



A promotional poster for Fat Boy Slim. The background is a dark blue sky with a smiling moon. In the center is a black and white photo of Fat Boy Slim with a yellow smiley face over his mouth. To the left, there are colorful flowers and a sign that reads 'PARTY IN THE PARK'. Below that, another sign says 'DUBAI MEDIA CITY AMPHITHEATRE'. At the bottom, a sign with skulls on either side says 'HALLOWEEN THURS 31 OCT'. Below the date, it says '6PM - 1AM'. At the very bottom, the text 'FAT BOY SLIM' is written in a stylized font, with 'FATBOYSLIM.NET' underneath.

WHAT'S **40** years ON

PARTY
IN THE **PARK**

DUBAI MEDIA CITY
AMPHITHEATRE

HALLOWEEN
THURS 31 OCT

6PM - 1AM

FAT BOY SLIM
FATBOYSLIM.NET



A promotional poster for The Kooks and Richard Ashcroft. The background is a bright blue sky. In the center is a black and white photo of The Kooks singing into a microphone. Below them is a large crowd of people with their hands raised. At the bottom, there are two signs: one for 'THE KOOKS' and one for 'RICHARD ASHCROFT'. Below the names, it says 'FULL LIVE BAND'.

THE KOOKS

RICHARD ASHCROFT
FULL LIVE BAND

ABOUT PARTY IN THE PARK



More than
10,000
festival goers attended
Party In The Park
2017

TICKETS

Thursday

AED 160 Early Bird
AED 250 Regular
AED 675 Park View

Friday

AED 299 Early Bird
AED 350 Regular
AED 499 Fan Pit
AED 995 Park View (VIP)

Season (Thurs/Fri)

AED 499 Festival
AED 1399 Park View (VIP)

- Party In The Park is a two-day music festival, taking place on Thursday October 31st and Friday November 1st.
- 2019 will be the fifth edition of the event. It is set to be the biggest and best yet, featuring huge Halloween headliner Fatboy Slim!
- Party In The Park has a true festival feel with many exciting activations, stalls, and food offerings.



WHO PARTIES IN THE PARK

The festival has a wide appeal with something on offer for everyone. The *What's On Nightlife Clubhouse* caters for the younger clientele. Foodies can find an array of offerings from the multiple food trucks and branded bars...the festival vibe can be enjoyed by all!



WHAT'S ON MAIN STAGE



2019 ACTS

What's On is the UAE's best loved and biggest-selling magazine. It has been the authoritative voice of the UAE's entertainment scene for more than 40 years. *What's On* is the go-to title for life in the Emirates.

This year, The *What's On* main stage will feature Fatboy Slim, The Kooks and Richard Ashcroft with full live show, along with multiple local acts.



FATBOY SLIM



THE
KOOKS



RICHARD
ASHCROFT
FULL LIVE SHOW

WHAT'S ON MAIN STAGE



2017 ACTS

2017 featured award-winning international artists Liam Gallagher, The Chemical Brothers (DJ Set), Temples and local artists The Boxtones, Jaye & Foe, Sam Tring and multiple local acts.



2016 ACTS

The 2016 festival saw performances from Kaiser Chiefs, Travis, The Charlatans and multiple local acts.

WHAT'S ON MAIN STAGE



2015 ACTS

The 2015 festival saw performances from Stereophonics, Razorlight and multiple local acts.



2014 ACTS



The 2014 festival saw performances from Lily Allen, Richard Ashcroft and multiple local acts.

ARTISAN VILLAGE

The Artisan Village features a market of local artisans. Giving concert goers the opportunity to enjoy a wide range of products to purchase.



COMMUNICATION

A STRATEGIC MARKETING COMMUNICATIONS PLAN IS PUT IN PLACE TO GENERATE MAXIMUM EXPOSURE FOR PARTY IN THE PARK.

The plan includes coverage across a variety of mediums, including Motivate's in-house brands:

WHAT'S ON

campaign

GULF BUSINESS

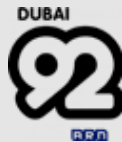
EMIRATES WOMAN

identity

Business Traveller
MIDDLE EAST

Golf Digest
Middle East

Advertising in regional newspapers, radio, cinema and TV.



GULF NEWS

An integrated social media plan will be implemented.



