

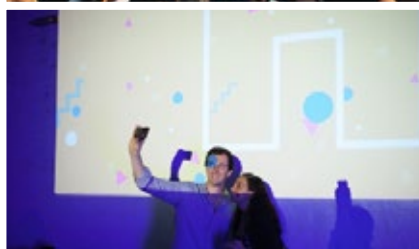


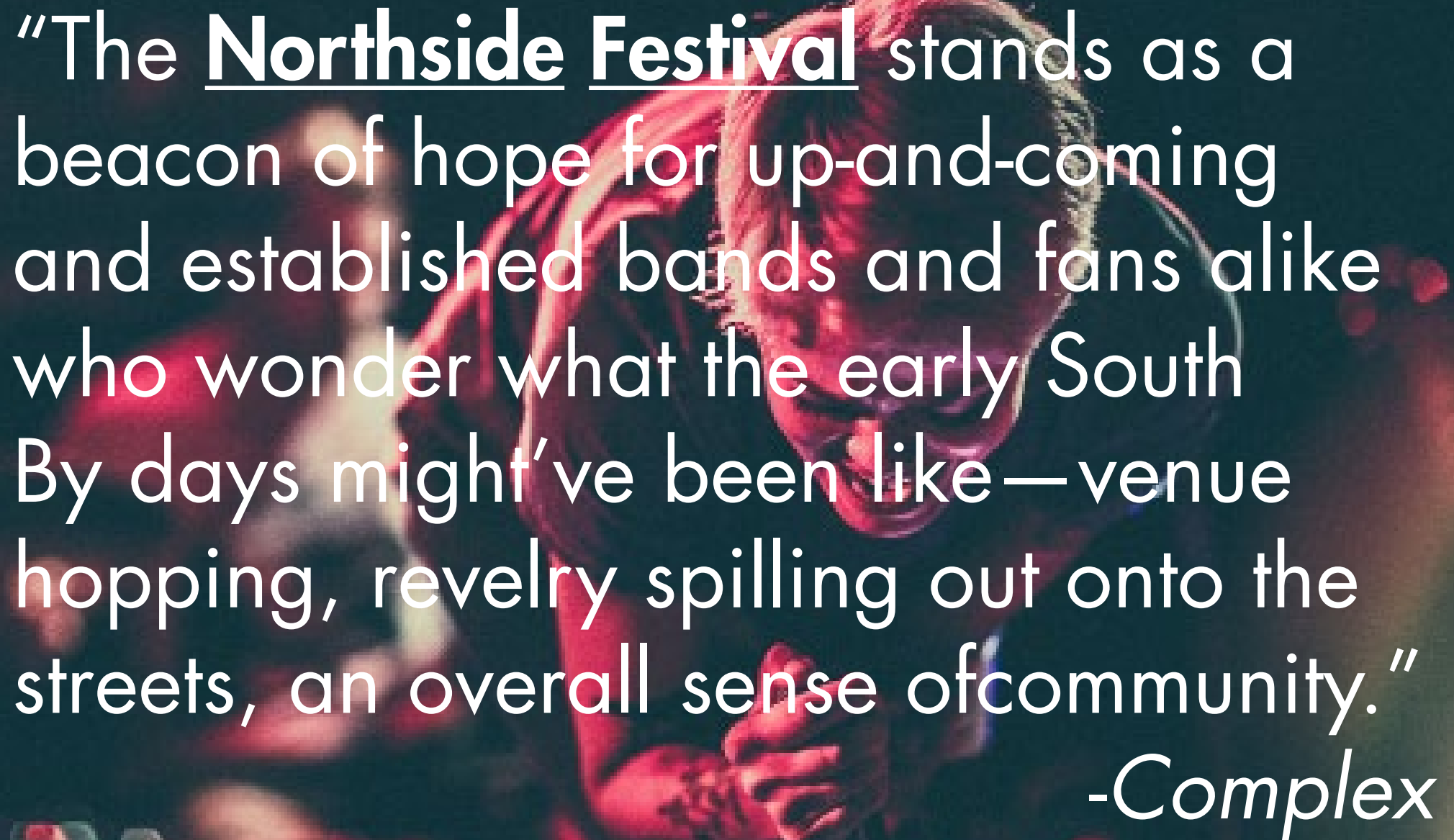
NORTHSIDE

JUNE 8 - 14, 2015 • BROOKLYN

400 BANDS 150 SPEAKERS 50 FILMS

FESTIVAL HIGHLIGHTS





“The Northside Festival stands as a beacon of hope for up-and-coming and established bands and fans alike who wonder what the early South By days might’ve been like—venue hopping, revelry spilling out onto the streets, an overall sense of community.”
-Complex

"More music than anyone could possibly attend."

