

IN-APP SPONSORSHIP · NEW YEAR'S EVE 2026

ETERNAL NYE

Be in every hand at midnight.

DEC 30 & 31, 2026

TWO NIGHTS · TWO STAGES

ORLANDO AMPHITHEATER

4603 W COLONIAL DR · ORLANDO, FL

10,000+ ATTENDEES

AGES 18-35



WHY THIS NIGHT

Where Central Florida spends **New Year's Eve.**

Eternal NYE is Central Florida's New Year's Eve bass festival: headliners on the amphitheater stage both nights, back-to-backs in the warehouse until the small hours, and a countdown the whole crowd is watching. Presented by Sacred Hive & Primal.

10,000+ people over two nights, and every one of them carrying the official app. This deck is about that.

ETERNAL NYE 2026 AT A GLANCE —

The scale of the room.

10,000+

EXPECTED ATTENDEES

Across two nights, Dec 30 & 31

18-35

CORE AUDIENCE

Gen Z and Millennial live-music fans

2 nights

DEC 30 & 31, 2026

Gates 1 PM · midnight moment on the 31st

2 stages

MAIN STAGE & LIMBO

Amphitheater headliners · warehouse back-to-backs

46

ARTISTS ANNOUNCED

Zeds Dead's farewell set, RLGrime, NGHTMRE, Zomboy, Knock2...

1

OFFICIAL APP

Free on iOS & Android · schedule, map, lineup, crew, lost & found

PRESENTED BY



THE LINEUP

The reason they're coming.

ZEDS DEAD FAREWELL SET

RL GRIME NGHTMRE ZOMBOY KNOCK2 LSDREAM SPACE LACES

EFROM 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 ??? · ??? · ???

plus artists still under wraps, announced in the app first.

Bass, dubstep, trap and experimental: the sound that fills the amphitheater and the warehouse. Lineup subject to change; the app is where changes land first.

WHO'S IN THE CROWD

18 to 35, phone in hand, and 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. Live music isn't a treat to this audience. It's the calendar.

~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, which this one is.

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

BEFORE · NOV - DEC

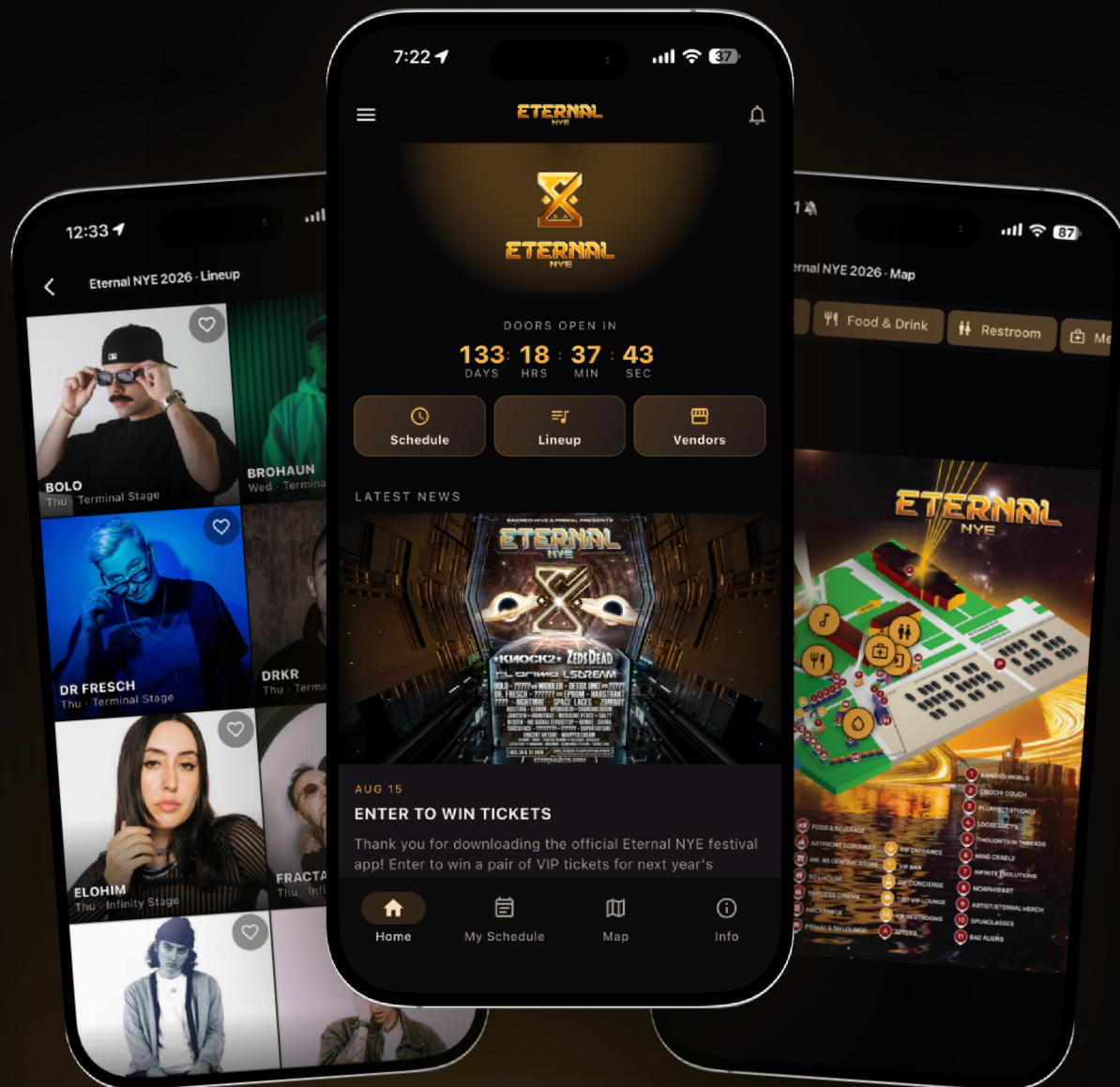
They plan. Install from the ticket email, build "My Night" from the lineup, read know-before-you-go, watch the countdown.