MEDIA PLAN

THE 2019 CAMPAIGN IS WORTH OVER US\$ 975,000

Channel	Publication/Website	Format	August				September				October				November				Insertions	Value	
			Artists Promotion/Tickets				Artists Promotion/Tickets				New Festival Offerings/ Ticket & Tables Sales				Post Event Highlights					Per Insert \$	Total \$
Internal Print	What's On Dubai	DPS					1												1	\$7,850.00	\$7,850.00
	What's On Dubai	FP									1				1				2	\$4,250.00	\$8,500.00
	What's On Abu Dhabi	DPS					1												1	\$7,850.00	\$7,850.00
	What's On Abu Dhabi	FP									1				1				2	\$4,250.00	\$8,500.00
	Golf Digest	DPS					1												1	\$7,400.00	\$7,400.00
	Golf Digest	FP									1				1				2	\$4,000.00	\$8,000.00
	Business Traveller ME	DPS					1												1	\$12,050.00	\$12,050.00
	Business Traveller ME	FP									1				1				2	\$6,500.00	\$13,000.00
	Gulf Business	FP					1								1				2	\$6,500.00	\$13,000.00
	Emirates Woman	FP					1								1				2	\$5,000.00	\$10,000.00
	Campaign Middle East	DPS	1																1	\$10,150.00	\$10,150.00
External Print	Campaign Middle East	FP	1				2				2				1				6	\$5,500.00	\$33,000.00
	Gulf News	QP			1			1										2	\$5,629.00	\$11,258.00	
		FP										1						1	\$11,259.00	\$11,259.00	
	Khaleej times	QP			1							1						2	\$5,232.00	\$10,464.00	
Internal Digital Banners	Whatson.ae	1 insert = 25k impressions(MPU/ Leaderboard/Half-page)	2				4				2				1			9	\$269.00	\$60,525.00	
	Golfdigestme.com		2				2				2				1				7	\$269.00	\$47,075.00
	Emirateswoman.com		2				2				2				1				7	\$269.00	\$47,075.00
	Gulfbusiness.com		2				2				2				1				7	\$269.00	\$47,075.00
	Campaignme.com		1				2				1				1				5	\$269.00	\$33,625.00
External Digital Banners	Gulfnews.com	"1 insert = 25k impressions(HP Desktop)	2				4				4								10	\$60.00	\$15,000.00
	Gulfnews.com	1 insert = 25k impressions(MPU Mobile)	2				4				4								10	\$48.00	\$12,000.00
Social Media	Party in the Park Instagram	Insta Stories			3	3	3	3	3	3	3	3	3	3	3	3	3	42	\$500.00	\$21,000.00	
	Party in the Park Instagram	Insta Feed			2	2	2	2	2	2	2	2	2	2	2	2	2	28	\$500.00	\$14,000.00	
	Party in the Park Facebook page	Post			3	3	3	3	3	3	3	3	3	3	3	3	3	42	\$500.00	\$21,000.00	
	Instagram What's On page	Insta Stories			2	2	2	2	2	2	2	2	2	2	1			19	\$1,000.00	\$19,000.00	
	Instagram What's On page	Insta Feed			1	1	1	1	1	1	1	1	1	1	1			10	\$1,000.00	\$10,000.00	
	Facebook Event page	Post			1	1	1	1	1	1	1	1	1	1	1			10	\$1,000.00	\$10,000.00	
	Facebook What's On page	Post			2	2	2	2	2	2	2	2	2	2	1			19	\$1,000.00	\$19,000.00	
	Twitter What's On page	Tweets			2	2	2	2	2	2	2	2	2	2				20	\$100.00	\$2,000.00	
Editorial	What's On	Online content			1				1		1		1	1	1			6	\$3,500.00	\$21,000.00	
	What's On	Newsletter			3	3	3	3	3	3	3	3	3	3	1			28	\$220.00	\$6,160.00	
EDM	What's On Dubai	Database			1	1	1	1	1	1	1	1	1	1				1	\$220.00	\$15,400.00	
	What's On Abu Dhabi	Database			1	1	1	1	1	1	1	1	1	1				1	\$220.00	\$440.00	
	Platinum List	Database			1	1	1	1	1	1	1	1	1	1				1	\$220.00	\$550.00	
Elevison	Media City	15 sconds									1	1	1	1				4	\$1,362.00	\$5,448.00	
	Business Bay	15 seconds									1	1	1	1				4	\$1,635.00	\$6,540.00	
Radio	Heart FM	15 seconds	Bespoke radio package running across the whole campaign																1	\$5,450.00	\$5,450.00
	Dance FM	15 seconds	Bespoke radio package running across the whole campaign																1	\$5,450.00	\$5,450.00
Cinema	13 x VOX Cinemas(Middle East)	15 seconds					1	1	1	1	1	1	1	1				7	\$3,878.00	\$352,898.00	
Google Advertising	Search adverts										1							1	\$1,362.00	\$1,362.00	
	Display adverts										1							1	\$1,362.00	\$1,362.00	
	YouTube										1							1	\$2,725.00	\$2,725.00	
Retargeting			TBC																		
TOTAL																		330		\$975,441.00	

