



TOMORROWLAND 2023

BELGIUM
JULY 20-24, 2023



01

ATTENDANCE: ~200K/WEEKEND

02

GENRES: ELECTRONIC, POP, HIP HOP, DANCE, EDM

03

LOCATION: PROVINCIAAL RECREATIEDOMEIN DE SCHORRE; IN BELGIUM

04

DATES: JULY 20-24 & JULY 27-31, 2023



WWW.TOMORROWLAND.COM



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QUICK FACTS



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FACT #1

An electronic dance music festival founded in 2005 in Belgium

FACT #2

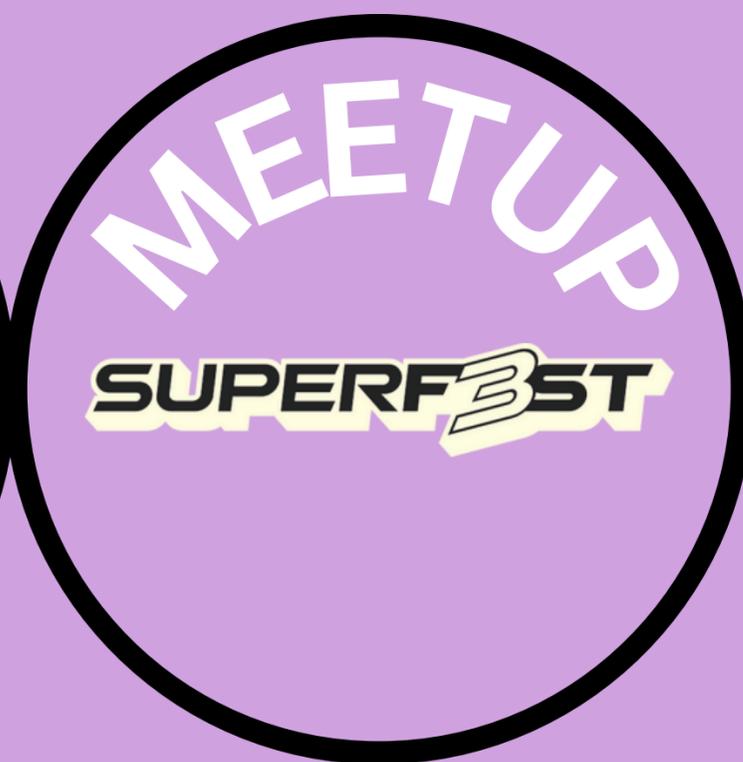
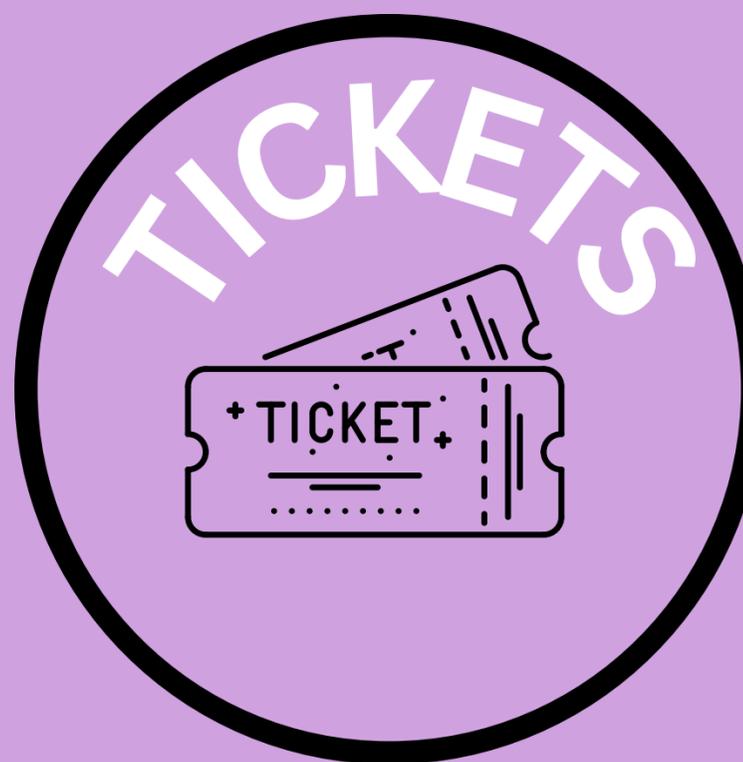
Tomorrowland has released 3 NFTs to build community and reward holders; including perks such as ticket allowlist and secret shows

