

ELI LUNZER
PRODUCTIONS

P R E S E N T S



electric zoo *evolved*

NEW YORK'S ELECTRONIC MUSIC FESTIVAL

AUG 30 - SEP 1. 2019 // RANDALL'S ISLAND PARK . NYC

ABOUT ELECTRIC ZOO FESTIVAL

Our flagship project is one of the biggest Electric music festivals in America.

Electric Zoo is a premier electronic dance music festival. Held over the course of 3 days each Labor Day Weekend since 2009 in the lush, green oasis of Randall's Island Park with the Manhattan skyline serving as its backdrop, the festival's 5 stages are packed with a diverse range of the world's top DJs, electronic music producers, and performers. Electric Zoo draws in millennials from throughout New York City and the surrounding tri-state area, and from around the globe - a testament to its reputation for world-class talent and production.

BRAND OPPORTUNITIES VIP SECTION

Whether you are an app or a tangible product, our team will strategically place sponsors brand and product in the hands of the consumer. With a customized sponsorship package, our creative team will handcraft custom presentations and wide exposure of marketing that represent your brand or product. Partial list of activations:

- Branded logos on stage and in VIP section
- Signage throughout a designated area
- Gifting opportunities
- Sampling opportunities
- Experiential productions
- Category exclusivity



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BACKGROUND HISTORY OF MAIN STAGE VIP TABLES BY ELP PRODUCTIONS AND NOTORIETY

For over 10 years, Electric Zoo Festival in New York City has been a powerhouse in the EDM community - bringing together the worlds most talented producers, deejays and artists.

Over the years, Electric Zoo Festival has brought hundreds of thousands of attendees from all over the world on Labor Day Weekend. Electric Zoo Festival toured Mexico City, Tokyo, Brasil and Shanghai, and will be making it's way back to its city of birth, New York City,

In 2015, Electric Zoo Festival announced the rebirth of Electric Zoo Festival with its theme, Transformed, and brought in partners AIM Hospitality and ECL Events to operate and program its Main Stage VIP tables in the T-Mobile main stage deck with less than two (2) weeks before the festival.

In 2016, AIM Hospitality and ECL Events partnered up to create their VIP concierge brand, Notoriety, and took over the Main Stage VIP tables once again for Electric Zoo Festival: Wild Island. Notoriety operated their own sold out main stage deck, and expanded their section to over three (3) times the tables and size from the previous year.

In 2017, Notoriety expanded the stage once again by adding an additional row of tables. On top of another sold-out year

THE NUMBERS

ELECTRIC ZOO (2018): On site exposure to 100,000 attendees. Notoriety's Main Stage VIP Table Deck is located directly to the left of the main stage with over 35,000 attendees each day.

 Website	8.8 million unique visitors
 Email Subscribers	700,000+
 Facebook Community	1,240,000+
 Instagram Community	1,000,000+
 Twitter Community	150,000+



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Notoriety's Main Stage VIP Tables and Packages will be featured on Electric Zoo Festival's website, social media and email blasts.

Additional promo

notoriety group has a partnership with multiple elite models and every social media post and marketing assets can be targeted to a larger audience.

CONTACT



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