

# REBEL FEST

JUNE 24TH

**Rebel Fest** is an Indie Music & Arts annual festival with its first annual event on June 24, 2023. This free-admission, one-day festival in historic Bethlehem boasts of being one of Pennsylvania's most **inclusive** festival events!

Powered by **Rebellious Dreams Fund**, a 501(c)(3) nonprofit organization, the festival will showcase **underrepresented artists of all mediums**. Attendees will enjoy unique live DJ sets and performances with genres including R&B, hip-hop, alternative rock, afro-beat, house, and EDM, along with a variety of boozy beverages, food trucks, and vendors from the local region.

The festival will also include artist exhibitions, activities, raffles, and contests. **Rebel Fest** will be in the heart of Bethlehem on the same grounds as festivals such as Musikfest, Celtic Fest, and other popular regional events.

**Rebel Fest** aims to attract a **large audience** by marketing to the over 100,000 vehicles passing the festival grounds each day and the ability to draw from the large metropolitan areas of Philadelphia, New Jersey and New York City.

Sponsoring **Rebel Fest** not only provides **great marketing opportunities** showing your **brand's support of underrepresented arts** but also plays a big role in the festival's ongoing **success** and economic impact.

With Enthusiastic Appreciation,

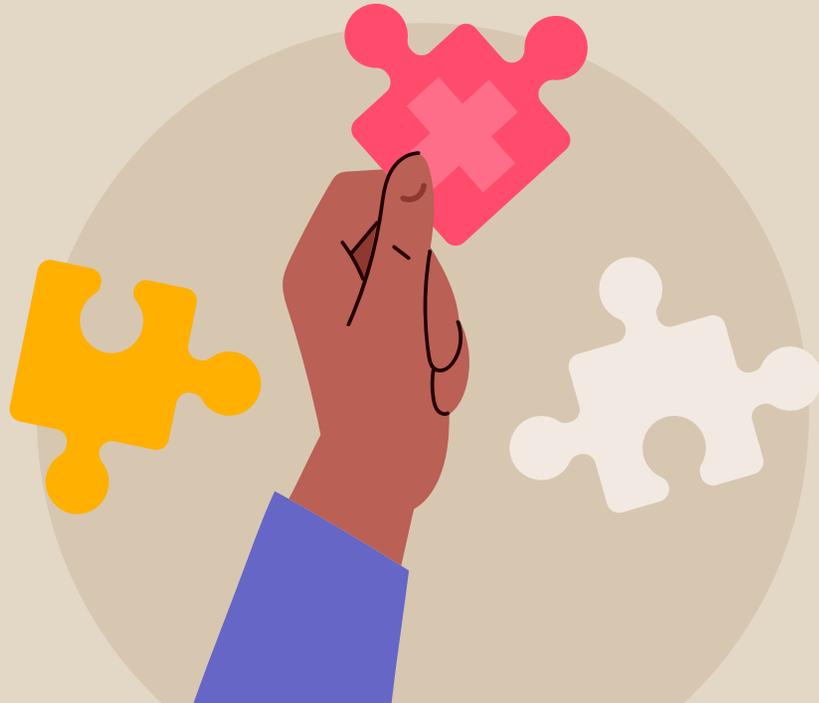
*Amber Robinson*

Amber Robinson, Executive Director  
Rebellious Dreams Fund

# THE ARTS

## Representation in the US & Rebel Fest's Impact

Rebellious Dreams Fund is a 501(c)(3) nonprofit organization that believes that the arts are essential to a vibrant and healthy community, and we are committed to bringing people together through access to inclusive and diverse high-quality arts experiences and opportunities. Your support will build bridges that break barriers.



Women make up 51% of the U.S. population but are underrepresented at influential levels of contemporary art (28%), high fashion (45%), box office film (27%), and popular music (17%)



Marginalized racial/ethnic groups make up 39% of the U.S. population yet comprise approximately half that figure in contemporary art (22%), high fashion (22%), and box office film (19%).



Rebel Fest will support over 100 artists, providing a platform for underrepresented artists whose mediums span from painting, photography, popular music, fashion, film and so much more.



Rebel Fest will be in the seventh most populated city in Pennsylvania, on heavily promoted festival grounds, where over 1.2 million people have visited for popular festivals such as Musikfest. With over 100,000 passersby per day and projection of over 500 attendees.