- *The New York Times*

"This year's event is taking it up another notch, at least if you're measuring by prestigious speakers and boldfaced names.

Its Innovation track, the tech business panels that started in 2012, is getting big boost, with announced speakers including Bloomberg LP CEO Daniel Doctoroff, Shutterstock Inc. founder and CEO Jon Oringer and Etsy's Chad Dickerson, among many others."

- *NY Business Journal*

"If there's anything I learned this year at Northside it's that some festivals attract crowds with their carnival qualities, while others, like the one I experienced this weekend, lure in them real fans with great music."

- *Baeble Music*

PRESS COVERAGE BY:

Billboard Magazine
 Positive Expert blog
 PassFail
 Technically Brooklyn
 WRGN
 Impose Magazine
 Fuck & Young
 Fast Company (CoCreate)
 Shaw Promotion
 Grungy Gentleman
 vh1
 dingus
 Amoeba Blog
 Fashion Courier
 Melankoly.com
 Art Rebels
 Cultivora
 Lyyks
 NBHAP
 Lord Ashbury
 WG News
 Awfbase
 Paste Magazine
 Getty Images
 The Wild Magazine
 Cool Accidents
 Stage Buddy
 Super Harbor
 iegel + Gale blog
 Free Williamsburg
 New York Times
 Magazine
 New York Times
 (mobile)

BizBash
 Prefixma
 Filmmaker Magazine
 Pancakes and Whiskey
 Entrepreneur
 Punchland
 Baeble Music
 Village Voice
 Flavorwire
 Cultivora
 CMJ
 Silicon Allee
 Upstart Business
 Journal
 MetronomeSoul
 Guest of a Guest
 Indie Shuffle
 Brooklyn News 12
 Brooklyn Vegan
 Cultivora
 Gothamist
 Cool Dad Music
 Prefixmag.com
 tremr
 Upstart Business
 Journal
 Inc.com
 Oak Blog
 Crash Brooklyn
 Hot Dog Judge
 NYTimes.com
 Elmore Magazine
 Brooklyn Vegan
 Impose Magazine

Stage Buddy
 Upstart Business
 Journal
 Empty Lighthouse
 Magazine
 Biz Bash
 Fortune
 QRO
 DNA Info
 Ohio NYC
 Getty Images
 CNBC Squawk Alley
 Lost Remote
 NY Business Journal
 New York Night Train
 Upstart Business
 Journal
 Stage Buddy
 Lost Remote
 Nylon
 New York Times
 NewYork.com
 WSJ "Speak Easy"
 blog
 Crain's New York
 Empty Lighthouse
 Magazine
 vh1
 My Free Concert
 Brokelyn
 Galore
 Punchland
 My Gossip

Free Williamsburg
 Brooklyn Vegan
 Brokelyn
 Explore BK
 NYmag.com
 Stage Buddy
 Flavorpill
 Time Out New York
 Brooklyn Daily
 Sole Society
 RSS Band
 Brooklyn Vegan
 Classicalite
 Grass Clippings Blog
 WG News
 Free Williamsburg
 All New York
 Brooklyn Vegan
 Positive Expert blog
 Punchland
 Death and Dates
 Brooklyn Vegan
 Left Bank Magazine
 A.V. Club
 New York Times
 Positive Expert Blog
 New York Times
 DNA Info
 Elmore Magazine
 WU Mag
 Brooklyn Vegan
 Alt Sounds
 Elmore Magazine

tremr
 Betabeat
 Gothamist
 The New Yorker
 Artist Direct
 DNA Info
 New York Times
 Sochard Murder
 Music
 Oh My Rockness
 93.9 FM
 Soundcheck
 Brooklyn Vegan
 We Heart Music
 Forbes.com
 Time Out New York
 Vrhade
 The Wild HoneyPie
 Time Out New York
 Cultivora
 Brokelyn
 FestPop
 Noisy (Vice)
 vh1
 Broadway World
 Exiled
 Upstart Business
 Journal
 New York Observer
 This Week in NY
 The Hip Hop Update
 The Waster
 Brokelyn