DURING · DEC 30 - 31

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

AFTER · JAN 1 →

They come back. Lost & found, the shared schedule, photos. And the first news of next year's lineup lands here.



THE OFFICIAL ETERNAL NYE APP

Their plan for the night lives here.

Free on iOS and Android. It's the schedule, the map and the lineup (the three things everyone opens all night) plus the crew, lost & found and the news feed. And it works with **no cell service**, which on a night with ten thousand phones on one tower is the difference between an app and a spinner.

- 
Schedule & My Night
 Save sets, get the clash warnings, share it.
- 
Interactive map
 Stages, bars, water, medical, vendors, and sponsor pins.
- 
Crew
 Friends' schedules joined to yours; where the night converges.
- 
Push & news
 Announcements, set-time changes, gate alerts. Read.
- 
Lost & found
 Report it, match it, get it back, from the app.
- 
Offline-first
 Everything cached on the phone. Signal or not.

WHY THE APP IS THE PLACEMENT —

Not an ad slot. The one screen everyone is already looking at.

A festival banner competes with a hundred others. A social post competes with the algorithm. The app is where the crowd goes to answer "where do I need to be", and there is nothing else on it.

01

100% share of voice

Your brand and the festival's. No competing sponsors in the same rotation unless you're sharing a tier, and never a rival category.

02

Opened all night, on site

The schedule and the map are utilities, not content. People come back to them between every set. It is the highest-frequency surface at the festival.

03

Every phone, at once

A push broadcast reaches the whole opted-in audience in seconds: the midnight countdown, last call, the ride home. Wake ten thousand pockets with one message.

04

No ad blockers, no algorithm

Not a feed. Not a boosted post. What we place is what they see, in the order we place it, with the festival's own brand around it.

05

Measured to the tap

Impressions and taps are recorded per campaign and read live in our dashboard. You get the readout during the campaign and a wrap report after.

