

*RollingStone***LIVE**

PALM SPRINGS

APRIL 2022

RollingStone

AT THE CENTER OF FESTIVAL CULTURE

For over a decade, Rolling Stone has been at the center of the music festival scene, engaging fans with front-row coverage, highly-anticipated events and VIP experiences. In 2022, we're bringing festival culture and IRL celebration back to Coachella Valley like only Rolling Stone can...



WELCOME TO THE ROLLING STONE HOTEL

To celebrate Coachella's comeback, Rolling Stone returns to Palm Springs with a takeover of ARRIVE HOTEL—a mod-inspired boutique hotel—for four days of fan experiences throughout Weekend One

Kicking off with an immersive welcome event and talk series featuring emerging artists, the weekend peaks with a Saturday pool party complete with high-energy outdoor performances. On Sunday, influencers and VIPs finish their stay with restorative poolside activities

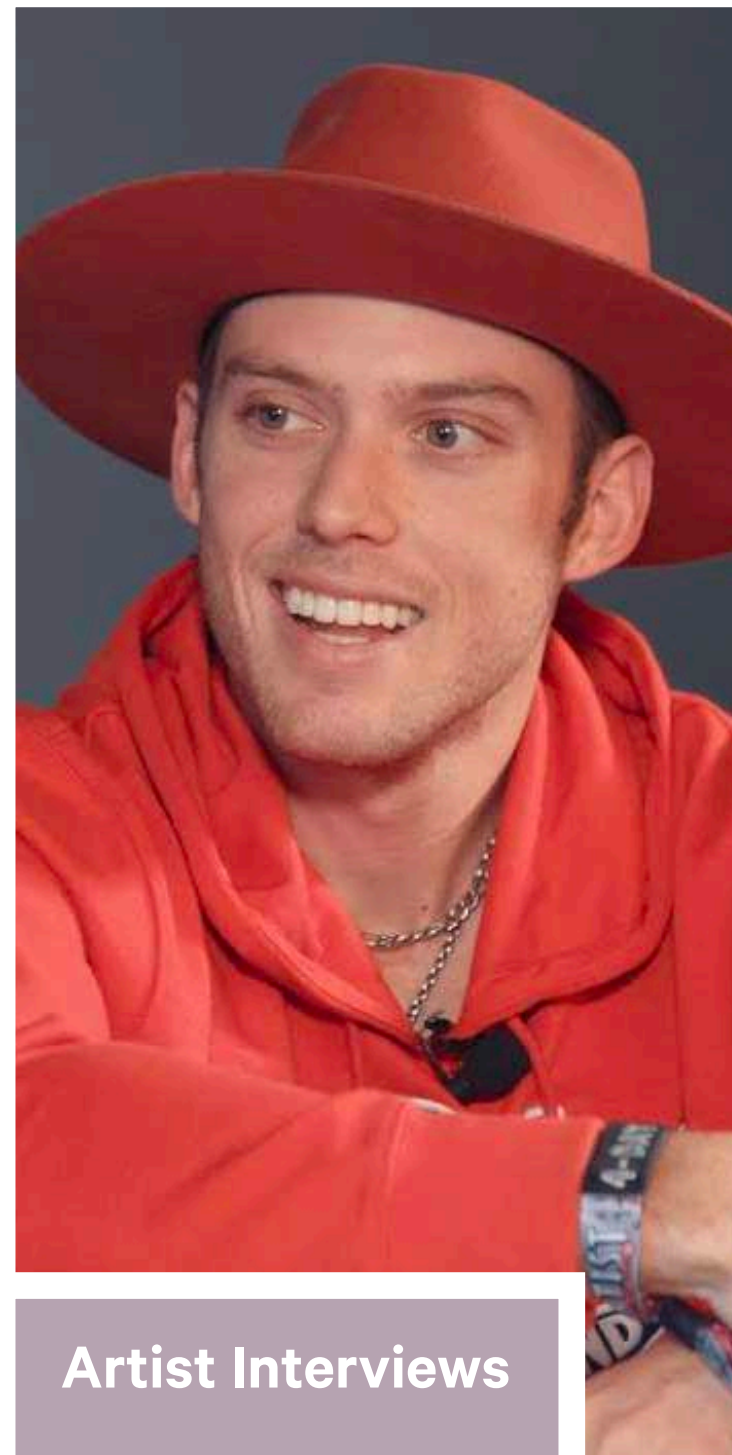
More than just a party, the Rolling Stone Hotel is a weekend-long celebration uniting fans for the ultimate festival weekend

