	Saturday 30th April & Sunday 1st May (Bank Holiday weekend) 12pm – 4am
LOCATION:	Camden Town & Kentish Town, London
CAPACITY:	25,000
DEMOGRAPHIC:	18-35 year old music fans & tastemakers from across the UK with a growing international reach
EVENT TYPE:	Major Inncity Festival

UNIQUE KEY FEATURES

- More than 200 of the best up & coming live music talent from across the UK and rest of the world
- Extensive daytime fringe festival featuring comedy, spoken word, visual arts, karaoke, craft workshops, pop quizzes, live music and more
- 50 neighbouring Camden Town venues curated by an eclectic panel of the UK's most esteemed DJs, promoters, media and record labels
- One affordable ticket exchanged for an all access wristband, FREE festival magazine, lanyard programme guide and download album
- 2500 capacity outdoor arena in the centre of Camden Town featuring high profile live performances & DJs
- Late night clubs, special guest performances and after show parties
- 10th anniversary celebration gigs with performance from special guests who have appeared at the event from 1995 to 2010 during the 10 day run up to the festival

MARKETING OPPORTUNITIES

SAMPLING & GIFTING



- Non-exclusive access to main festival entry point and 2,500 capacity outdoor (covered) arena
- Unique footfall through entry point 12,500 per day
- Opportunity to distribute product to all festival ticket holders

Cost: £0.25 per unit distributed

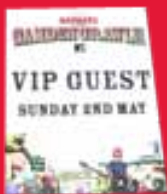
Exclusive Insert Official Festival Guide



- Opportunity to produce exclusive insert distributed within wallet containing official festival guide
- 20,000 110 x 80mm Z-Card inserted to PVC wallets clipped to branded lanyards distributed over weekend at main entrance
- Cost includes insertion & distribute, but not manufacturing item
- Maximum size 110 x 80mm, maximum thickness 2mm. Ideal for voucher, membership or discount card

Cost: £7,500 (inclusive of insertion and distribution)

Gifting Opportunities Artist & Media VIP Areas



- Opportunity to exclusively sample product to artists, media and VIPs at media & hospitality centres and backstage areas
- Full VIP access and accreditation provided
- Exclusive area(s) provided to display / sample products
- Festival representative provided to make artist introductions.
- Opportunity for promotional photos and/or interviews with artists

Cost: Packages from £3 – 6,000

BRANDING & ADVERTISING

Exclusive Official Festival Lanyard



- Opportunity to produce exclusive festival lanyard
- 15,000 lanyards clipped to official festival guide & wallet distributed to punters and 5,000 distributed to artists, media and VIP guests
- Fulfilment and distribution at main festival entrance point included (does not include lanyard production)

Cost: £5,000 (not including production)

Outdoor Arena Poster Sites



- Limited 4 sheet (40" x 60") poster sites available at outdoor arena site. Inward and outward facing
- 25,000 unique footfall (inward facing) within outdoor arena over weekend.
- Expected Camden High Street footfall May Bank Holiday weekend 400,000 (outward facing)
- Includes production from artwork supplied

Cost: From £200 per poster site

Official Programme Sponsorship & Advertising



- Special Edition A5 magazine produced exclusively for the Crawl
- 25,000 copies printed and circulated free to all festival goers.
- Opportunity for front cover naming rights and lead editorial positioning within magazine. Opportunity includes: 4 page bespoke branded feature, 2 pages of advertising including OBC, logo through run of mag and rights to 1,000 run ons for promotional purposes)
- Dbl page spread, outside & inside covers, full, half & quarter page display ads available
- Includes production from artwork supplied

Cost: Advertising opportunities from £300. Naming rights & sponsorship £12,000

EXPERIENTIAL & BESPOKE PROMOTIONS

Host Official Venue



- Bespoke opportunities to take over a venue & become an official part of the UK's premier new music festival
- Third party hosted events could, for example, include live artist or DJ showcase, club/after party, VIP or competition winner event, pop quiz, experiential promotion or screening amongst other possibilities
- Feature as part of official line up in all programme guides, listings, websites and within festival PR campaign
- Opportunity to create exclusive filmed/recorded content
- All production costs inclusive with possibility to include programming costs. See separate presentation for available venues & descriptions.

Cost: From £1,000 per day (production requirements dependent)

Stunts & Bespoke Promotions



- Want to create a flash mob to film amongst the crowds? Launch 1,000 balloons? Hold a competition treasure hunt? Start a parade with an army of gorillas?
- If you want to access 25,000 music tastemakers and packed streets of Camden Town by launching a bespoke promotion, all mad ideas are welcome and probably possible.

Cost: POA

Sponsor Existing Official Event

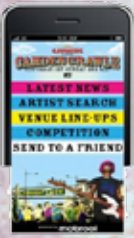


- For the first time, we are offering the opportunity to sponsor an individual venue at the Crawl in conjunction with an event curator
- Exclusive on-stage branding in conjunction with event curator
- Exclusive venue entry banner signage in conjunction with event curator
- Branding and sampling throughout entire venue
- Product stocking within venue where applicable
- Co-naming of event with curator on all programme guides, magazine, websites and mobile apps
- Opportunity to create exclusive filmed/recorded content
- All production costs inclusive with possibility to include programming costs. List of programmed events & venues available upon request

Cost: £500 per day

DIGITAL, MOBILE & SOCIAL MEDIA

Official App Opportunities



- Bespoke 2011 festival app available for all iPhone, Android and WAP users
- App to contain exclusive festival filmed content, interviews, competitions, GPS, line ups, maps and more
- Available free to all festival ticket holders & for purchase online
- Opportunity to advertise, sponsor and/or create promotional redemption vouchers and more
- Opportunities include: solus splash introduction screen, own page of content, logo branding on main menu, news feed & social net messaging, featured You Tube advert and promotional vouchers

Cost: Prices from £99

Official Website, Database & Social Media Advertising



- Opportunity for banner advertising & competitions through www.thecamdencrawl.com reaching 350,000 unique users
- Advertising on bi-weekly database mail out and opportunity for solus email to 15,000 mailing list members
- Pre-roll advertising on video channels
- Access to social media pages (Facebook, Twitter, MySpace & Last FM) for messaging, exclusive content promotions & database drives

Cost: Prices quoted on campaign

CONTACT FOR FURTHER INFO

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