



**DRUM&BASSARENA  
AWARDS**

**2015 TUES 01 DEC @ ELECTRIC, BRIXTON**

**SPONSORSHIP  
OPPORTUNITIES**

# DRUM & BASS ARENA AWARDS

## DRUM & BASS ARENA AWARDS

It's the question that drives every D&B social network page, forum, and post-club afterhours session....who is the best DJ/live act/producer? The 7th annual Drum&BassArena Awards will answer that question!

The Drum&BassArena Awards attracts the industry's crème de la

crème and unites the drum&bass community across the globe to witness and celebrate the finest talent this exciting genre has to offer.

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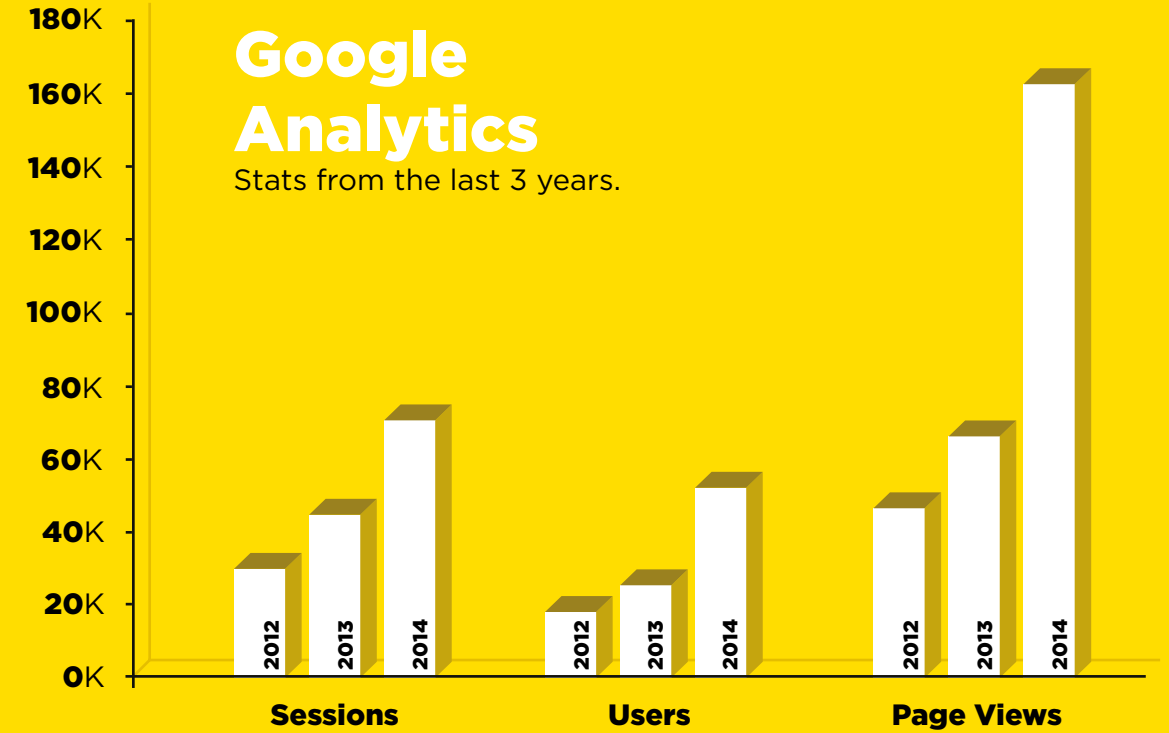
*Drum & bass history will be made once again as we roll out our iconic yellow carpet and host our sixth annual award ceremony.*



# Essential Stats



Drum&BassArena has successfully expanded in numerous directions, each one carrying the reliable hallmark its name has become renowned for: international live events and tours, merchandise, podcasts, bespoke video content and digital distribution.



**14,651 total votes**  
from 11,332 verified votes in 2014

**11,170 watched live Stream**  
20% increase from 2013

## Social Media Stats

Drum&BassArena has an extensive reach through various channels including social media.

**146,821**   
Facebook Likes

**33,574**   
Twitter Followers

## Audience Profile

The Drum&BassArena audience is highly loyal with a real passion for the genre and music in general.

20% Female

80% Male

It's a global audience with males making up the majority and mainly between the ages of 18 - 34yrs.

# Sponsorship Opportunities

Headline Sponsorship  
Partner Sponsorship



# Headline Sponsorship

## EVENT

1. Headline branding  
*e.g.* The Drum&BassArena Awards in Association with...
2. Logo on the Awards statues
3. Co-branding across the venue, press wall and event programme
4. Able for you and your guests
5. Branding on tickets

## MEDIA

1. Branding on the Awards dedicated voting site  
Logo on the Awards statues
2. Co-branding of all online inventory - web banners, hero images, event flyer, mailers etc
3. Branding on the live stream page, both before and during the event
4. Mentions in Drum&BassArena podcast with over 20,000 subscribers on Mixcloud

## CONTENT

1. Solus sponsor of the live stream, and all video footage both pre and post-event
2. Mentions and links on D&BTV

## SOCIAL

1. Mentions and tags in social posts across Drum&BassArena and UKF
2. Branding on social media graphic assets
3. Links back to your website when relevant



# Partner Sponsorship

We can offer beer and spirits pouring and branding opportunities at the event. In addition, the drinks partner can ensure the correct positioning of their brand with the industry by providing stock for the nominees tables.

**Futher branding to include:**

**1**

**Logo and link on the dedicated voting website**

**2**

**Logo and link from all mailers**

**3**

**Logo on the Awards programme**

**4**

**Logo on the press wall**



# Awards Categories

**1**

**Best DJ**

**2**

**Best Producer**

**3**

**Best MC**

**4**

**Best Newcomer**

**5**

**Best Newcomer  
Producer**

**6**

**Best Newcomer MC**

**7**

**Best Track**

**8**

**Best Album**

**9**

**Best Label**

**10**

**Best Video**

**11**

**Best Club Night**

**12**

**Best Festival**

**13**

**Best Live Act**

**14**

**Best International  
Event**

**15**

**Best Vocalist**

**16**

**Hall of Fame**



# Previous Sponsors/Partners

**serato**

<http://serato.com/> 2014



<http://redbull.com/> 2010 - 2014

**WOWee<sup>ONE™</sup>  
PRO**

<http://wowee.com/> 2012

**SENNHEISER**

<http://sennheiser.com/> 2013

# Contact

If you have any questions or would like to discuss other ways we can work with your brand, please don't hesitate to get in touch.

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