APRIL 14 - 17, 2021
PALM SPRINGS, CA

WEEKEND PROGRAMMING



Welcome Event



Artist Interviews



Pool Parties



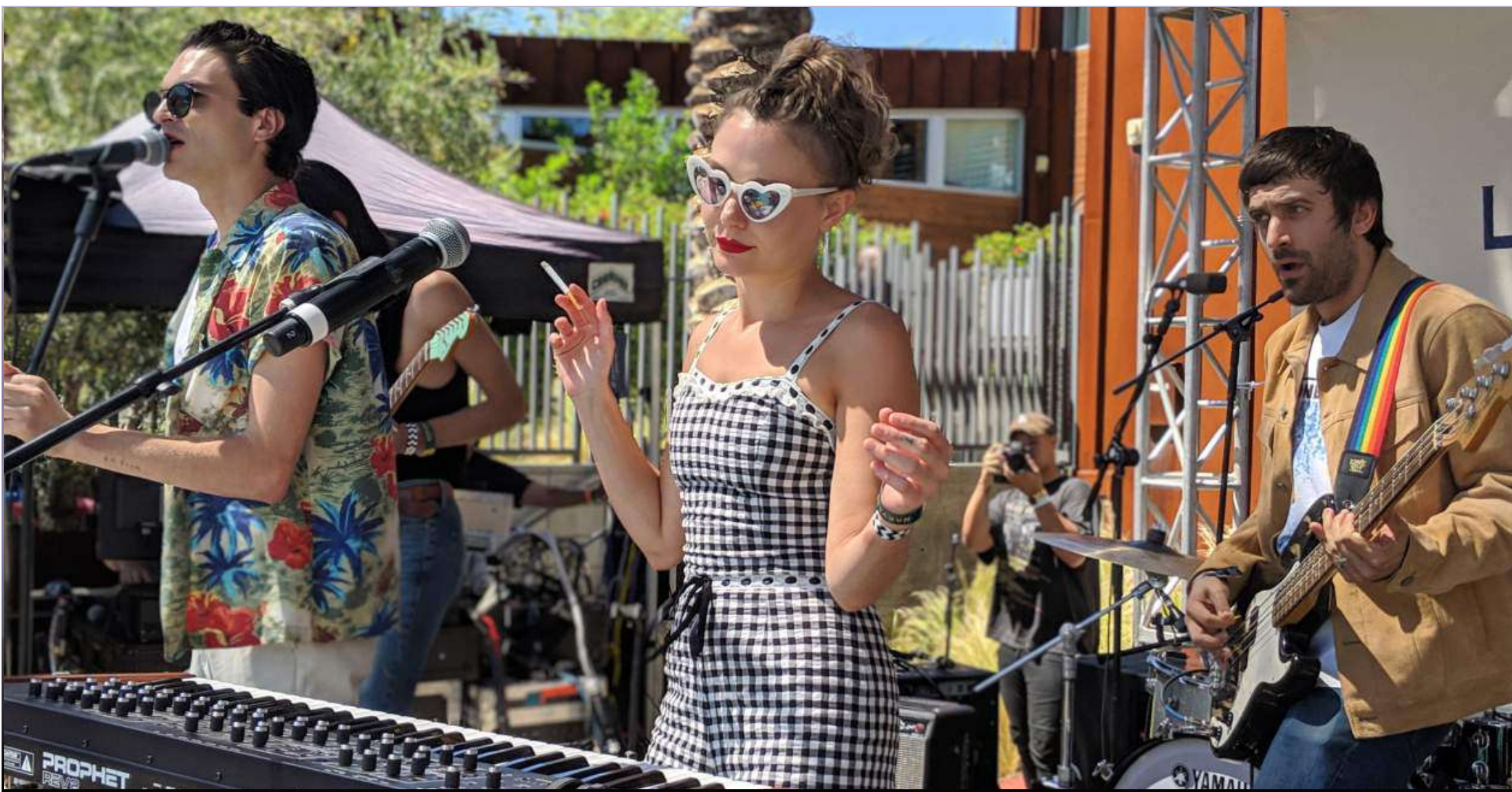
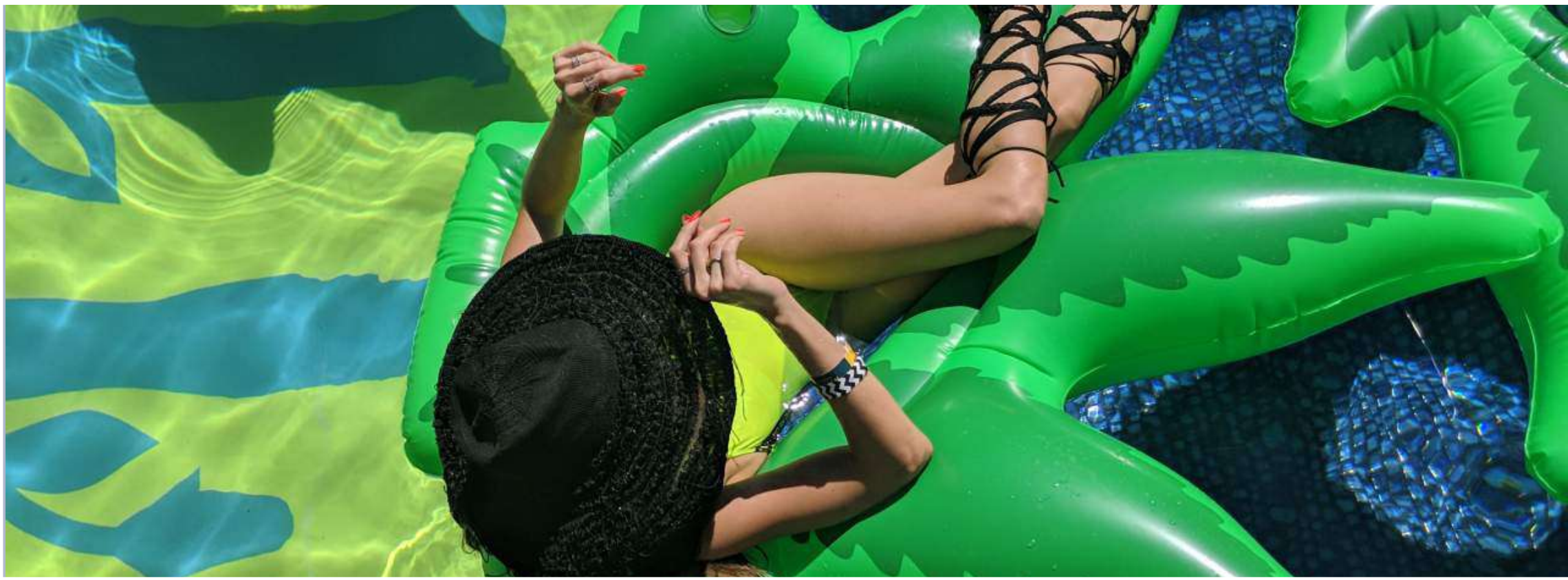
Performances



