



Jellyfish

FESTIVAL

June 4th & 5th 2022

On the beach @ Caroline Street
off the world famous Boardwalk,
in Ocean City, Maryland

MUSIC-CRAFT BEER-VENDORS-BEACH FITNESS & MORE

PRESENTED BY

LIVEWIRE MEDIA & EVENTS



Support our community through sponsorship of the Jellyfish Festival, and convey your company's support of Ocean City, Maryland as a fun family friendly destination.

By putting Jellyfish on the map, we open a valuable channel for increased tourism and commerce, which benefits the entire community.

More than 7,000 residents and adventurous tourists from all over the east coast and beyond attend the summer festival each year, and we would love to have you join us in creating a legacy of entertainment.

THE JELLYFISH FESTIVAL

Located on the beach in Downtown Ocean City, we offer sponsorship levels and many different benefit packages for the annual summer Festival. Including on-site activation opportunities, brand inclusion on collateral materials, online and in-media announcements, social media promotions, VIP passes for staff and clients and much more.



A MUSICAL MOVEMENT ON THE BEACH FOR ALL TO ENJOY

In 2019, at our inaugural festival, we had 20,000 visitors at Jellyfish and over 5,000 ticketed attendees.

In 2021, we had an estimated 150,000 people strolling along on the boardwalk and upwards of 5,000 on-site visitors to the festival.

This year's event plans to be the largest yet! With the June 4th - 5th weekend, bringing many families to Ocean City, the Jellyfish festival is projected to bring in 10-15,000 attendees over the weekend, and total walk-by traffic of 75,000 people on the Boardwalk per day!



With approximately \$2.1 million dollar renovations and upgrades to Ocean City's famous Boardwalk, to be completed in April 2022, will mark the beginning of this year's special events, with the Jellyfish Festival kicking off the season!

With this year's new revamped plan, the festivities will reach from Dorchester Street down to North Division Street covering miles of Ocean City beach and Boardwalk!

OUR TEAM

'B-RAD' - LIVE WIRE MEDIA & EVENTS

Founder and Director

ANN HILLYER - SHORE CRAFT BEER

Assistant Director

OUTER CONTROL

Media, Marketing and Promotions

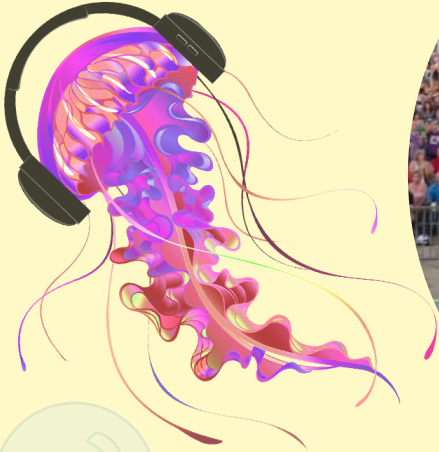
COZY RECORDINGS

Musical Operations



Jellyfish

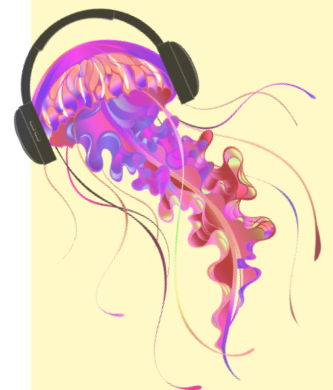
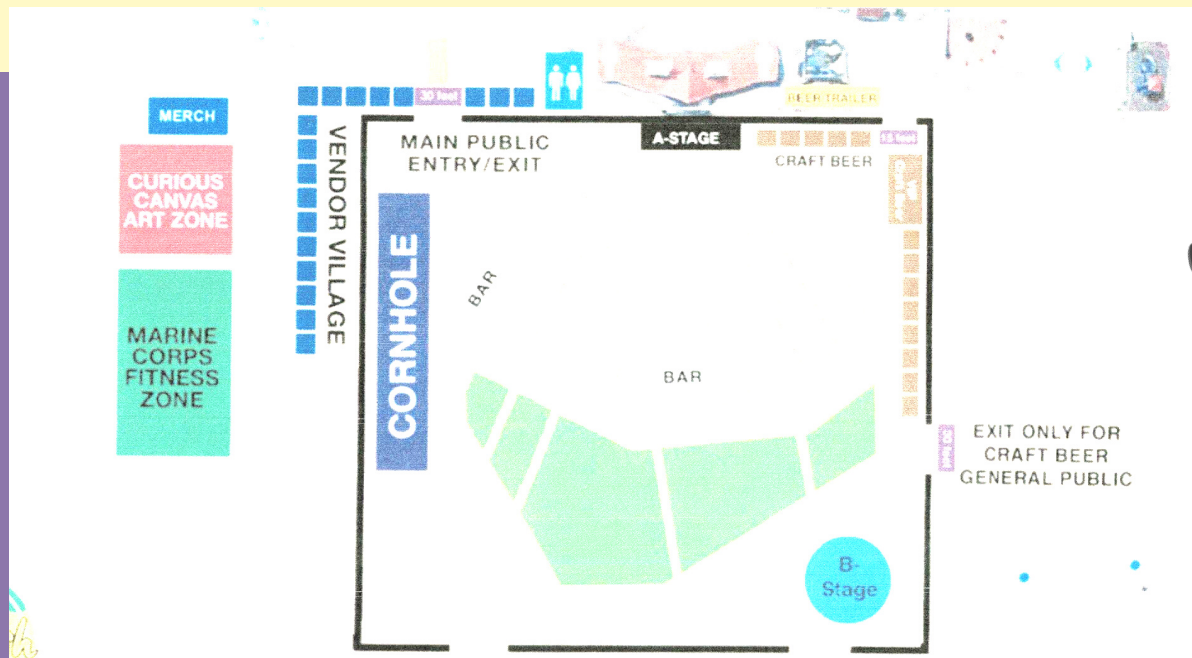
FESTIVAL



