

The UK's leading leftfield promoters
Soundcrash and New Bohemia present...



"all the quirks of a Bestival but in a far
more beautiful and sunny setting"
— THE GUARDIAN

"Perhaps the summer's most beautiful site"
— TIME OUT

"Basically The Big Chill on sea"
— LONDON LITE

WWW.SOUNDWAVECROATIA.COM

SOUNDWAVE FESTIVAL CROATIA

23-25 JULY 2010

- Three days of amazing music and gorgeous weather.
- Located in the picturesque Croatian fishing village Petrcane, 3000 UK festival goers, 18—35 ABC1 & 2.
- Beach bars, boat parties and night clubs keep the party going away from the main stage.
- Hosted by established UK promoters Soundcrash and New Bohemia.
- Nationwide launch parties and club tour across 6 venues Feb—April 2010, reaching over 6000 people.

After a wildly successful launch in 2009, the Soundwave Festival returns to Croatia in 2010, promising to be bigger and better whilst retaining the unique spirit that made last year so special.

Located in the picturesque fishing village Petrcane, Soundwave offers a wonderful alternative to the UK's rain soaked festivals. With sunshine guaranteed and crystal blue seas, Soundwave is the perfect combination of summer holiday and music festival.

Pulling together some of the biggest names in leftfield dance music, 2009 saw artists such as Hexstatic, Alice Russell, The Bays, DJ Yoda, Tom Middleton and DJ Vadim entertain the capacity crowd across the main stage, beach bar, boat parties and club nights.

With the likes of Toddla T, Daedelus, Benji B, Smith & Mighty, DJ Format and DJ Vadim already confirmed for 2010, expect the flights to Croatia to sell out fast as sun loving music fans book their tickets for the party of the year.

SOUNDWAVE FESTIVAL 2010 LINE UP

Amon Tobin tbc / Zero 7 tbc / The Cinematic Orchestra / Belleruche
Smith & Mighty / Benji B / DJ Vadim / Toddla T / Mayer Hawthorne tbc
Stuart McCallum (The Cinematic Orchestra) / Kid Kanevil / Part Time Heroes
Joy Orbison tbc / Laura J Martin / Andreyana Triana Homecut / Bridgette Amofah
Bullion & Paul White.

Plus lots more to be announced.



DEMOGRAPHICS

The Soundwave Festival attracts a primary demographic of British 25–35 yr olds, with a secondary demographic of 18–24 yr olds. Soundwave's audience is an equal split of male and females.

In 2009, over 95% of ticket buyers came from the UK, with around 40% from London, 35% the north of England, 10% from south/south west England, 10% from Scotland, and the remainder from Continental Europe.

2010 PROMOTION PLAN

- A & P schedule November 2009–July 2010.
- £15,000 Print Advertising budget (last year adverts ran in Time Out, TNT, The Skinny, Leeds Student Mag, Out Of Hand, Hip-Hop Connection).
- Full Print, Online & Broadcast media campaign with PR announcements phased from November '09.
- 100,000 Soundwave Festival flyers distributed at targeted gigs and club nights throughout the UK and Europe.
- 5,000 Soundwave A3 posters displayed at all major cities throughout the UK and Europe distributed at live music venues, record stores and clothing boutiques.
- 2,500 Soundwave bill posters in London, Manchester, Bristol, Leeds and Brighton.
- New Soundwave website to launch Feb 2010 that will act as hub of all online activity throughout campaign.
- Fortnightly mailout to Soundwave's mailing list (60,000 people) and regular mailouts to the festival's regional promoters mailing lists (40,000 people).
- Marketing through ticketing partners TicketWeb, WeGotTickets, Leeds Tickets, SeeTickets and LastMinute.com, and label partner ticket shops (Ninja Tune etc).
- Launch party and pre-festival UK club tour across 6 venues Feb–April 2010, reaching over 6000 people.