FACT #3

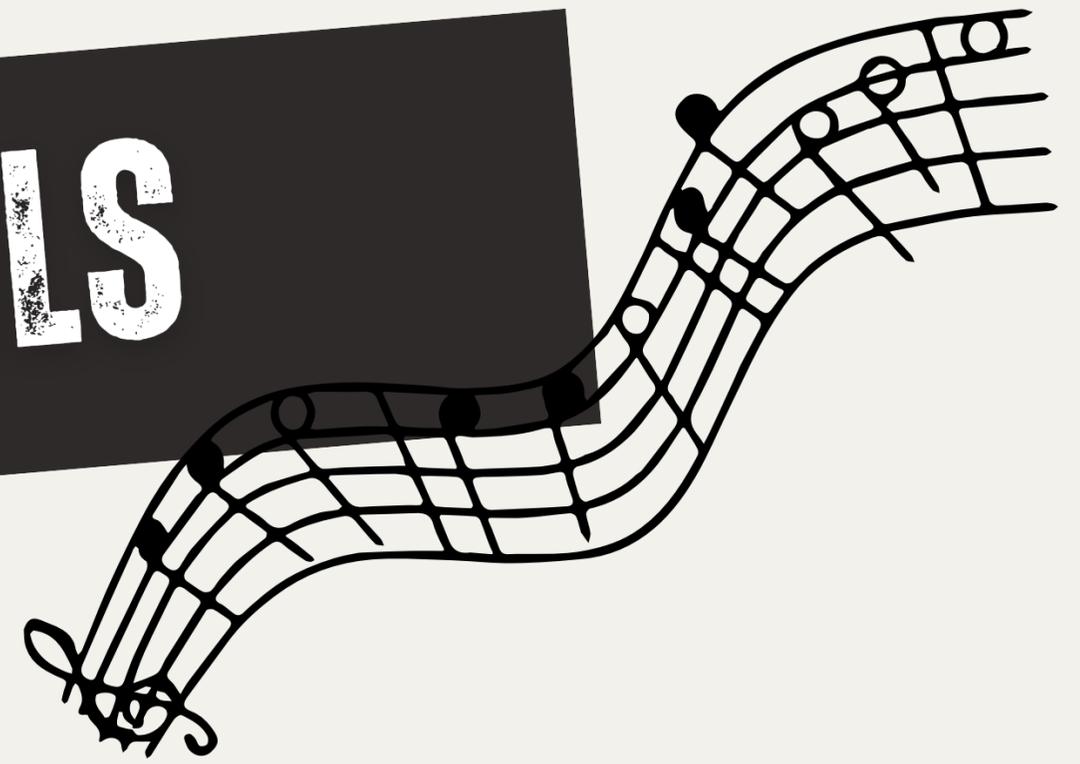
Nominated for Best Major Festival from the European Festival Awards from 2009-2017; won the award in 2012



PROPOSAL REQUEST



REQUEST DETAILS



TICKETS: SPECTACULAR EASY TENT 4P COMFORT PACKAGE

MERCH: SUPERF3ST BRANDED SHIRTS, FLAGS, & FLYERS (WITH QR CODES)

SUPERPASS: TO GIVE AWAY TO SOMEONE WE MEET AT THE FESTIVAL

MEETUP: WITH POTENTIAL ARTIST FOUNDERS (DEPENDENT OF LINEUP)

01

ALLOWS QUICKER ENTRANCE TO THE FESTIVAL, BETTER RESTROOMS, AND SPECIAL VIEWING DECKS FOR EXCLUSIVE STAGE VIEWS.

