

SACRED HIVE & PRIMAL PRESENTS



OFFICIAL FESTIVAL APP · PARTNER MEDIA KIT

ETERNAL NYE

The festival, in every hand.

What the Eternal NYE app is, who it reaches, and the ways a partner can be part of it, on the two nights Central Florida rings in the new year.

DEC 30 & 31, 2026
TWO NIGHTS · TWO STAGES

ORLANDO AMPHITHEATER
4603 W COLONIAL DR · ORLANDO, FL

10,000+ ATTENDEES
AGES 18-35



ETERNAL NYE 2026

Two nights of bass to end the year.

Presented by Sacred Hive & Primal, Eternal NYE fills the Orlando Amphitheater at the Central Florida Fairgrounds for December 30 and 31: headliners on the Main Stage both nights, back-to-backs in the LIMBO warehouse late into the night, and a midnight moment the whole crowd counts down together.

10,000+

EXPECTED ATTENDEES

18-35

CORE AUDIENCE

2 nights · 2 stages

DEC 30 & 31 · MAIN + LIMBO

THE LINEUP

ZEDS DEAD FAREWELL SET

RL GRIME NGHTMRE ZOMBOY KNOCK2
LSDREAM SPACE LACES EPROM HABSTRAKT
WHIPPED CREAM HYDRAULIX THE WIDDLER SUBDOCTA
SHLUMP JANTSEN HAIRITAGE DR FRESCH ELOHIM
SUPER FUTURE SHÖCKFACE SHANGHAI DOOM
DETOX UNIT VINCENT ANTONE SHIMA MEDICINE PLACE
FRACTAL BLOOM AUSTERIA BLAOW! BOLO BROHAUN
DRKR FROSTTOP KYLIENTE LIZARD LOTUS TAPE
NEOTEK NOVMBR REMK SALTY SCUM WUBZ
TREBLE TINA VALLERIA ??? · ??? · ???

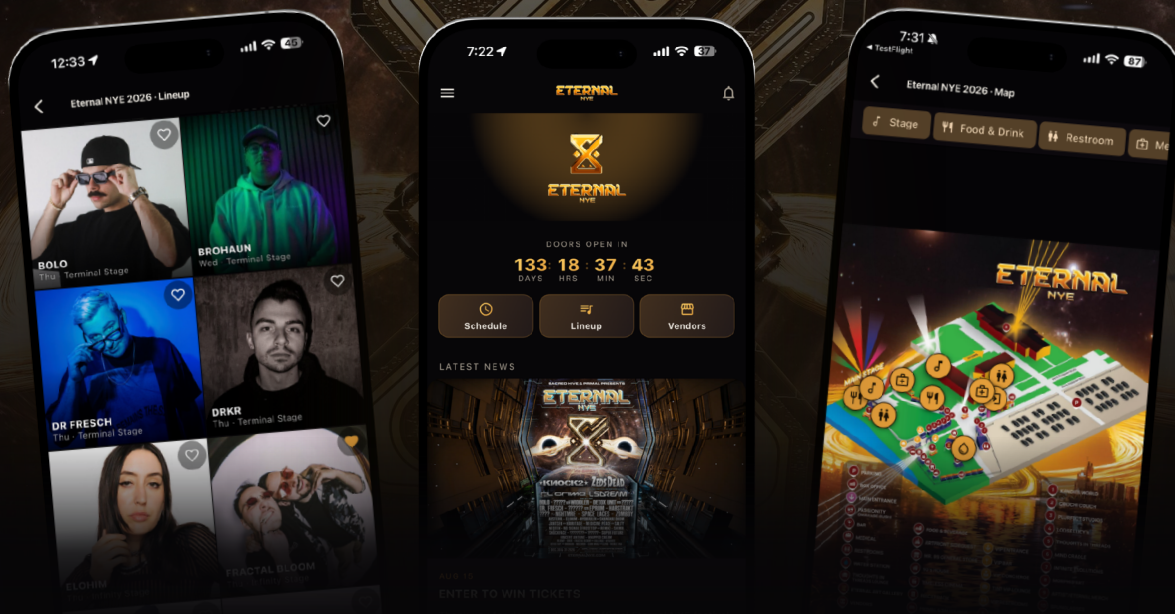
46 artists announced as of August 2026, more still under wraps. The app is where announcements land first.

THE DETAILS

DATES	Wednesday Dec 30 & Thursday Dec 31, 2026 · gates 1 PM · New Year's moment at midnight
VENUE	Orlando Amphitheater, Central Florida Fairgrounds · 4603 W Colonial Dr, Orlando, FL 32808
STAGES	Main Stage (amphitheater) · LIMBO Stage (warehouse)
AGE	18+ with valid ID
PRESENTED BY	Sacred Hive & Primal Productions, with Psychosis Events, Project Seismic and Defiant Presents
TICKETS	eternalnye.com · Front Gate Tickets



2026 key art. Full-resolution files available on request.



