

# RUIDOFEST

JULY 7-9, 2017  
ADDAMS/MEDILL PARK  
PILSEN, CHICAGO



**Deadline!**  
TICKETS ONSALE  
FEBRUARY 11  
LINEUP ANNOUNCEMENT  
MARCH 16

## CHICAGO'S ONLY 3-DAY LATIN ALTERNATIVE FESTIVAL





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## EVENT SUMMARY

The 3rd Annual Ruido Fest celebrates youth-oriented Latin music and culture with internationally headlining acts from all over the Spanish-speaking world. We anxiously await our return to Addams/Medill Park on July 7-9, 2017.

Just steps from many of the institutions of the Pilsen Historic District, the neighborhood around Addams/Medill Park has been a destination for Mexican immigrants since the 1950's. The predominantly Latin section of Chicago's Lower West Side area is also home to a burgeoning arts and music scene that makes it one of the more culturally diverse locales in the nation. The event draws an urban audience with 2016 ticket sales in 40 states and 12 countries.



## KEY INFORMATION

**ATTENDANCE:** 35,000+ over 3 days

**VENUE:** Addams/Medill Park (1301 W 14th) Pilsen, Chicago, IL.  
(Various After-Party sites)

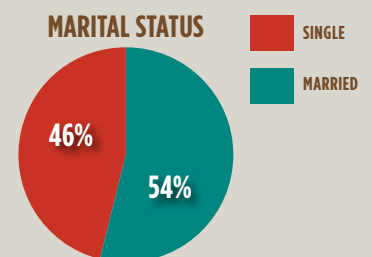
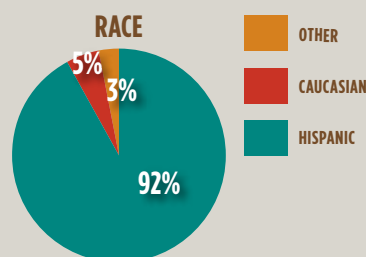
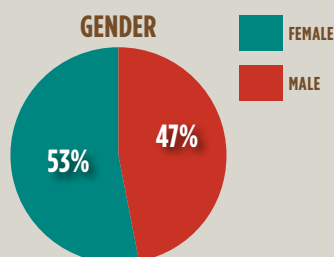
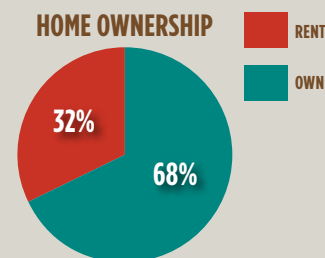
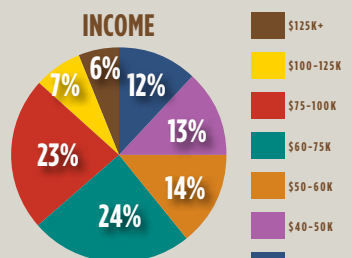
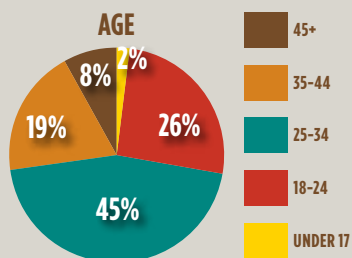
**MUSIC:** Multilingual Rock, Pop, Folk & Dance

**AUDIENCE DESCRIPTION:** 1st and 2nd generation Latin American adults make up our audience mostly from the city's southwest side as well as the western and northern suburbs.

**EVENT COMPONENTS:** Three main stages with 40+ acts over 3 days. Installation artwork from area art collectives, food from 20 local restaurants and clothing and lifestyle products from over 40 area vendors.



## DEMOGRAPHIC PROFILE



SOURCES: Ticketfly, Facebook, Twitter

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ONLINE



SOCIAL MEDIA



RADIO



OUTDOOR & STREET



PRINT & PRESS

Ruido will generate 10's of millions of impressions, through our comprehensive promotional programs and via the media outlets that provide Latin-focused content and entertainment news to their audiences.

## CONTENT GENERATION & ARTIST INTERACTION

Connecting brands with artists is a win-win for Ruido and our partner brands. Enhancing the experience of our fans and attendees leaves both our artist roster and brand roster better for the effort. Ask us about working with our media partners to generate unique, compelling original content during the event.

## PRESS EXPOSURE FOR YOUR SUMMER INITIATIVES

Align your summer ad campaigns and messaging with Ruido's through co-branded marketing campaigns that are designed, booked and executed directly by the festival's Director of Marketing. Our press staff can promote your activations directly to media in festival preview pieces and to the professional media industry. Unique sponsorship programs get the attention of local and national media, and we can assist you in promoting your efforts to the Latin music and culture press as well.

## STREET AND OUTDOOR ADVERTISING IN THE REGION

Some of our most impactful promotional efforts for brands focus not only on the end consumer, but also on retail and distribution clients. In store advertising, themed nights, co-branded incentive programs that drive traffic from the street to retail. We distribute 100,000+ flyers and posters throughout the Midwest, and can co-brand our materials to feature your branded message.



50M+ MEDIA IMPRESSIONS = 35M+ - PAID/PARTNERS, 15M+ - OWNED



150,000 PAGE VIEWS  
& 50,000 USERS ON  
RUIDOFEST.COM IN 2016



75,000 NEWSLETTER  
SUBSCRIBERS



16,000 LIKES



2,500 FOLLOWERS



4,300 FOLLOWERS

## 2016 MEDIA SUMMARY

### PARTNERS & PAID MEDIA



### ATTENDING MEDIA



### EARNED MEDIA COVERAGE





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## SPONSORSHIP INVENTORY

TURNKEY PRODUCTION | CREATIVE SERVICES | LOGISTICS SUPPORT

### ARTIST & FAN INVOLVEMENT

- Excursions and Private Fan Events
- Participation in Activation Activities
- Artist Signing Sessions & Private Meet and Greets
- Social Media Takeovers
- Branded Original Content Creation

### ACTIVATIONS & ONLINE

- Destination Travel & Hospitality Contests
- Ultimate Fan Sweepstakes
- Play-In and Vote-In Contests
- Pre/After Party Ownership and Branding
- Pre/After Party Tickets, VIP & Bottle Service
- Social Media Promotions & Branded Event Premium Giveaways
- In-Activation Video and Internet Content Feeds
- Stage, VIP Lounge & Component Ownership
- Branded Signage/Event Components:
  - Shuttles
  - Lockers
  - Air Conditioned Lounges & Restaurants

### BRANDING & CUSTOMER FOCUSED

- Employee & Customer Hospitality Lounges
- Retail and Distributor Volume Growth Initiatives
- Industry-Focused Vote-In Contests
- Employee Reward Experiences
- Customer Data Capture Programs
- College-sector Promotional Events
- Official Event Co-branded Merchandise
- On-Ticket Couponing and Promotion
- Festival Program Advertising



THANK YOU TO OUR 2016 SPONSORS!