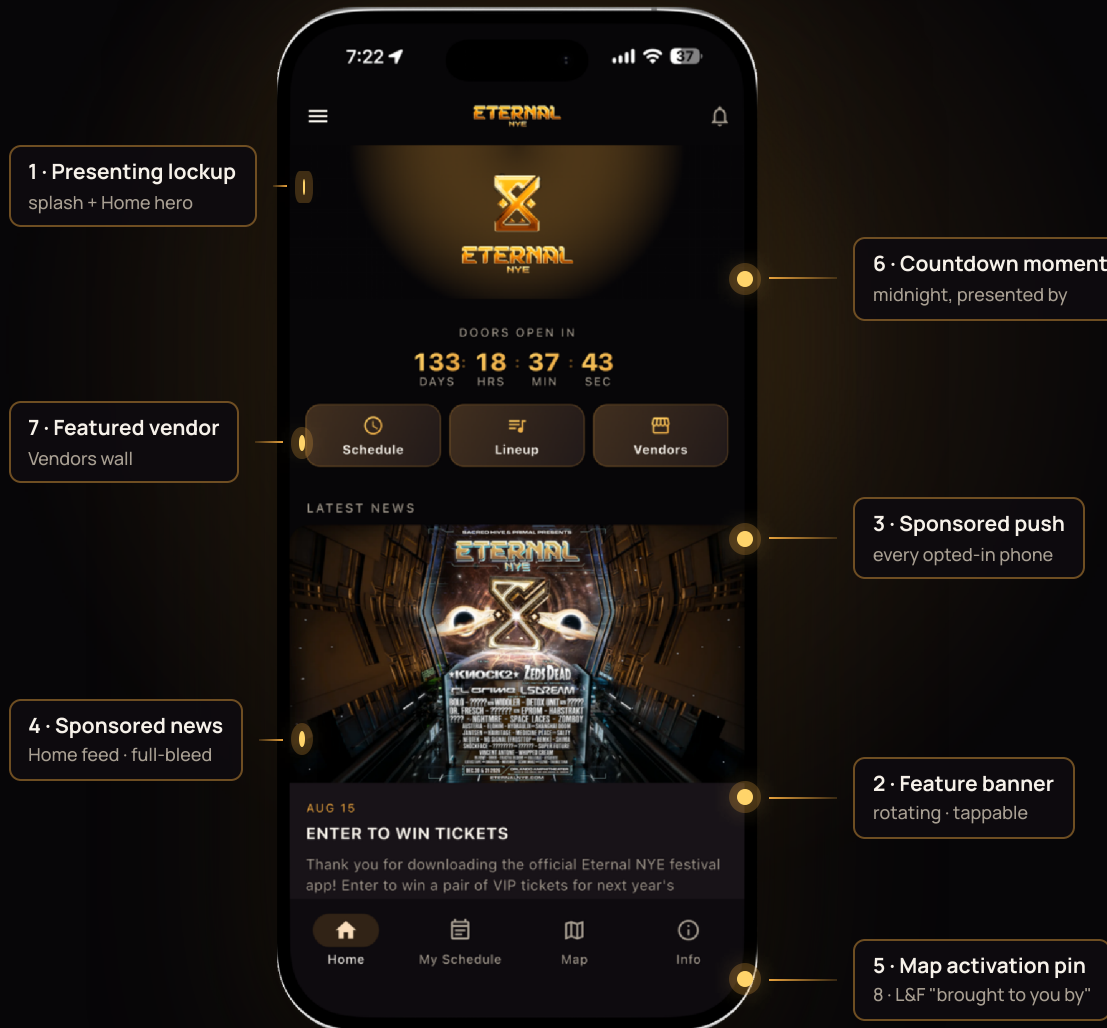
06

Built in-house

The festival owns the app and the backend. A custom placement is a conversation with the people who wrote it, not a change request to a vendor.

THE INVENTORY

Eight ways to be in the app.



- 1 Presenting partner lockup**
"Presented by" on the launch splash and the Home hero, the first and most-seen frame in the app.
- 2 Home feature banner**
Full-width creative on Home, rotating on a weighted schedule, tappable to your link. Impressions and taps recorded.
- 3 Sponsored push broadcast**
One notification to every opted-in phone. Timed to a moment: doors, the countdown, last call, the ride home.
- 4 Sponsored news post**
A full-bleed card in the Home feed with your image and copy, opening in-app. Scheduled publish and expiry.
- 5 Map activation pin**
A branded pin on the interactive map at your bar, booth or lounge, with description and link. Foot traffic, on demand.
- 6 Countdown & midnight moment**
The Home countdown and the New Year's moment itself carry your name. Once a year, once a night.
- 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.
- 8 Utility "brought to you by"**
Lost & Found, the Crew screen or the Info page. Sponsor the helpful thing, and be remembered for it.