02

PREMADE CAMPSITE WITH THE ESSENTIALS. THIS HELPS MAKE THE FESTIVAL MORE SUSTAINABLE. THIS ALSO ALLOWS US TO SET UP CAMP SUPERF3ST WHERE WE CAN SPREAD THE WORD AND HOST ACTIVATIONS

03

ACCESS TO CHILL-OUT AREAS AS WELL AS BALANCE & RECOVERY AREAS TO HELP KEEP YOUR BODY RIGHT. GIVING US PLENTY OF AREAS TO TALK TO PEOPLE ABOUT SUPERF3ST AND EXPLORE THE CAMPGROUNDS

04

ACCESS TO "THE GATHERING" WITH SURPRISE ARTIST PARTY ON THE DAY BEFORE THE ACTUAL FESTIVAL. THIS WILL ALLOW US TO SEE ASPECTS OF A FESTIVAL THAT NOT EVERYONE SEES. A GREAT LEARNING OPPORTUNITY

05

ACCESS TO A MARKETPLACE OFFERING A VARIETY OF FOOD, SHOPS, SUPERMARKETS, BAKERY, AND MORE. THERE ARE MANY ASPECTS TO A FESTIVAL THAT HELP A FESTIVAL SUCCEED!

*NOTE WE ARE PURCHASING 4 TICKETS DUE TO BUNDLE PACKAGES OFFERED WITH CAMPING. WE ARE OPEN TO SELLING THE 4TH TICKET TO RETURN MONEY TO THE SUPERF3ST TREASURY. IN ADDITION, THIS 4TH TICKET COULD BE USED AS GIVEAWAY ON SOCIAL MEDIA TO EXPAND OUR INTERNATIONAL FOLLOWING BEFORE THE FESTIVAL

*WE ARE REQUESTING VIP TICKETS WITH CAMPING DUE TO THE REASONABLE PRICES IN EUROPE (MORE DETAIL IN NEXT SLIDE)



TICKETS

GA VS. VIP

BEYOND ACCESS TO 3 DAYS OF MUSIC....

GA

VIP



ACCESS TO CAMP TENTS



ACCESS TO SOCIAL LOUNGES



ACCESS TO EXCLUSIVE STAGE VIEW AND ACCOMMODATIONS



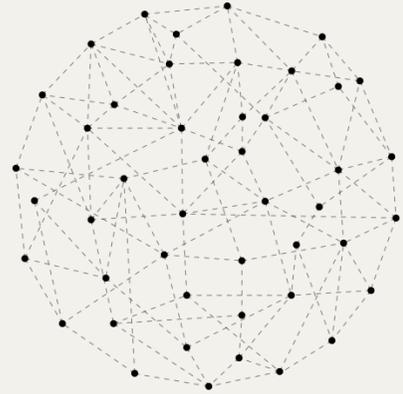
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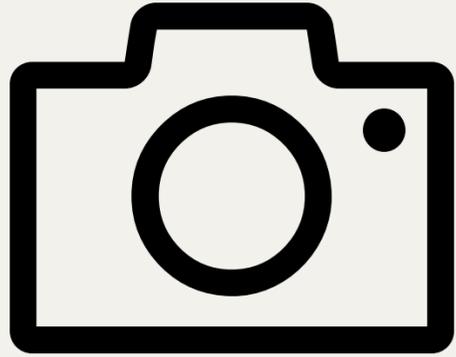
WHY VIP? NETWORKING



AS ORIGINAL MEMBERS AND FOUNDERS WITH A TRUE DEDICATION TO THIS PROJECT, WE BELIEVE VIP ACCESS WILL PROVIDE US WITH THESE AVENUES TO FURTHER NETWORK AND MARKET TO HELP GROW SUPERF3ST AWARENESS AND COMMUNITY

USE OF LOUNGES AND TABLES TO MEET NEW FRIENDS FROM ACROSS THE GLOBE IN A MORE INTIMATE SETTING, IDEAL FOR COLLABORATING, AND PROMOTING SUPERF3ST.

ACCESS TO EXCLUSIVE AREAS CREATES THE POTENTIAL TO MEET ARTISTS WE COULD HAVE AS POTENTIAL ARTIST FOUNDERS, ETC.



WHY VIP? CONTENT CREATION



WHAT BETTER PLACE TO CREATE GLOBALLY RECOGNIZED CONTENT TO SPREAD THE WORD ABOUT SUP3RFEST?

WITH ALL EXCLUSIVE (VIP) ACCESS TO LOUNGES AND MAIN STAGE TABLES, OUR SUPERF3ST SQUAD WILL BE ABLE TO CAPTURE PANORAMIC VIEWS OF THE FESTIVAL'S BEST MOMENTS. IN ORDER TO CREATE CAPTIVATING CONTENT, PROPER ANGLES, LIGHTING, AND VIEWS ARE ESSENTIAL. WE PLAN TO TAKE ADVANTAGE OF MAIN STAGE VIEWS TO CAPTURE CREATIVE, QUALITY TIKTOKS, REELS, AND SNAPS SHOWCASING SUPERF3ST (FLAGS, MERCH) AND THE MUSICAL MEMORIES AROUND THE EVENT.