# Sponsorship Levels

## BENEFITS

**\$500 DREAMER**    **\$1,000 VISIONARY**    **\$5,000 REVOLUTIONARY**    **\$15,000 DREAM MAKER**

BENEFITS	\$500 DREAMER	\$1,000 VISIONARY	\$5,000 REVOLUTIONARY	\$15,000 DREAM MAKER
Website Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> w/ Logo	<input checked="" type="checkbox"/> w/ Logo	<input checked="" type="checkbox"/> Top spot w/ Logo
Social Media	<input checked="" type="checkbox"/> Shared	<input checked="" type="checkbox"/> 1 post w/ Logo	<input checked="" type="checkbox"/> 3 Posts w/ Logo	<input checked="" type="checkbox"/> All Posts w/ Logo
Event Banners	<input checked="" type="checkbox"/> Shared	<input checked="" type="checkbox"/> Pop-up	<input checked="" type="checkbox"/> Main Stage Shared	<input checked="" type="checkbox"/> Main Stage Full
Event Program	<input checked="" type="checkbox"/> Shared	<input checked="" type="checkbox"/> 1/4 Ad	<input checked="" type="checkbox"/> 1/2 Ad	<input checked="" type="checkbox"/> Full Page Ad
Staff Shirt Logo			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Livestream Ad			<input checked="" type="checkbox"/> Banner Ad	<input checked="" type="checkbox"/> Commercial
Press Release			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Radio Ads			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
VIP Picnic			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stage	Exclusive benefits: Stage naming Program curation & More!			<input checked="" type="checkbox"/>

For questions, or a la carte marketing opportunities, please contact [fest@rebellious.us](mailto:fest@rebellious.us)

# Print Opportunities

## REBEL FEST PROGRAM

The ultimate guide to the Rebel Fest festivities! This full-color publication is made available free and is packed with the festivities schedule, map, performer info, exhibited artists, available food vendors, and more! This program will be distributed in more than 100 locations throughout the region before the festival and made available throughout the event.

*\*\*\* Placement of logo and ad availability/size is dependent on sponsor level \*\*\**

Rack Distributed minimum of 1,000 copies

Full Page Ad

Half Page Ad

Logo Recognition

Sponsorship Deadline May 15, 2023

## STAGE BANNERS

Showcase your organization's logo and branding to hundreds at Rebel Fest's 26x20 Stagemobil XL mobile stage!

*\*\*\* Placement of logo and ad availability/size is dependent on sponsor level \*\*\**

Rear Banner

Header Banner

Side Banner

Skirt Banner

Shared Banner W/Logo

Sponsorship Deadline May 15, 2023

## POP-UP BANNERS

Showcase your logo and branding to hundreds, in our high traffic areas throughout the Rebel Fest festival grounds with your choice of pop-up retractable banners and flags!

*\*\*\* Placement of logo and ad availability/size is dependent on sponsor level \*\*\**

(1) 47" x 81"

(1) 33" x 81"

(1) 24" x 62"

(1) 7.5' Flag

(1) 10' Flag

Sponsorship Deadline May 15, 2023

# Media Opportunities

## LIVE STREAM AD PLACEMENT

Showcase your logo, brand, or your brand's message during our live streaming ad blocks or banner placements. Livestream Ad blocks of time will be programmed and dedicated to your brand during Rebel Fest's concert live stream from 5 - 8 p.m. See your brand broadcasted to over 1,000 social media subscribers across multiple social media platforms!

*\*\*\* Availability is dependent on sponsor level \*\*\**

Sponsorship Deadline May 30, 2023

## PRESS RELEASE MENTION

Recognition as the event's sponsor in press release materials. Press releases will be submitted to local and regional news outlets in Pennsylvania, New York, and New Jersey.

*\*\*\* Availability is dependent on sponsor level \*\*\**

Sponsorship Deadline May 30, 2023

## RADIO AD MENTION

Recognition as event's sponsor during radio ad. on local stations, including KRZ (Northeastern PA), 90.3 WESS Radio Mention (The Poconos), Loud (Lehigh Valley, Reading & State College).

*\*\*\* Availability is dependent on sponsor level \*\*\**

Sponsorship Deadline May 30, 2023

# Dream Maker Details

Host your own mobile stage at Rebel Fest and increase the number of performer and art exhibit opportunities for the local community and our neighbors!

Sponsorship includes the **highest level of marketing opportunities**, including:

- Stage banners and pop-up banners/flags (advertiser must include artwork or provide banners/flags by deadline).
- Stage naming.
- Input on your stage programming.
- Full-page advertisement in the program brochure.
- 10 x 10 exhibitor booth (for display, samples or giveaways).
- Top billing sponsorship location on website, social media, radio ads, and other marketing materials.

Plus, receive **additional marketing opportunities and event perks:**

- Opportunity to welcome attendees on festival day commencement from your stage and include your own keynote speakers and programming. Create a unique experience specific to your brand (Note: all speakers, programming and input provided by advertiser must be approved by Rebellious Dreams Fund. Stage, sound, lighting, and equipment will be provided by Rebellious Dreams Fund's production partners).
- Participate as a judge on event day contests.
- Back stage access to all stages.
- VIP reserved parking.
- VIP Picnic Package, including preferred furniture seating, food vouchers, and boozy beverage passes (21+ ONLY).