Every placement is scheduled in the festival's own CMS, so creative can change by day, by hour or by moment. Custom placements are welcome; the app is built and operated in-house.

PLACEMENTS 1 & 2

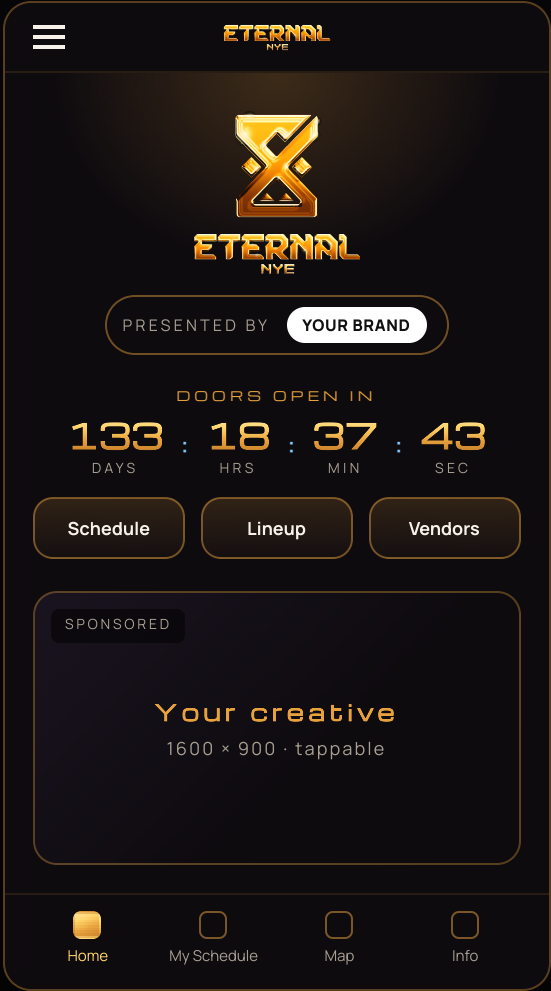
The front door.

Home is the screen every session starts on. The **presenting lockup** sits under the festival’s own mark on the launch splash and the Home hero. The **feature banner** is full-width creative below the fold of the countdown, rotating on a weighted schedule, tappable, and counted.

- BANNER CREATIVE** 16:9 · 1600 × 900 px · JPG/PNG · no text smaller than 28 px · safe area 5%
- LOCKUP LOGO** Square or wide · 1024 px · transparent PNG · white or single-colour version preferred
- LINK** Any URL · opens in the phone’s browser · UTM tags welcome
- SCHEDULING** Start/end per campaign · rotation weight per tier · creative can change daily
- MEASURED** Impressions (banner shown) · taps · per campaign, live

PRESENTING · EXCLUSIVE

BANNER · GOLD & SILVER



Where it shows

Launch splash (presenting) · Home hero (presenting) · Home feed (banner) · Home is also the landing screen for every push tap.

How rotation works

Active campaigns rotate every 8 seconds, weighted by tier. A Gold campaign shows three times as often as a Silver one. Presenting is fixed, not rotated.

What you’ll see

A live impressions / taps readout by campaign in our dashboard during the flight, and a wrap report within two weeks of the festival.

PLACEMENTS 3 & 4

Reach every phone at once.

A **sponsored push** is the festival speaking to the whole crowd, with your name on it, at the moment that matters. A **sponsored news post** is the quieter version: a full-bleed card in the Home feed that opens your page inside the app, scheduled to publish and to expire.

- | | |
|-------------|---|
| PUSH COPY | Title ≤ 40 chars · body ≤ 120 chars · festival voice, your name in it · one link (deep link or web) |
| PUSH TIMING | You pick the moment: pre-sale, doors, a set, the countdown, last call, morning after |
| NEWS POST | 16:9 image 1600 × 900 · headline ≤ 60 chars · ~80 words · in-app link · publish + expiry dates |
| FREQUENCY | Sponsored pushes are capped festival-wide so each one lands. Yours won't be one of twenty. |
| MEASURED | Push: devices reached · News: opens and link taps |

PUSH · PRESENTING & GOLD

NEWS · ALL TIERS



ETERNAL NYE

11:50 PM

Ten minutes to midnight.

Get to the Main Stage. The countdown is presented by **Your Brand**. Tap for the fastest route.