FESTIVAL LOCATION

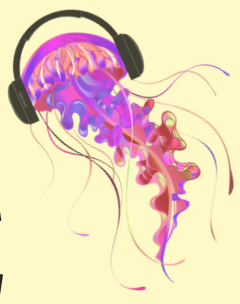


Ocean City, Maryland is one of the most popular vacation areas on the East Coast. Warmer months attract the most tourists due to the incredibly clean beaches, the world famous boardwalk and seasonal sport outdoor activities. Ocean City, Maryland is a family friendly resort and the Jellyfish Festival fits perfectly into the culture of the community. Local businesses will benefit from the increased traffic in June and our attendees will benefit from a beach festival experience.





JELLYFISH MAIN STAGE



It is here, during the peak season,
in the prime location of Ocean City,
where renown artists and musicians take the main stage
and give unforgettable performances with uplifting and
positive energy.

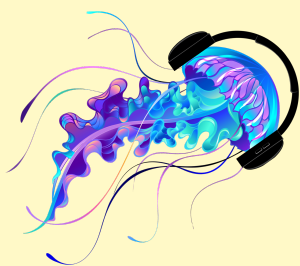
Every year the musical talent featuring emerging artists
and regional stars. With Ocean City's iconic pier as a
backdrop, this event is unlike any other. The Jellyfish
Festival is a perfect way to kick off your family friendly
vacation.

With 10 bands over two days its can be a great event for a
couples getaway or weekend with friends.



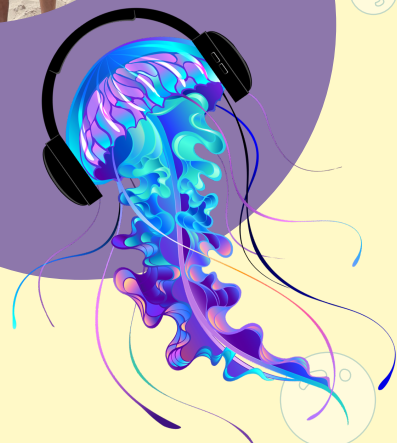
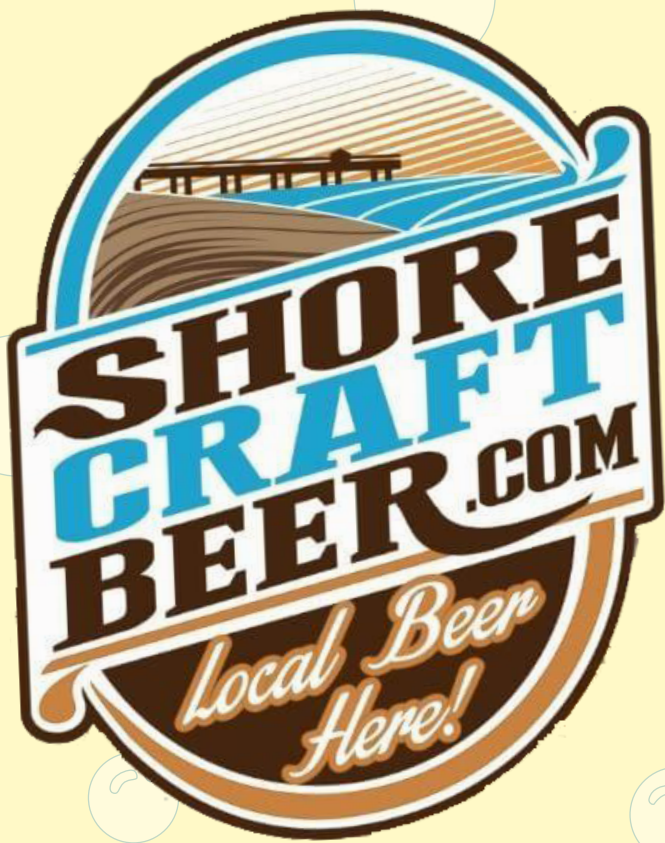


IT'S A JELLY KIND OF VIBE



Located behind the main stage, you'll find the Jellyfish Village. It will be two overflowing blocks of live music, exclusive Shore Craft Beer Stands, The East Coast Cornhole Championship, Marine Corps fitness zone, a secondary Dj, an unplugged stage ran by Cozy Recordings, as well as many different vendors, artist tents, concessions and so much more!