WITH EACH OF US HAVING EITHER EDUCATION OR EXPERIENCE IN BUSINESS/SOCIAL MEDIA MARKETING, WE ARE CONFIDENT WE WILL CREATE SPECIAL CONTENT FOR THE SUPERF3ST FAM.



WHY VIP? **ADDITIONAL**



BEYOND SPREADING AWARENESS FOR SUPERF3ST, THESE ARE ADDITIONAL REASONS FOR VIP REQUEST:

- **EASY ACCESS TO ACCOMMODATIONS IN A FOREIGN COUNTRY, SUCH AS CAMPING GROUNDS, PRIVATE BATHROOMS, SHOWERS, AND VIEWING AREAS**
- **CAMPING TENTS COME FULLY EQUIPPED (PERFECT FOR TRAVELING ABROAD WITHOUT FULL GEAR)**
- **ACCESS TO POOLS, JACUZZIS, AND FREE APPETIZERS - SOME GREAT FEEDBACK CAN COME FROM HERE. MAYBE WE WILL LEARN THAT SUPERF3ST NEEDS A POOL**
- **ABILITY TO PARTICIPATE IN THE FULL EXPERIENCE OF ONE OF THE MOST CULTURALLY DIVERSE FESTIVALS IN THE WORLD (SOME DESCRIBE TOMORROWLAND AS THE DISNEY OF MUSIC FESTIVALS)**
- **OPPORTUNITY TO MEET AND NETWORK WITH NEW FRIENDS FROM AROUND THE GLOBE IN MORE INTIMATE SETTINGS**

COACHELLA

GA - \$600 VIP - \$1300



OUTSIDE LANDS

GA - \$450 VIP - \$1000



COMPARISON

LOLLAPALOOZA

GA - \$500 VIP - \$1300



TOMORROWLAND

GA - \$400 VIP - \$600



*Please note all ticket costs include estimated fees

FOUNDER DETAILS



FOUNDER	PASS NUMBER(S)	# OF TICKETS REQUESTED
GOLDDUB	#414	1
MANONTHEMOON	#395	1
HEREFORTHEVIBES	#1170	1
NOTE: WE ARE OPEN TO SUPERFLY OBTAINING TICKETS THROUGH SOURCES IF APPLICABLE		

ACTIVATIONS

01

CAMP SUPERF3ST: CREATE AN ALL INCLUSIVE CAMPSITE FOR PEOPLE ALL BACKGROUNDS/NATIONALITIES TO LEARN ABOUT SUPERF3ST AND ITS GOALS/MISSIONS

02

CONTENT CREATION: CREATE CONTENT FOR SUPERF3ST AT TOMORROWLAND AND THROUGHOUT EUROPE. CONTENT CAN BE USED TO ATTRACT NEW FOUNDERS FROM ALL ACROSS THE WORLD ON SOCIAL MEDIA

03

REPRESENTING THE FEST: WEARING SUPERF3ST APPAREL THROUGHOUT THE FEST, F3STER TOTUM, AND HANDING OUT SUPERF3ST FLIERS THROUGHOUT THE FEST

04

ARTIST FOUNDER MEETUP: THE POTENTIAL TO MEET WITH ARTIST FOUNDERS AND EXPAND THE IRL ACTIVATION OF SUPERF3ST (DEPENDENT OF LINEUP)

05

SUPERF3ST SPONSORED BREAKFAST WITH FREE FOOD/ALCOHOL FOR ATTENDEES; THIS EVENT WILL FOCUS ON TEACHING PEOPLE ABOUT SUPERF3ST AND GIVING INFORMATION ON WHERE TO BUY A SUPERPASS

06

ANOTHER ACTIVATION TO BE DETERMINED CLOSER TO TIME. THIS WILL DEPEND ON GROUPS WE ARE ABLE TO LINK WITH BEFORE THE FESTIVAL. A LARGER GROUP ACTIVATION WILL HELP SPREAD THE WORD