Your 16:9 image

DEC 28 · SPONSORED

Free ride credit for the way home

Your Brand is covering the first \$10 of every ride from the amphitheater after 1 AM. Tap for the code...

Push moments that work

"Doors are open" · "Up next on Main Stage" · the midnight countdown · "last call" · "your ride home". Each is a moment the crowd already wants to hear from us.

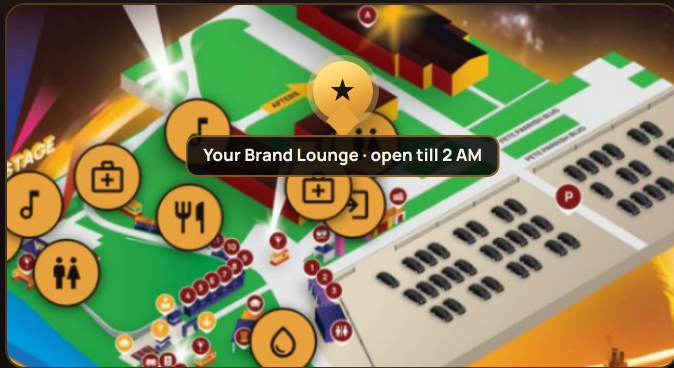
The news feed

A full-bleed card in the Home feed, opening in the in-app browser. Ticket giveaways, promo codes, "find us at the north bar": content the crowd taps because it's useful.

PLACEMENTS 5, 7 & 8

Turn attention into foot traffic.

If you're on site (a bar, a booth, a lounge, a stall) the app can send people to you. These placements live inside the screens the crowd opens to find things.



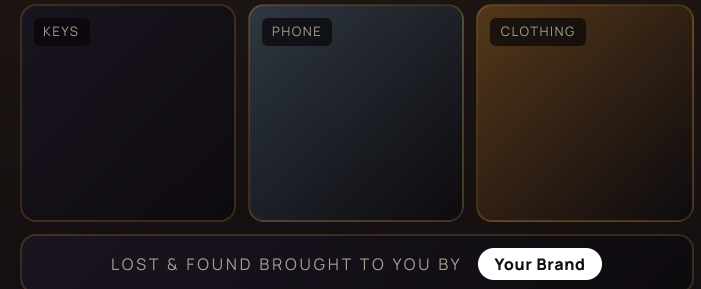
5 · Map activation pin

A branded pin on the interactive site map at your location, in the sponsor category, with a name, description, hours and link in the tap-sheet. Filterable, and it never gets buried in a cluster.



7 · Featured vendor tile

Vendors is a photo wall the crowd scans when they're hungry. A featured vendor keeps its alphabetical place and takes a full-width tile instead of a half-width one: twice the art, no reordering, no "ad" label.



8 · Utility "brought to you by"

Lost & Found is the screen someone opens on the worst ten minutes of their night, and the one they tell everyone about when it works. Sponsor the helpful thing: L&F, Crew, or Info & FAQ.

WHAT YOU GET BACK

Counted, not estimated.

Impr.

BANNER SHOWN

Taps

BANNER & NEWS

Reach

PUSH DELIVERED

PinsMAP PIN
OPENS

- ◆ **Live during the flight.** Impressions and taps per campaign are recorded by the app and read in the festival's dashboard as they happen.
- ◆ **Wrap report within two weeks.** Reach, impressions, taps, push delivery, and the app's install and version census for context. One PDF, sharable internally.
- ◆ **Aggregate only.** We count what was shown and tapped. We never hand over who. No attendee data leaves the festival.
- ◆ **Screenshots and proof-of-placement** for every creative that ran, dated.

Brand-safe by design

Your creative sits inside the festival's own brand, next to the lineup and the map. Never beside a competitor, never in a feed of strangers.

Approval both ways

You approve every asset before it runs; we approve copy for the festival's voice. Pushes are drafted together and sent by us.

Category exclusivity

Presenting and Gold lock a category. One beverage brand, one rideshare, one carrier, for the whole flight.

Privacy kept

Counts, not people. The app collects the minimum and shares none of it, which is also what keeps the crowd trusting the pushes.