Brooklyn Based
 Drop Your Drink
 Greenpoing Gazette
 Gothamist
 Brooklyn Vegan
 New York Times
 Racked NY
 Flavorpill
 Commercial Observer
 Exhibitor Online
 Diffuser
 Oh My Rockness
 Exiled
 Impose Magazine
 TriState Indie
 JamBands.com
 Cultivora
 Rolling Stone
 Brooklyn Star Newspapers
 Property of Zack
 Music Festival Junkies
 Exiled
 SouthBrooklyn.com
 TriState Indie
 Bedford and Bowery
 Consequence of Sound
 Examiner
 Gothamist
 New York Business
 Journal
 JamBands.com

Brooklyn Vegan
 Entrepreneur.com
 Complex
 TriState Indie
 NY Live Music Examiner
 Broadway World
 Diffuser
 JamBands.com
 Free Williamsburg
 Time Out New York
 PubClub
 Refinery 29
 Exploding Sound
 NY Alternative Music
 Examiner
 JamBands.com
 Upstart Business
 Journal
 TriState Indie
 Flavorpill
 Pitchfork
 Indie Music Examiner
 BuzzChips
 GetFesty

The New York Times

Fast Company

VH1

Entrepreneur

CNBC

Pitchfork

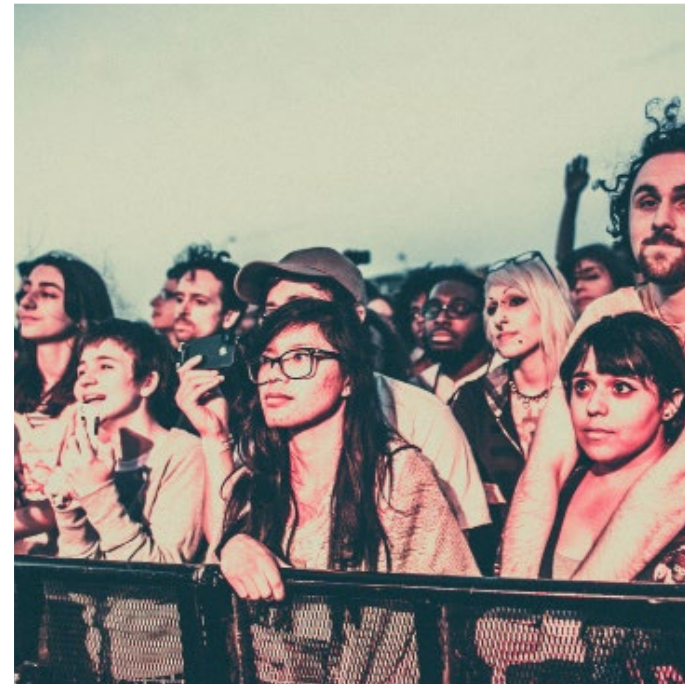
Refinery 29

MUSIC

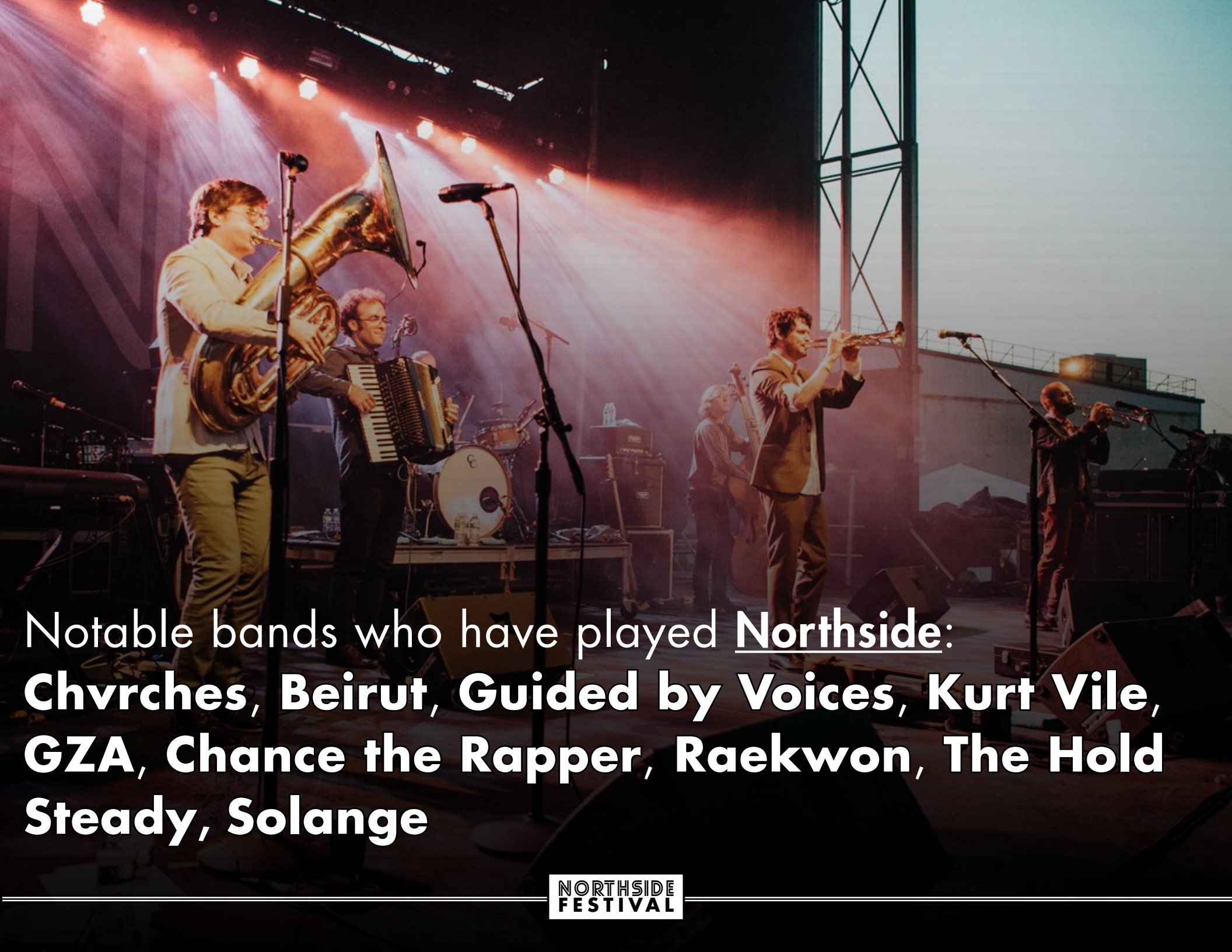


30 Venues
Three outdoor stages
Over **400** Bands

Northside Music allows
the most passionate
music community in the
world to discover
what's next



**NORTHSIDE
FESTIVAL**



Notable bands who have played Northside:
**Chvrches, Beirut, Guided by Voices, Kurt Vile,
GZA, Chance the Rapper, Raekwon, The Hold
Steady, Solange**

INNOVATION



• ENTREPRENEURSHIP • DESIGN • CONTENT • TECHNOLOGY

