

Getinbed

EVOLUTION 2010  
30 - 31 MAY





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## OVERVIEW

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Year on year the team behind Evolution never fail to front a sensational line-up and year on year the population of Newcastle and Gateshead never fail to throw themselves whole heartedly in to what is increasingly heralded as the best music festival that the North East has to offer.

Starting out life as a free music festival some 9 years ago, the event has since grown to encompass both side of the Newcastle and Gateshead quaysides as it sets up camp in the shadow of the Baltic Gallery and the Millennium Bridge. In addition, 2009 saw the event double its offering with a full second day of top notch live music. Taking place across the last bank holiday weekend in May, the event is often looked upon as a marker of what acts you'll be seeing throughout the summer festival season. Whether it be show stopping headline performances from Dizzee Rascal and the Friendly Fires or breaking sets from the likes of Esser through to Ebony Bones, Evolution never fails to delight.

Moving in to 2010, the event has yet more plans for expansion as its set to add a new 2k capacity event space to the site which will see the event grow its music offering to include a folk and roots stage. Intended to cater for the increasing presence of a secondary 25 - 35yr old demographic, the new arena will have a chilled out atmosphere adding a new dynamic to the event.

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## STATS

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- 2 days of music for an up front party crowd
- 35,000 dedicated gig goers per day
- The largest music event in the North East
- 2 main stages + new arena added for 2010

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## AUDIENCE

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- Attracting a primary demographic of 18 - 24yr olds and a secondary of 25 - 35 yr olds
- Expect a style conscious and music savvy audience
- Primarily from Newcastle and Gateshead

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## OPPORTUNITIES

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- Arena Sponsorship
- Experiential
- Sampling
- Pourage
- Advertising



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## MUSIC

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Previous acts include..... The Wombats | Human League | White Lies | Imelda May | Boys Noize | Chase & Status | Kissy Sell Out | Dizzee Rascal | The View | The Maccabees | Little Boots | Mystery Jets | Friendly Fires | Ladyhawke |

2010 line-up to be announced imminently

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## PRESS

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'Festivals on rambling estates are all very well, but the industrial setting of the Evolution Festival, the north east's biggest music event, is no less impressive'  
**Guardian**

'Top Tyneside shindig stands out from proliferation of music festivals'  
**Grazia magazine**

'With stellar line-ups and exhilarating atmospheres for two years running, Evolution is constantly justifying a price tag'  
**Clash magazine**

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## PREVIOUS PARTNERS INCL.

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Orange | Lucky Strike | Heineken | Rizla | Red Bull | Strongbow | Northumbrian Water

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## BECOMING A PARTNER

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Our priority is to create partnerships that add value to all parties as well as the festival goer. We guarantee great return on investment as Evolution is supported by a through the line marketing and PR strategy which puts your brand directly in front of thousands of music mad families. At key levels of partnership the listing and branding is carried on advertising, press and websites of the festival, your brand will benefit from huge awareness potential and the combine media value of all marketing and PR activity. Partnering with Evolution aligns your brand with one of the most exciting music / lifestyle properties currently in the market place.

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## MARKETING & PR

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- A & P schedule Jan – May
- Strategic print advertising – NME, DJ Magazine, Mixmag, Uncut, Clash, OMM, The Guardian Guide, The Times, The Big Issue + Key local titles
- 100,000 flyers distributed at key local and national music events, venues and targeted fashion outlets.
- 1,000 full colour A3 posters at key local locations.
- 25,000 inserts in flyer packs. (eg Don't Panic)
- PR announcements phased from January (Full print, broadcast and online campaign reached in excess of 26m impressions in 09)
- Targeted competition placement - opps for sponsor to contribute added value and run own competitions.
- Regular mail outs to a database of 65k dedicated Evolution subscribers + an additional 400,000 users via partner databases incl. Metro Radio.



# FESTIVAL SNAPSHOT



**“BOOK YOUR TICKETS TO SPOT THE BEST BANDS OF NEXT YEAR, THIS YEAR”**

ELLE MAGAZINE



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