PARTY IN THE PARK HEADLINE SPONSOR

PRE-CONCERT BENEFITS

- Exclusive presenting sponsor rights (in conjunction with *What's On*), which will see the festival co-branded
- Logo on all event collateral, plus media plan worth over US\$1,000,000
- 30 second radio spot mentioning presenting sponsor by name
- 30 second cinema advert across VOX cinemas mentioning presenting sponsor by name
- Logo on wristbands
- Logo on website with 250-word company profile
- Dedicated press release to announce presenting sponsorship
- 1x FP advert in *What's On* magazine (worth US\$4,250)
- 1x EDM to the *What's On* database (over 100,000 readers)
- Inclusion in pre-event coverage across the motivate titles and websites
- Radio DJ mentions to be discussed

AT THE CONCERT BENEFITS

- Opportunity for bespoke lounges
- 15 Park View season tickets - all inclusive (worth US\$5,700)
- 35 Regular tickets (worth US\$4,700)
- TVC at the event (30 seconds maximum)
- Two brand activation areas (to be managed and produced by sponsor) within the festival site (6m x 6m), limited staff passes to be agreed
- Opportunity for branded giveaways
- Logo on all event branding where the Party In The Park name is used, including (but not limited to) fence banners, stage screens, entrance archway & directional signage
- 10x fence banners (produced at own cost)
- 10x flags (produced at own cost)

POST-CONCERT BENEFITS

- Comprehensive post-event report
- Inclusion in post-event coverage across Motivate titles and websites

(Subject to client needs)



PARTY IN THE PARK GOLD SPONSOR

PRE-CONCERT BENEFITS

- Logo on event collateral, plus media plan worth over US\$1,000,000
- Logo on website with 200-word company profile
- 1x FP advert in *What's On* magazine (worth US\$4,250)

AT THE CONCERT BENEFITS

- Sponsorship of specific festival area (eg. *What's On* Nightlife Clubhouse)
- 10 Park View season tickets - all inclusive (worth US\$3,800)
- 20 regular tickets (worth US\$2,700)
- Two brand activation areas (to be managed and produced by sponsor) within the festival site (5m x 5m), limited staff passes to be agreed
- Logo on all event branding where the Party In The Park name is used, including (but not limited to) fence banners, stage screens, entrance archway and directional signage
- TVC at the event (30 seconds maximum)
- Opportunity to do branded giveaways
- 4x fence banners (produced at own cost)
- 4x flags (produced at own cost)

POST-CONCERT BENEFITS

- Comprehensive post-event report
- Inclusion in post-event coverage across Motivate titles

(Subject to client needs)



PARTY IN THE PARK SILVER SPONSOR

PRE-CONCERT BENEFITS

- Logo on event collateral, plus media plan worth over US\$1,000,000
- Logo on website with 150-word company profile
- Dedicated EDM to the *What's On* database (over 100,000 readers)

AT THE CONCERT BENEFITS

- Activation space (to be managed and produced by sponsor) at the event (3m x 3m), limited staff passes to be agreed
- 6 Park View season tickets - all inclusive (worth US\$2,200)
- 10 regular tickets (worth US\$1,300)
- Logo on all event branding where the Party In The Park name is used, including (but not limited to) fence banners, stage screens, entrance archway & directional signage
- Opportunity to do branded giveaways
- 2x fence banners (produced at own cost)

POST-CONCERT BENEFITS

- Comprehensive post-event report
- Inclusion in post-event coverage across the Motivate titles

(Subject to client needs)



PREVIOUS SPONSORS



CONTACT

Bespoke packages can be tailored to meet your company objectives.

For more details, please contact:

Omran Naseem

Senior Sales Manager — Sponsorship

omran.naseem@motivate.ae

M +971 50 160 0301

D +971 4 427 3451

WHAT'S **40** years ON