Northside Innovation celebrates the technologists, entrepreneurs, designers, and content creators who are changing our shared experience.



NORTHSIDE
FESTIVAL





INNOVATION CONFERENCE

Notable speakers include:
Union Square's **Fred Wilson**, Warby Parker's **David Gilboa**, Bloomberg's **Daniel Doctroff**, GE's **Linda Boff**, Shutterstock's **Jon Oringer**, First Round's **Phin Barnes**, Quirky's **Ben Kauffman**, Etsy's **Chad Dickerson**, and hundreds of the most exciting CEO's, Founders, Designer's and Innovators.

TRADE SHOW

The Northside Trade show highlights over **150** of the most innovative and exciting companies poised to disrupt and transform the way we live. The 2015 trade show will feature everything from transformational companies like Uber and Shopify, to emerging stars like Handybook, TriNet, and Gust. Hitting an incredible stride in its third year, the trade show will bring thousands of people together to explore some of the most innovative companies in the world.



NORTHSIDE
FESTIVAL



The **Northside Trade Show** is the biggest party celebrating the best startups and the companies that support them!

NORTHSIDE
FESTIVAL

FILM

Northside Film brings the best emerging filmmakers. Today's filmmaker is as likely to distribute through Vimeo or Youtube as they are through movie theaters. We look at all the stories being told and bring the best ones to Northside!