MARKETING AND PR

Soundwave employ Name Music to manage their PR campaign and brand partnerships. One of the leading music PR and marketing companies in the UK, Name will ensure that brand partnership activity is fully exploited through local, national and international media, and that all partnership activities achieve their full potential.

In 2009 Soundwave's PR campaign alone reached 8 million people, with a media value of over £50,000.



BRAND PARTNERSHIP OPPORTUNITIES

After the massive success of 2009, the Soundwave Festival is one of the most interesting new lifestyle / cultural properties around. The combination of a breathtakingly beautiful site, real music lover's line-up and one of the most clued up, fun loving crowds around means that the festival can only get bigger and better.

In 2010 Soundwave is interested in developing unique partnerships with relevant brands that improve the experience for festival goers as well as ensuring that all parties receive the maximum benefit and added value from any such activities.

For key levels of partnership the listing and branding is carried on advertising, press, websites and marketing of the festival, ensuring your brand will benefit from huge awareness potential and the combined media value of all marketing and PR activity.

For brands that wish to be even more involved in the festival's future, opportunities also exist ranging from hosting one of the many boat parties and club nights, to involvement in the beach bar or the main stage, branding of the transfer bus from the airport right up to co-presentation of the festival itself.

SOUNDCRASH & NEW BOHEMIA

Branding partnership opportunities also exist with Soundwave promoters Soundcrash and New Bohemia's UK events. Two of the leading independent promoters in the country, their events at venues such as Koko, The Roundhouse and The Shepherds Bush Empire in London, Concorde in Brighton, the O2 Academy, Faversham and HiFi Club in Leeds, The Arches In Glasgow, Fiddlers in Bristol and the Deaf Institute in Manchester have featured some of the biggest names in hip-hop, electronica and leftfield music.

Notable past events have included:

- The Cinematic Orchestra, at the Royal Albert Hall.
- Mos Def at the Shepherds Bush Empire.
- Roots Manuva at Koko.
- Mr Scruff at Blank Canvas in Leeds.
- Fat Freddy's Drop at the University of Leeds.



SOUNDCRASH

London promoters Soundcrash have been making a big noise for several years now, recently placing third in The Independent's guide to the best UK club nights.

Their monthly roadblock sessions at Cargo and Koko in London, regular shows in Bristol and Glasgow and spectacular one off events at The Roundhouse, The Forum, Shepherds Bush Empire and even The Royal Albert Hall, have consistently promoted quality leftfield music, from up and coming DJs and producers to some of the biggest names in hip-hop, breaks and beats including The Cinematic Orchestra, Mos Def, Method Man, Roots

Manuva, DJ Krush and Hexstatic.

Soundcrash Coming up:

- Trojan Sound System, Brighton Concorde, 20th February.
- Videocrash Special feat DJ Yoda and Special Guests, HMV Forum, 10th April 2010.
- Bonobo at the Roundhouse, May 29, 2010.
 - KRS1, HMV Forum, June tbc.



NEW BOHEMIA

NEW BOHEMIA

Representing the very best in Hiphop, Funk, Soul, Broken Beat, Dancefloor Jazz, Latin, Reggae, Afrobeat, Dubstep, Disco and all things nice, New Bohemia have been making the North of England sound a lot better for more than 4 years now.

Voted in the Top 5 'Best Clubnights In The Country' on Giles Peterson's BBC Radio 1 Worldwide Show, their parties in Leeds, London, Liverpool, Manchester and now London, are amongst the best in the country prompting outpourings of love from the likes of Mr Scruff and Roots Manuva.

Coming Up:

- New Bohemia's 6th Birthday Pt 1 with Mr. Scruff, The Faversham, Leeds, 23rd April.
- New Bohemia's 6th Birthday Pt 2 with Mary Anne Hobbs, Gentlemans Dub Club, DJ Derek, The Faversham, Leeds, 30th April.
- Bonobo Live, Leeds University 5th May.

WATCH THIS VIDEO FOR A TASTE OF LAST
YEARS SOUNDWAVE FESTIVAL:



For more information or to discuss branding partnership
opportunities please contact:

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NAME