FOUNDER INVOLVEMENT

ACTIVATION(S)	LEAD	CONTRIBUTOR
CAMP SUPERF3ST	GOLDDUB	HEREFORTHEVIBES
CONTENT CREATION	MANONTHEMOON	HEREFORTHEVIBES
REPRESENTING THE F3ST	HEREFORTHEVIBES	GOLDDUB
ARTIST FOUNDER MEETUP	GOLDDUB	HEREFORTHEVIBES
SUPERF3ST BREAKFAST	MANONTHEMOON	GOLDDUB

ITEM	COST
BNA - BRUSSELS FLIGHT X 3	\$4700
HOTEL FOR 2 NIGHTS BEFORE	\$450
FOOD	\$600
EXPLORATION	\$300
UNEXPECTED COSTS	\$1000
<u>TOTAL OUT OF POCKET COSTS</u>	<u>\$7050</u>
TOTAL OUT OF POCKET COST/PERSON	\$2350



OUT OF POCKET COSTS

REQUEST	BUDGET
SPECTACULAR EASY TENT 4P COMFORT PACKAGE (WITH ONE TICKET FOR GIVEAWAY)	\$3602.90
FLAG/TAPESTRY	\$40
10 T-SHIRTS (SEVEN FOR GIVEAWAY)	\$200
300 FLYLERS	\$50
<u>OPTION 1 TOTAL</u>	<u>\$3817.9</u>
SELL 1 VIP TICKET AND RETURN FUNDS TO SUPERF3ST TREASURY	\$700
<u>OPTION 2 TOTAL</u>	<u>\$3117.9</u>

*Option 1 Includes using the extra vip ticket for a Superf3st sponsored giveaway vs. Option 2 includes selling the extra vip ticket and returning the funds to the treasury.



BUDGET

SUPERF3ST



SUPERF3ST ROI

INTERNATIONAL BRAND RECOGNITION

REPRESENTING SUPERF3ST IN A FOREIGN COUNTRY WILL ALLOW FOR INTERNATIONAL BRAND RECOGNITION

INTERNATIONAL COMMUNITY GROWTH

ATTENDING A FESTIVAL IN FOREIGN COUNTRY WILL ALLOW BRAND AMBASSADORS TO SHARE WHAT SUPERF3ST IS ABOUT AND RECRUIT NEW MEMBERS WHO MAY HAVE TYPICALLY NOT DISCOVERED SUPERF3ST. THIS IS IMPORTANT SINCE SUPERF3ST PLANS TO EXPAND INTERNATIONALLY IN THE COMING YEARS

COMMUNITY ACTIVATION

WITH SUPERF3ST WANTING TO MAKE LIFE A FESTIVAL, IT IS IMPORTANT THAT MEMBERS OF THE COMMUNITY ACTIVATE ON THE GROUNDS, ACTIVATING IN FOREIGN COUNTRIES WILL ALLOW FOR MEMBERS OF THE COMMUNITY TO MEET UP IRL

LEARNING EXPERIENCES

SUPERF3ST HAS THE GOAL OF BUILDING AN IRL MUSIC FESTIVAL. WITH TOMORROWLAND BEING ONE OF THE BIGGEST AND WELL KNOWN FESTIVALS, THERE ARE MANY LEARNING OPPORUTINIES FOR WHAT MAKES A FESTIVAL SO WELL KNOWN AND ESTABLISHED. ADDITIONALLY, LEARNING WHAT BRINGS SO MANY PEOPLE THERE

CONTENT

PICTURES OF COMMUNITY MEMBERS REPRESENTING SUPERF3ST IN A FOREIGN COUNTRY WILL CREATE CONTENT THAT WILL ATTRACK POTENTIAL NEW MEMBERS FROM ALL ACROSS THE WORLD. THIS CAN INCREASE THE SALES OF SUPERPASSES AND HELP INCREASE THE DIVERSITY OF OUR COMMUNITY

VENUE SCOUTING

WITH THE PLANS TO EXPAND INTERNATIONALLY, COMMUNITY MEMBERS WILL HAVE THE OPPORTUNITY TO SCOUT A POTENTIAL VENUE FOR THE INTERNATIONAL EXPANSION. IN ADDITION, WE WILL BE ABLE TO LEARN AND PASS ON WHAT MADE A VENUE GOOD AND HOW IT MAY DIFFER FROM WHAT WE ARE USED TO

CONTENT IDEAS



A "DAY IN THE LIFE" VLOG FOLLOWING OUR FESTIVAL EXPERIENCE FROM START TO FINISH OVER THE COURSE OF A DAY.