NITEHAWK



rockDocs

rockDocs

NORTHSIDE
FESTIVAL



WILLIAMSBURG WALKS

Northside shuts down Bedford Avenue for two days during Northside, transforming the iconic street into one of the boroughs biggest public spaces, offering pop up lawns, site-specific art, and a stage in the middle of it all where live music plays all day



**NORTHSIDE
FESTIVAL**

ACTIVATION OPPORTUNITIES

NORTHSIDE

JUNE 8 - 14, 2015 • BROOKLYN

400 BANDS 150 SPEAKERS 50 FILMS



**NORTHSIDE
FESTIVAL**

ACTIVATION OPPORTUNITIES



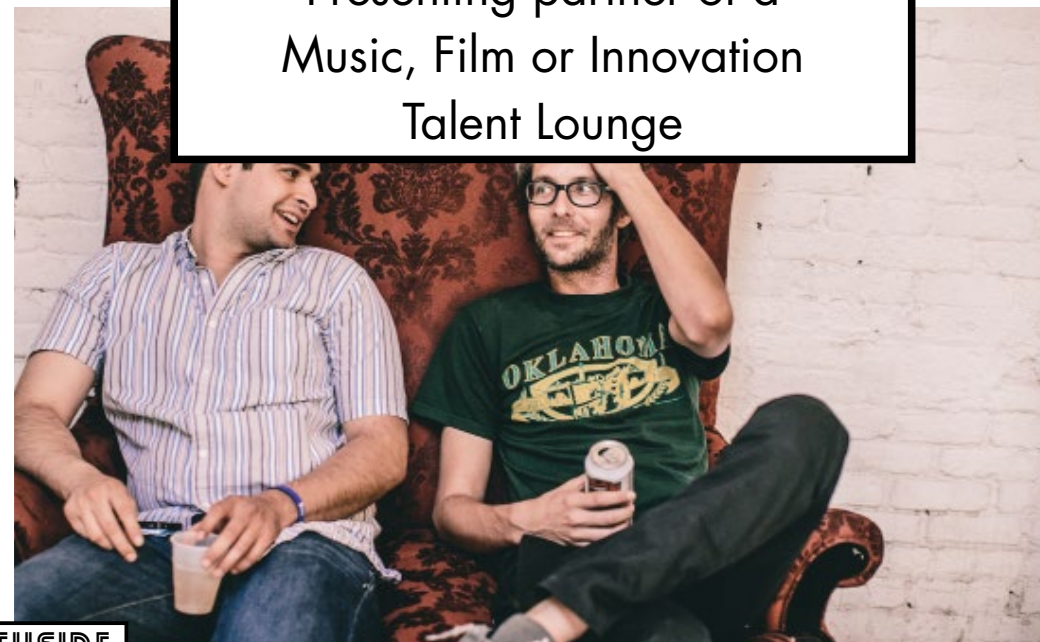
Stage naming rights at
McCarren Park Stage