YOUR OFFICIAL FESTIVAL COMPANION

Everything about the night, in one place. Signal or not.

The Eternal NYE app is free on iOS and Android and is the crowd's schedule, map and lineup for the whole festival. It is built to work with **no cell service**: everything is cached on the phone, so it keeps working at midnight with ten thousand people on one tower. It is designed, built and operated by the festival itself.



Schedule & My Night

Full set times by stage and day. Save sets to build a night, get clash warnings, share it as a link.



Interactive map

The site map with filterable pins: stages, bars, food, water, restrooms, medical, entrances, ADA, and partner locations.



Announcements & news

Push notifications for gate times, set changes and safety; a Home news feed for everything else.



Vendors & info

Food and craft vendors with menus and dietary badges; FAQ, policies and know-before-you-go.



Lineup

A poster wall of every artist with photos, bios, socials and a Spotify link, and a heart to save every set they play.



Crew

Add friends by handle or code, see their nights joined to yours, and find where the crew converges.



Lost & found

Browse what's been handed in, report what you lost, get a push when it's matched. No booth queue.



Offline-first · free · both platforms

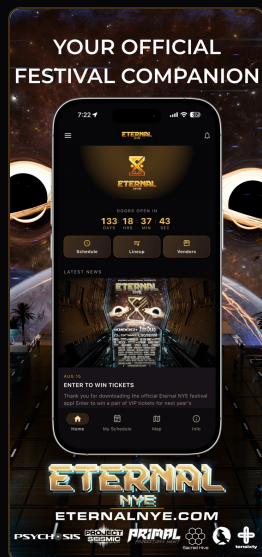
iOS and Android. Nothing to sign up for to use it. Works in a dead spot.

WHY IT MATTERS TO A PARTNER

A festival app that people actually open all night is a rare thing. This one is the utility for the night, which is what makes a placement inside it worth having: the audience comes to it, repeatedly, on site.

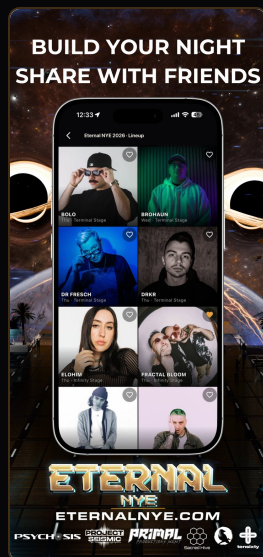
SCREENS

What the crowd sees.



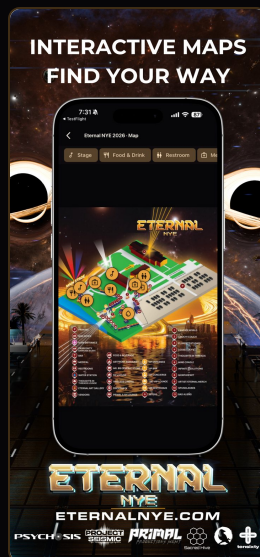
Home

Countdown, destinations, news feed, live status, sponsor placement.



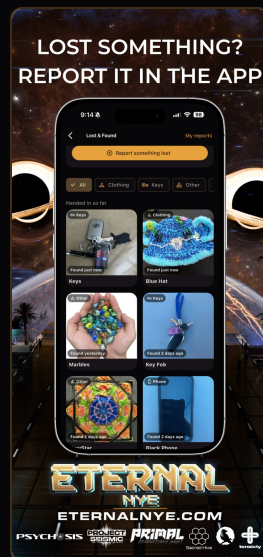
Lineup

The poster wall. Save every set an artist plays with one heart.



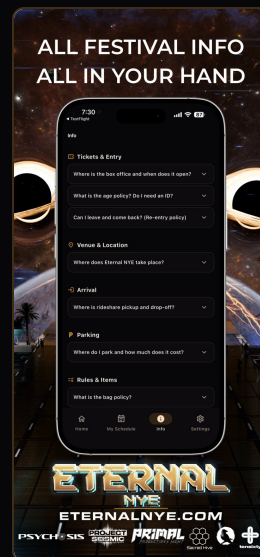
Map

The site map with filterable pins, clusters and partner locations.



Lost & found

Handed-in items, reports and matches, from the phone.