Q&A WITH FESTIVAL GOERS ASKING FOR THEIR FAVORITE ASPECT OF A MUSIC FESTIVAL OR SOMETHING EVERY MUSIC FESTIVAL NEEDS.

FILMING LIVE PERFORMANCES WITH SUPERF3ST FLAG GOING THROUGH THE CROWD



TEAM WRITE-UPS

WHY
TOMORROWLAND?



In 2015 I attended my first music festival and I instantly fell in love. Since then, I have attended numerous music festivals such as Coachella, Lollapalooza, Bonnaroo x6, Lights All Night, Buku Fest, Imagine Festival, and several others. Since my attending my first festival, I have always had the dream of attending Tomorrowland, a place of true unity and happiness. The cultural diversity and inclusion aspect of the festival really stands out to me. The festival only accepts a certain % of each nationality, making it difficult to go and requires extreme planning. Well luckily, I have been studying what it requires to go to Tomorrowland for several years now. This festival is a bucket-list adventure for most, but for me it is a requirement to attend. After attending the many festivals and shows, the festivals I must attend is becoming a shorter and shorter list, but Tomorrowland is at the top of them.

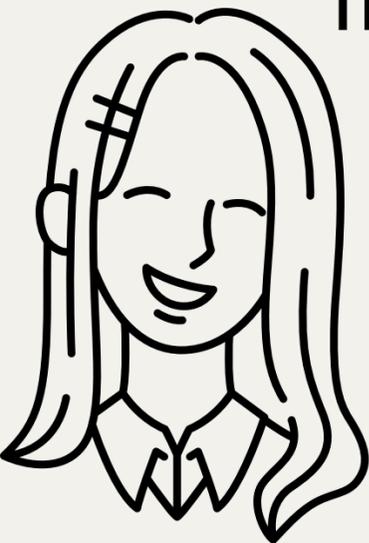
I believe Tomorrowland is the perfect field trip for Superf3st since it will bring international recognition to Superf3st. The Superfly team knows what it takes to run a festival in the US, but bringing back insight from Tomorrowland will help bring new insight and vision, which will help Superf3st turn into an international brand/festival.

GOLDDUB



In 2017 I went to Bonnaroo for my first festival. I saw so many music genres I love all at once, made new friends from all around the country, and left feeling so happy to have been a part of such a positive and loving community. Since 2017, I've been back twice, each with its own unique experiences, but the same contagious energy. After attending many festivals in the last six years, Tomorrowland stands as a dream festival to attend. I've heard Tomorrowland described as a "cultural phenomena". It brings people from all over the world, allowing a certain percent of each nationality to ensure its community diversity. The main stage is an art form in itself, and the production is unlike any other. I would love to experience this and share the mission of Superf3st with new friends from all different places. To me, Tomorrowland shows that no matter where you're from, what you believe, or what language you speak, music is something that unites us all. <3

I believe Tomorrowland is the ultimate field trip for Superf3st. Travel helps us learn. By immersing ourselves in a new country, with a culturally diverse crowd, we will learn what appeals to a mass audience. We will have the opportunity to share what Superf3st is all about and grow its community. This opportunity will help us learn how to scale Superfest to an international level by bringing back new perspectives.



HEREFORTHEVIBES

I didn't attend my first music festival until the summer of 2021, but I have fallen in love with the whole scene ever since then. In the past year and a half, I've attended around 14 festivals since that time, averaging almost one per month. The more I got into the scene the more I was able to realize what it takes to create a truly remarkable music festival. There were festivals that were extremely poor, some that were average, and some that were completely life-changing. While there are still a handful of festivals I have yet to experience, I feel like Tomorrowland needs to be at the top of that list. I've heard that Tomorrowland is one of the most imagination-defying experiences you can have on this planet. What better way to learn than from the people who have done it better than anyone else?

I believe Tomorrowland is a must-attend event. Experiencing the magic that comes from it first-hand would surely be able to offer Superf3st a lot of insight into what we can do to make our festival the best it can possibly be. Europe does things differently and I think it would be helpful to take notes from a non-US-based festival. This trip would also allow us to spread the word of Superf3st internationally and help us continue to grow and expand.



MANONTHEMOON



THANK YOU!