SHORE CRAFT BEER FEST

Nothing says Ocean City like your feet in the sand and a cold craft beer in your hand while you listen to live music.

We will feature local craft beers from more than 10 breweries up and down the Shore and across Maryland.

You will be able to sample beers or grab a pint as you listen to the live music and watch the ocean lap the shore.



Located in the

Jellyfish
FESTIVAL

BE A CATALYST IN OCEAN CITY'S ANNUAL JELLYFISH FESTIVAL!

This is your opportunity to support an event like no other, that will support Ocean City's community in so many ways.

The Jellyfish Music Festival has the platform, opportunity and traffic to help any brand, sponsor, or company achieve their marketing goals.

As the pandemic reaches a close, and the need in our community for a sense of togetherness and a little let-loose fun, what could be better than a youth-based family friendly festival on the beach during a perfect time of the year.

There are multiple ways to be a partner/sponsor this event and interact with the public through many different options included in this package. As well as many significant marketing opportunities to spread your business or brand through our distribution network.

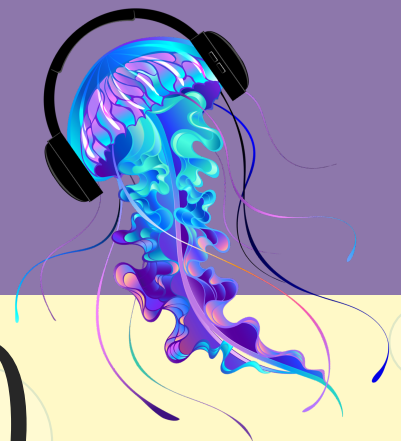


THE MAIN ACT

1 LEAD SPONSORSHIP AVAILABLE

YOUR COMPANY PRESENTS THE JELLYFISH FESTIVAL

- Festival Naming Rights to encompass the entire Jellyfish Festival, making you the top tier supporter
- Branding the entire festival to include your company name and/.or logo
- Name & Logo in premium position for all marketing material (including website, social media, emails and program flyers)
- Premium placement on ALL marketing to include: ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout entire festival
- Premium signage placement at all Festival stages
- Opportunity to distribute collateral material at all Festival locations with unlimited booth space onsite (if requested)
- Live acknowledgment as Lead Sponsor from select performances at ALL concert stages
- Full page ad in the event program, over 20,000 printed
- 100 Complimentary VIP Festival Passes (over \$2000 value)
- 20 Complimentary Shore Craft Beer Festival Passes



\$15,000

2022

SPONSORSHIP PACKAGES

PIPELINE

4 SPONSORSHIPS AVAILABLE

- Festival Naming Rights to encompass the entire Jellyfish Festival
- All zone marketing rights
- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Opportunity to distribute collateral material at Festival with unlimited booth space onsite
- Live acknowledgment from select performances at unplugged concert stages by Cozy Recordings
- Half page ad in the event program, over 20,000 printed
- 25 Complimentary VIP Festival Passes
- 10 Complimentary Shore Craft Beer Festival Passes

\$8,000

NEW WAVE

- Jellyfish Village zone marketing rights
- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Opportunity to distribute collateral material at Festival with 20 x 60 booth space onsite (if requested)
- Live Acknowledgment from select performances at Dj stage in Jellyfish Village
- Quarter page ad in the event program, over 20,000 printed
- 20 Complimentary VIP Festival Passes
- 5 Complimentary Shore Craft Beer Festival Passes

\$5,000

BIG SWELL

- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Opportunity to distribute collateral material at Festival with 20 x 40 booth space onsite (if requested)
- Logo on multiple sponsors page in the event program, over 20,000 printed
- 15 Complimentary VIP Festival Passes

\$3,000

SHOREBREAK

- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Opportunity to distribute collateral material at Festival with 20 x 20 booth space onsite (if requested)
- Logo on multiple sponsors page in the event program, over 20,000 printed
- 10 Complimentary VIP Festival Passes

\$2,000

ON-SITE ALCOHOL SPONSOR (beer, wine, & seltzer only)