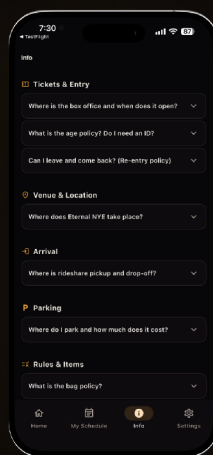
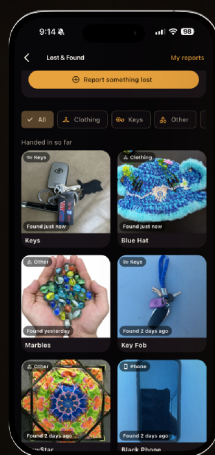
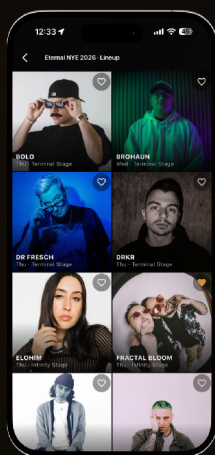
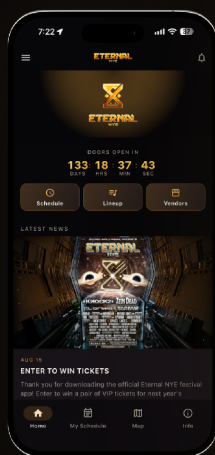
Info

FAQ, policies, arrival, parking, rules. Know before you go.

ALSO IN THE APP

- ◆ My Schedule with clash warnings and a shareable image
- ◆ Crew: friends' schedules joined to yours, "3 with you"
- ◆ Now / next by stage, and "up next for you"
- ◆ Vendors wall with dietary badges and featured tiles
- ◆ Push announcements, live status banner, news feed
- ◆ Register wristband, get tickets, shareable deep links

IN HAND



WHO THE APP REACHES

18 to 35, phone in hand, here for the experience.

Gen Z and Millennial bass-music fans from Central Florida and the Southeast drive market. They plan the night on their phones, share it from their phones and find each other with them, and the official app is the plan.

~60%

of music-festival attendees are 18–34, the group this festival is built for.

Easol, festival statistics 2026

76%

of festival-goers feel more favourable toward brands that sponsor a tour or concert (vs. 51% of consumers overall).

Nielsen, Music 360

\$101_{/mo}

what Gen Z live-music fans spend on live events each month, ahead of Millennials at \$94.

Luminate, Q1 2026

60–80%

typical install rate for an official festival app when it's the schedule and the map.

Ticket Fairy / Agorify event-app benchmarks, 2025–26

HOW THE APP GETS ONTO PHONES

- ◆ **Ticket confirmation and pre-show emails** link straight to the stores.
- ◆ **Lineup and schedule drops** happen in the app first, the reason to install in December.
- ◆ **QR codes** at the gates, box office, bars and info points, and on the site map.
- ◆ **Shared schedules and crew invites:** every share is a link that opens or installs the app.
- ◆ **Festival socials and eternalnye.com** throughout the campaign.

ILLUSTRATIVE REACH · PLANNING FIGURES

Expected attendees

10,000

Installs at 65% adoption

6,500

Push-reachable at ~70% opt-in

~4,500

Planning estimates from stated assumptions, not guarantees. Actual reach is reported from the app's own counters.

BEFORE · NOV - DEC

They install from the ticket email, build "My Night" from the lineup, read know-before-you-go and watch the countdown.

DURING · DEC 30 - 31

Schedule, map and crew between every set; pushes for gates, set changes and the midnight countdown.

AFTER · JAN 1 →

Lost & found, the shared schedule, photos. And the first news of next year lands here.

WAYS TO BE IN THE APP

Eight placements, one audience.

Every placement lives inside a screen the crowd already opens. All of them are scheduled in the festival's own CMS, so creative can change by day, by hour or by moment; all of them are counted.

1 Presenting partner lockup

"Presented by" on the launch splash and the Home hero, the first and most-seen frame in the app.

SPLASH · HOME

2 Home feature banner

Full-width creative on Home, rotating on a weighted schedule, tappable to your link. Impressions and taps recorded.

HOME

3 Sponsored push broadcast

One notification to every opted-in phone, timed to a moment: doors, the countdown, last call, the ride home.

LOCK SCREEN

4 Sponsored news post

A full-bleed card in the Home feed with your image and copy, opening in-app. Scheduled publish and expiry.

HOME · NEWS

5 Map activation pin

A branded pin on the interactive site map at your bar, booth or lounge, with description, hours and link.

MAP

6 Countdown & midnight moment

The Home countdown and the New Year's moment itself carry your name. Once a year, once a night.

HOME · PUSH

7 Featured vendor tile

Full-width tile on the Vendors wall instead of a half-width one, for food, drink and merch partners on site.

VENDORS

8 Utility "brought to you by"

Lost & Found, the Crew screen or the Info page. Sponsor the helpful thing, and be remembered for it.

