

# **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,...).



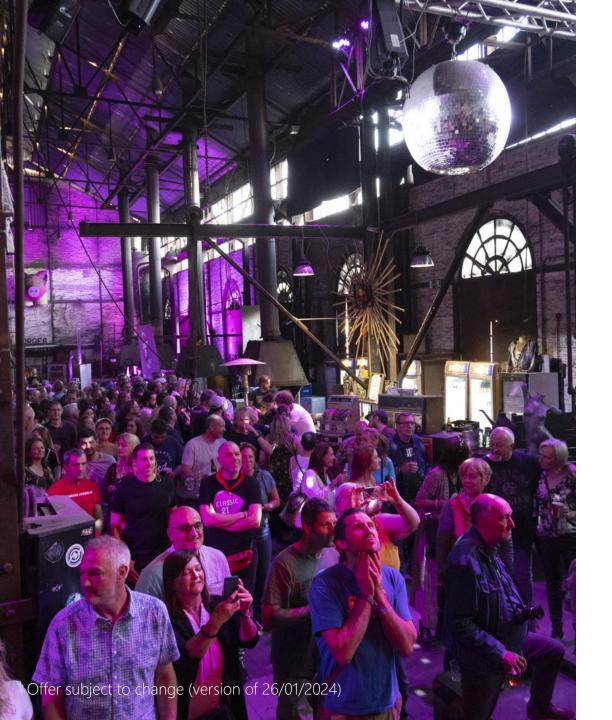




#### **SOCIAL MEDIA & SITES**

- 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.



## **COUNTERPARTS 2024**



COUNTERPARTS	TOTAL	PERIOD
RADIO TRAILERS :		
Festival promo	50	2 weeks May
Sold out action	25	May 11th to 15th
RADIO SPEAKS :		
Sold out action hosts speaks 1/day		
Coffee on the rocks (6.00-10.00)		
• Tempo (10.00-12.00)	16	May 27th to 30th
Lunch around the clock (12.00-15.00)		
• On the road again (15.30-19.30)		
DIGITAL :		
Newsletter Classic21	1	
<ul> <li>Instragram stories « Handshake » + video promo sequence</li> </ul>		Thursday, May 30 Saturday June 1st
Facebook post « Handshake »	1	End of May
Aftermovie / event (supported by Classic21)	1	End of May
FIELD ACTIVATION :		
On-site visuals		Saturday June 1st
BUDGET EXCL. VA1	「:31.000 €	



Offer subject to change (version of 26/01/2024)