- Have your alcohol be the premier brand at the Jellyfish Festival. We are estimating 4 - 5 thousand festival attendees
- Not only will your brand be projected throughout the festival, physically, visually and through advertisements but you will have the unique opportunity to sell your beverage to concert goers on the beach.
 - Exclusivity with your specific brands to be poured
 - We facilitate purchasing and pouring of chosen brands
- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Logo on multiple sponsors page in the event program, over 20,000 printed

\$7,500

OFF-SITE ALCOHOL SPONSOR

- Your brands will be featured at our Tentacle Venues
- Not only will your brand be projected throughout the festival, physically, visually and through advertisements but you will have the unique opportunity to sell your beverage to concert goers on the beach.
 - Your brand will be prominently displayed & pushed to the patrons
 - New Products can be sampled
 - Marketing teams can be placed
 - Promotions to incentivize building consumer traffic will be performed
- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Logo on multiple sponsors page in the event program, over 20,000 printed
- 10 Complimentary VIP Festival Passes

\$3,000

TENTACLE HUB VENUES

(Limit of 5
Hubs)

- One of Five venues in Ocean City, on June 4th & 5th, that will have Jellyfish Festival selected entertainment at your establishment
- Crowd traffic driven to your bar or restaurant throughout the weekend and being presented as an official hub for all Jellyfish patrons. An estimated 5,000 + Festival ticketed attendees & 20,000 + Festival visitors
- Establishment acknowledgement and crowd directing to your business before and following different Jellyfish events
 - Your brand will be prominently displayed & pushed to the patrons for their business
 - Live announcements throughout entire Jellyfish weekend
 - Promotions will be ran, giving Jellyfish Festival attendees an agreed upon discount to redeem at your business thus giving them more incentive to visit your establishment
- Logo Included in ALL marketing to include: emails, ads, news prints, links on official website, significant social media mentions, promotion via radio ads, tv ads, and all signage throughout Jellyfish Village
- Logo on multiple sponsors page in the event program, over 20,000 printed
- 10 Complimentary VIP Festival Passes

\$2,500



VENDOR PACKAGES

8 X 8
\$300

10 X 10
\$400

10 X 20
\$700

Products, services, art, and apparel can ALL be displayed and sold in Jellyfish Village!

Not only will your business be projected throughout the festival, physically, visually and through distribution of your marketing material, you will have the unique opportunity to sell your services or product to concert goers on the beach!

NON-DISPLAY SPONSOR VENDOR - CUSTOMIZED PACKAGES BASED ON LEVEL OF SUPPORT

(Vendors need to provide their own table, booth setup and/or tent. Jellyfish does NOT provide electricity and you must disclose if generators are being used as to abide with and share information with the Fire Marshall's office. Thank you for your understanding)

ZONE / ACTIVITY PACKAGES

MAIN 'A' STAGE

- Signage & banners displayed on the 'A' Stage
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 25 Complimentary weekend passes
- On-site booth available

\$3,500

COZY RECORDINGS UNPLUGGED STAGE

- Signage & banners displayed on 'B' Stage
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 15 Complimentary passes
- On-site booth available

\$2,500

CRAFT BEER ENTERTAINMENT & ALCOHOL ZONE

- Signage & banners displayed in the north end of the Festival
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 10 Complimentary passes
- On-site booth available

\$2-3,000

VENDOR VILLAGE

- Signage & banners displayed throughout the Jellyfish Village
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 20 Complimentary passes
- On-site booth available

\$3,500

EAST COAST CORNHOLE CHAMPIONSHIP

Maryland Cornhole is partnering up with Jellyfish Festival to create the No.1 East Coast Cornhole Tournament with a \$2,500 cash purse. This is an emerging professional sport that your business or brand could benefit from sponsoring.

- Signage & banners displayed throughout the playing area
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 10 Complimentary passes
- On-site booth available

\$2,300

USMC FITNESS ZONE

- Signage & banners displayed throughout the United States Marine Corps League fitness zone
- Logo Included along with other sponsors in Festival promotional marketing to include TV commercials
- Logo on multiple sponsors page in the event program, over 20,000 printed
- Placement on the website and logo placement in the event program
- 10 Complimentary passes
- On-site booth available

\$2,300



The 2022 Jellyfish Festival, is the most exciting 2 day Music Festival to be produced in Ocean City, Maryland. We thank you for your consideration to take part in this epic event on June 4th & 5th, 2022.

The Jellyfish Festival adds a new dimension to the standard of musical festival formats. This concept, hosted on the beach, enhances the perceived value and would give festival attendees an entirely unique event experience, with each attendee taking home a once-in-a-lifetime experience.

We can work to create a custom package to better fit your needs. Be sure to come out to the show and share this life changing experience with us. Also, we ask that you kindly pass this information to whom you see fit, to help us reach our goal.

THANK YOU FOR YOUR SUPPORT!



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