Stage naming rights at
Williamsburg Walks outdoor stage



Stage naming rights
at 50 Kent Stage



Presenting partner of a
Music, Film or Innovation
Talent Lounge

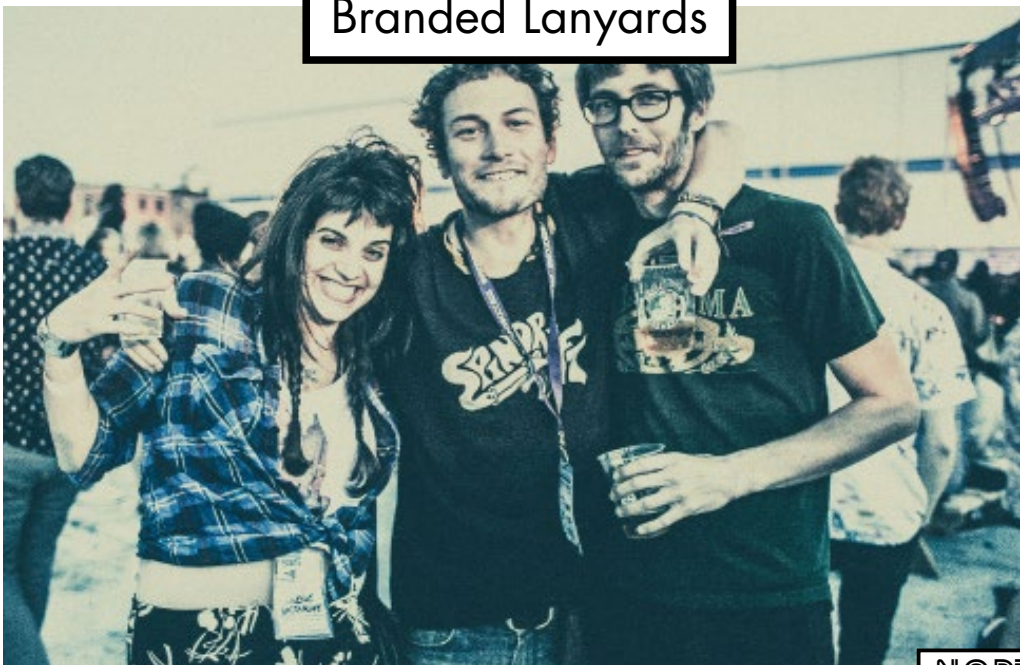
ACTIVATION OPPORTUNITIES



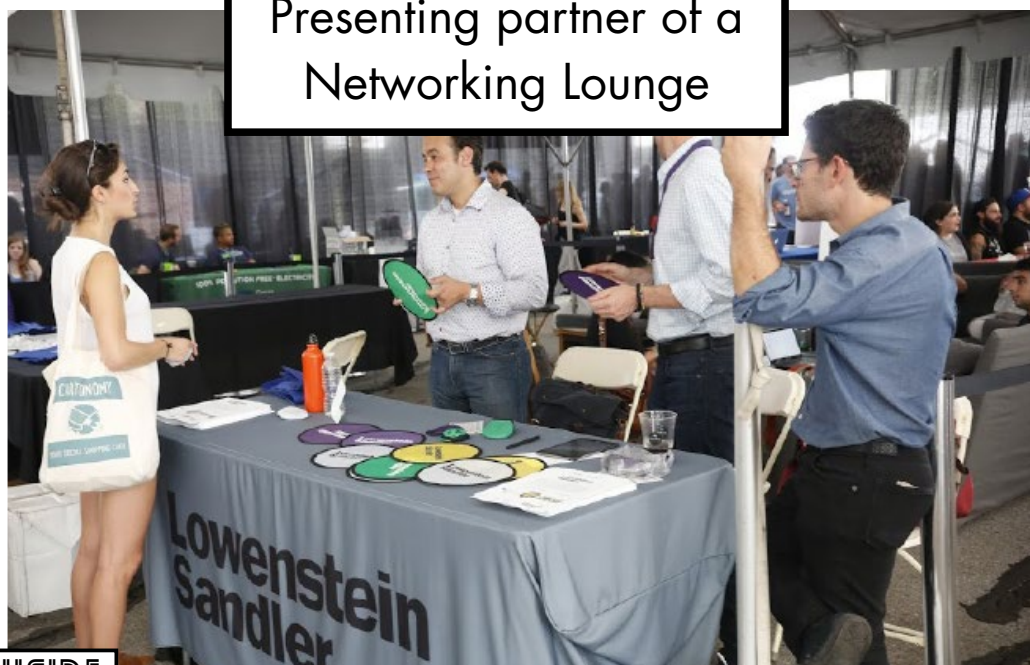
Launch a product at Northside Innovation



Brand the Northside Festival Gift Bags



Branded Lanyards



Presenting partner of a Networking Lounge

ACTIVATION OPPORTUNITIES



Presenting partner
of a Press Lounge



Stage naming rights at
Northside Innovation
(3 stages available)



Presenting partner of
Northside Festival opening or
closing night parties



VIP sponsored luncheon or dinner

ACTIVATION OPPORTUNITIES



Theater naming rights
at Northside Film
(3 theaters available)



Presenting partner of Wi-fi at
outdoor music stages

Screen trailers or commercials



**NORTHSIDE
FESTIVAL**

A large crowd of people is gathered at a night event, possibly a concert or festival. The scene is illuminated by stage lights, with a prominent blue light at the top and a yellow light at the bottom. The text is overlaid on the image in a white, outlined font.

WE LOOK
FORWARD TO
WORKING
WITH YOU
NEXT YEAR!