ILLUSTRATIVE REACH · PLANNING FIGURES

ASSUMPTION	FIGURE
Expected attendees	10,000
Installs at a 65% adoption rate	6,500
Home opens per install, festival week + 2 nights	~15
Home banner impressions available	~97,000
Push opt-in among installs	~70%
Phones reached per sponsored push	~4,500

Planning estimates from the stated assumptions, not guarantees. Adoption benchmark: 60–80% for official festival apps (Ticket Fairy / Agorify). Actual figures are reported from the app's own counters.

PACKAGES · 2026

Pick a seat.

Every tier is a package of the placements on slide 08. Rates are for the full campaign window (Nov 1 → Jan 1). Category exclusivity available at Presenting and Gold.

EXCLUSIVE · 1

PRESENTING PARTNER

\$10,000

ONE AVAILABLE · CATEGORY EXCLUSIVE

- ◆ "Presented by" lockup on splash + Home hero
- ◆ Home feature banner · top weight, full window
- ◆ Midnight countdown moment, presented by
- ◆ 3 sponsored pushes (incl. the countdown)
- ◆ 3 sponsored news posts
- ◆ Map activation pin
- ◆ Logo on app store listing, screenshots & app social
- ◆ Live dashboard + wrap report

GOLD

\$7,500

TWO AVAILABLE · CATEGORY EXCLUSIVE

- ◆ Home feature banner · weight 3
- ◆ 1 sponsored push, your moment
- ◆ 2 sponsored news posts
- ◆ Map activation pin
- ◆ Partner logo strip
- ◆ Live dashboard + wrap report

SILVER

\$3,500

FOUR AVAILABLE

- ◆ Home feature banner · weight 1
- ◆ 1 sponsored news post
- ◆ Partner logo strip
- ◆ Wrap report

PARTNER

\$1,500

EIGHT AVAILABLE

- ◆ Partner 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

WAYS BRANDS SHOW UP —

A few we'd build with you.

Beverage & energy

"Presented by" on the countdown and a push at 11:50 PM sending the crowd to your bar for the toast. Map pins on every bar you're pouring at.

Rideshare & mobility

The ride-home push at 1 AM with a promo code, and a news post pinned from Dec 30. The map already shows the pickup zone. Put your name on it.

Telecom & tech

The offline app, brought to you by. "Works even when the tower doesn't" is a line you'd want next to your logo. Feature banner + Info-page sponsorship.

Apparel & streetwear

Featured vendor tile for the merch stall, a lineup-drop news post with a limited piece, and a map pin. The lineup wall is the most-viewed art in the app.

Local Orlando food & drink

Featured vendor + a news post: "late-night menu after midnight". The Vendors wall is what people scan when they're hungry, and it works with no signal.

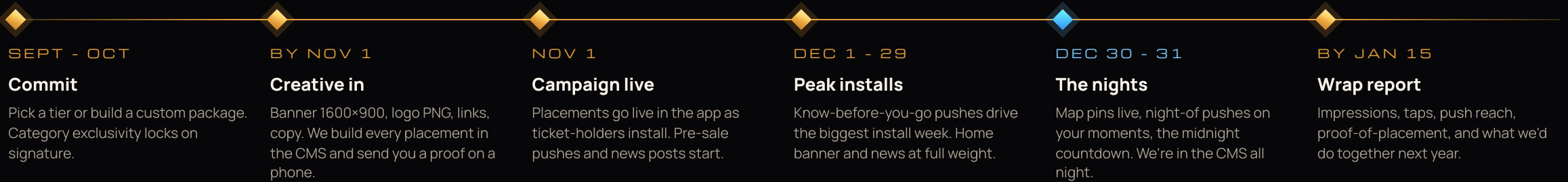
Finance, BNPL & ticketing

Pre-sale pushes and a Home banner through the ticket window, when installs are highest and the crowd is buying. Sponsor the "Get tickets" moment.

All of these are combinations of the eight placements; nothing here needs a new build. If you want something that does, the people who wrote the app are on the call.

HOW IT RUNS

From handshake to midnight.

**GOOD TO KNOW**

Creative can change during the flight: a new banner is a CMS edit and reaches phones in about half a minute. Pushes are drafted with you and sent by the festival, in the festival's voice, so they read as news and not as ads.

LET'S BUILD THE NIGHT

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.

SPONSORSHIPS

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ETERNAL NYE

DEC 30 & 31, 2026 · ORLANDO