L&F · CREW · INFO

PACKAGES · 2026

PRESENTING

\$10,000

ONE · CATEGORY EXCLUSIVE

Lockup, top-weight banner, midnight moment, 3 pushes, 3 news posts, map pin, logo on app marketing, live dashboard + report.

GOLD

\$7,500

TWO · CATEGORY EXCLUSIVE

Banner (weight 3), 1 push, 2 news posts, map pin, logo strip, live dashboard + report.

SILVER

\$3,500

FOUR AVAILABLE

Banner (weight 1), 1 news post, logo strip, wrap report.

PARTNER

\$1,500

EIGHT AVAILABLE

Logo strip on Home, named in one festival news post, wrap report.

À la carte: sponsored push \$1,250 · news post \$750 · map activation pin \$600 · featured vendor tile \$500 · utility "brought to you by" \$2,000 · midnight moment \$2,500. Rates in USD for the full campaign window (Nov 1 → Jan 1). Custom packages and in-kind partnerships welcome; the full sponsorship deck has the detail.

CREATIVE SPECS

What we need from you.

ASSET	SPEC	USED FOR
Feature banner	16:9 · 1600 × 900 px · JPG or PNG · keep text ≥ 28 px and inside a 5% safe area · dark or mid-tone art reads best on the app's black	Home feature banner
Logo	Transparent PNG · 1024 px on the long side · white or single-colour version, plus full-colour	Presenting lockup · logo strip · map pin · L&F bar
News image	16:9 · 1600 × 900 px · JPG or PNG	Sponsored news post
Copy	Push: title ≤ 40 chars, body ≤ 120 chars · News: headline ≤ 60 chars, ~80 words · Map pin: name ≤ 30 chars, description ≤ 160 chars, hours	Push · news · map pin
Links	Any https URL; UTM tags welcome · promo codes as plain text	Banner · news · pin
Deadline	All creative by Nov 1, 2026 for a Nov 1 start; changes during the flight are a CMS edit and reach phones in about half a minute	All placements

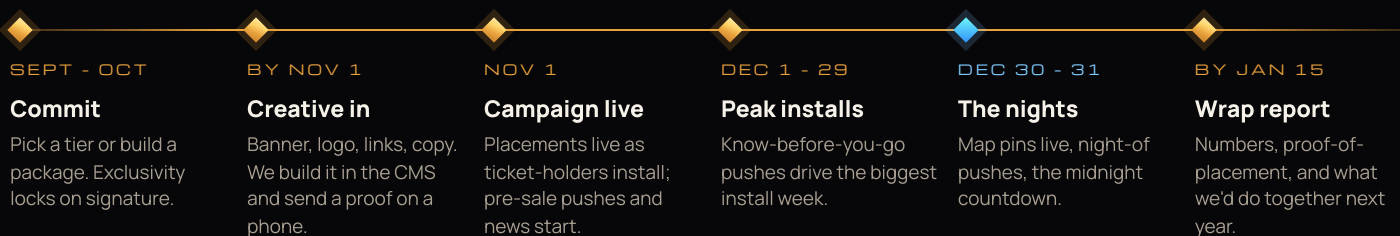
REPORTING

- ◆ **Live during the flight:** impressions and taps per campaign, recorded by the app and read in the festival's dashboard.
- ◆ **Wrap report within two weeks:** reach, impressions, taps, push delivery, proof-of-placement screenshots.
- ◆ **Aggregate only:** we count what was shown and tapped, never who. No attendee data leaves the festival.

HOW WE WORK

- ◆ **You approve every asset** before it runs; we approve copy for the festival's voice.
- ◆ **Pushes are drafted together** and sent by the festival, so they read as news, not ads.
- ◆ **Category exclusivity** at Presenting and Gold, locked on signature.
- ◆ **Custom placements welcome:** the app is built in-house, so the people who wrote it are on the call.

TIMELINE



WHAT THE WRAP REPORT CONTAINS

Reach Installs over the flight, push-reachable devices, and the app's version census for context.	Impressions & taps Per campaign and per creative: banner shown, banner tapped, news opened, link followed.	Push delivery Devices reached for every sponsored broadcast, with send time and copy.	Proof of placement Dated screenshots of every creative as it ran on a phone, ready for your own report.
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LET'S BUILD THE NIGHT

ETERNAL NYE

Be the brand they see at midnight.

Reply with a tier, or a category and a budget, and we'll send a proposal on a phone screen within the week. The full sponsorship deck has every placement in detail.

SPONSORSHIPS & PARTNERSHIPS

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WEB

eternalnye.com · eternalnye.app



Dec 30 & 31, 2026 · Orlando Amphitheater · Presented by Sacred Hive & Primal