



FESTIVAL CLASSIC21

Offre 2024





DESCRIPTION

Classic21 will launch a special edition of its friendly & festive rock festival on Saturday June 1st to celebrate his 20th Birthday !

- The event will take place in Liège Country Hall
- Line up : TBC
- SAVE THE DATE : 19/02
- Ticket opening : 11/03
- Sold out action : May 27th to 30 th





ASSOCIATE YOUR BRAND *

This event is an opportunity for a partner to be part of a powerful musical event

- The sponsor will be integrated into the event's **media plan** : radio, digital and social media ;
- The partner will also be integrated into **activations according to its needs** - Contests- On-site activation ;
- The sponsor may also be present on site via **field visibilities** (banners, beach flag,...).



SOCIAL MEDIA & SITES

- Instagram : 2 stories handshake, 1 publication feed with Handshake ;
- Facebook : 1 publication handshake ;
- Site Classic 21 et APP RTBF.Be : Partner visibility around sequence content ;
- After movie with partner visibility (Production supported by Classic 21).



FIELD ACTION *

- On-site bar ;
- Location for sampling ;
- Visual of the brand on site.

* According to the field opportunities at the event place



COUNTERPARTS 2024



COUNTERPARTS	TOTAL	PERIOD
RADIO TRAILERS : <ul style="list-style-type: none"> • Festival promo • Sold out action 	50 25	2 weeks May May 11th to 15th
RADIO SPEAKS : Sold out action hosts speaks 1/day <ul style="list-style-type: none"> • Coffee on the rocks (6.00-10.00) • Tempo (10.00-12.00) • Lunch around the clock (12.00-15.00) • On the road again (15.30-19.30) 	16	May 27th to 30th
DIGITAL : <ul style="list-style-type: none"> • Newsletter Classic21 • Instagram stories « Handshake » + video promo sequence • Facebook post « Handshake » • Aftermovie / event (supported by Classic21) 	1 2 1 1	Thursday, May 30 Saturday June 1st End of May End of May
FIELD ACTIVATION : On-site visuals		Saturday June 1st
BUDGET EXCL. VAT : 31.000 €		



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