



TREADWAY EVENTS & ENTERTAINMENT LLC.

TREADWAY EVENTS, XANNO & DJ PRESTON KING PRESENTS:

SUMMER SOIREE: ELECTRONIC MUSIC EVENT

2017 Marketing Packet

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WELCOME

The Summer Soiree offers an exhilarating night of music, friends and high spirits in Portland's Downtown Industrial District underneath the Morrison Bridge. This unique electronic music festival features local Portland DJ's, mesmerizing performers, talented urban artists, delicious food trucks for hungry festival goers and vendors. Admission is \$15 in advance and \$20 at the gate.

The event's producers, along with volunteers and community, plan to create a utopia of great music and activities for event attendees. This will be our introductory year and we plan to continue and evolve the event in the future. Adding new art installations, stage designs, performers and more to provide a one-of-a-kind experience to attendees.

About Treadway Events

Treadway Events & Entertainment is a new Portland, OR based, powerhouse event consulting and rental company specializing in themed and fundraiser events. We're capable of assisting in all types of events from private weddings, retirement parties and anniversary parties to large scale corporate and holiday events. Some of our areas of expertise are planning, marketing/promotion, budgeting, vendor coordination, design and fabrication. Treadway Events produces and owns events of our own as well. Treadway Events mission is to provide exceptional customer service, leadership, efficiency and top notch equipment rentals and one-of-a-kind experiences. Our #1 goal with all of our events is to support our communities through unique opportunities and experiences which bring people of all ages, races, shapes and sizes together as a whole and create everlasting memories.

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DEMOGRAPHICS



57%
MALE

43%
FEMALE



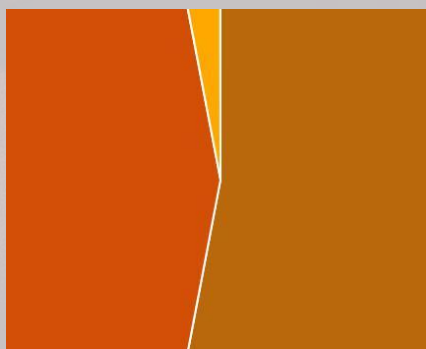
EDUCATION

NO COLLEGE	53 %
COLLEGE	44 %
GRAD SCHOOL	3%

AGE

17 and Under	0%	1 %
18 to 20		10 %
21 to 24		43 %
25 to 34		37 %
35 to 44		5 %
45 to 54		2 %
55 to 64		1%
65 and Over		1%

INCOME



0-50k	53 %
50-100k	44%
100-150k	3%

SUMMER SOIREE MARKETING OPPORTUNITIES

HEADLINER:

- All print materials designate you as a Headline partner.
- Sponsor and music fest led social media contests.
- Inclusion in event press releases.
- Inclusion in social media campaign; recognition on Facebook & Twitter.
- Verbal recognition during stage announcements.
- Customized on-site marketing opportunity (subject to approval)
- Ability to buy discounted admission tickets for employees, vendors or clients.
- Sponsorship mentioned in email blast to event database.
- Posting of sponsor-provided banner/sign at front entrance and exits.
- Logo included on all festival volunteer shirts.
- Logo on our event and company websites.
- 30 Complimentary VIP event tickets.
- Stage banner space (subject to size requirements).
- Your company as an advertised discount coupon pick-up location.
- 10x10 booth space at event
- Recognition on event websites.

\$3,500

PREMIER:

- Inclusion in social media campaign; recognition on Facebook & Twitter.
- Logo on all flyers and posters.
- Inclusion in press releases.
- Logo included on all festival volunteer shirts.
- Banner space near food cart area and restrooms.
- Your business as one of our advertised discount coupon pick-up locations
- Recognition on social media and website.
- 10x10 booth space at event.
- 15 Complimentary VIP event tickets
- Recognition on event websites.

\$1400

GOLD:

- Logo on all flyers and posters.
- Banner space near art exhibits and front gate.
- Inclusion in social media campaign; recognition on Facebook & Twitter.
- Inclusion in press releases.
- Your business as one of our advertised discount coupon pick-up locations
- Logo on our event and company websites.
- 10 Complimentary VIP event tickets
- Logo on all flyers and posters.
- Recognition on event websites.

\$750

SILVER:

- Your business as one of our advertised discount coupon pick-up locations
- Inclusion in social media campaign; recognition on Facebook & Twitter.
- Logo with link on our event and company websites
- 10 Complimentary VIP event tickets
- Logo on all flyers and posters.
- Recognition on event websites.

\$500

SOIREE:

- Inclusion in social media campaign; recognition on Facebook & Twitter.
- Recognition on event websites.
- Logo with link on our event and company websites
- Mention in email event email blast
- 20 Complimentary VIP event tickets

\$300

MARKETING AGREEMENT

Please complete and send back at the address listed below

Company / Organization Name: _____

Contact Person: _____

Contact Email: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____

Type of Product or Service _____

Package Name: _____ Investment Amount: \$ _____

Signature _____ Date _____

Please send a digital file of your logo to info@TreadwayEvents.com

Make checks payable to - **Treadway Events & Entertainment LLC.**

Total Amount Enclosed \$ _____ Check # _____

Thank you for supporting our local performing arts programs and Treadway Events!

Treadway Events & Entertainment

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WWW.SUMMERSOIREEPDX.COM