Wellness Sessions



Twitch Live Streaming





ARRIVE HOTEL ►► THE ROLLING STONE HOTEL

Situated at a crossroads for travelers and locals, the hotel takeover reflects the surrounding style, food, drinks and culture. Here, it's all about the distinctive architecture, the sun-worshiping lifestyle, the natural beauty and the enduring Hollywood legacy of the desert



BRAND INTEGRATIONS

Rolling Stone's Weekend One experience is the hottest ticket in town

And after a two year hiatus, this year is primed to be our **biggest celebration yet**

By partnering with RS Live: Palm Springs, brand partners can be at the center of the conversation during one of **music's biggest and most publicized moments of the year**

POTENTIAL BRAND INTEGRATIONS:

- + Experiential Activations
- + Talent Alignment
- + Custom Performances
- + On-Site Custom Content Capture
- + Branding & On-Location Sampling
- + Twitch Live Streaming Sponsorship & Integration



VENUE BRANDING OPPORTUNITIES



Entrance

- + Vehicle Displays
- + Custom Signage
- + Product Sampling
- + Festival Shuttles



Pool & Stage

- + Stage Branding
- + Pool Branding
- + Custom Floats
- + Custom Pool Games
- + Custom Cocktails



Cabanas

- + Custom Activations
- + Product Sampling
- + VIP Hospitality



Media Room & Patio

- + Content Studio
- + Photo Experiences
- + Custom Activations



Hotel Rooms

- + Gifting Opportunities
- + Room Styling & Décor
- + Product Sampling

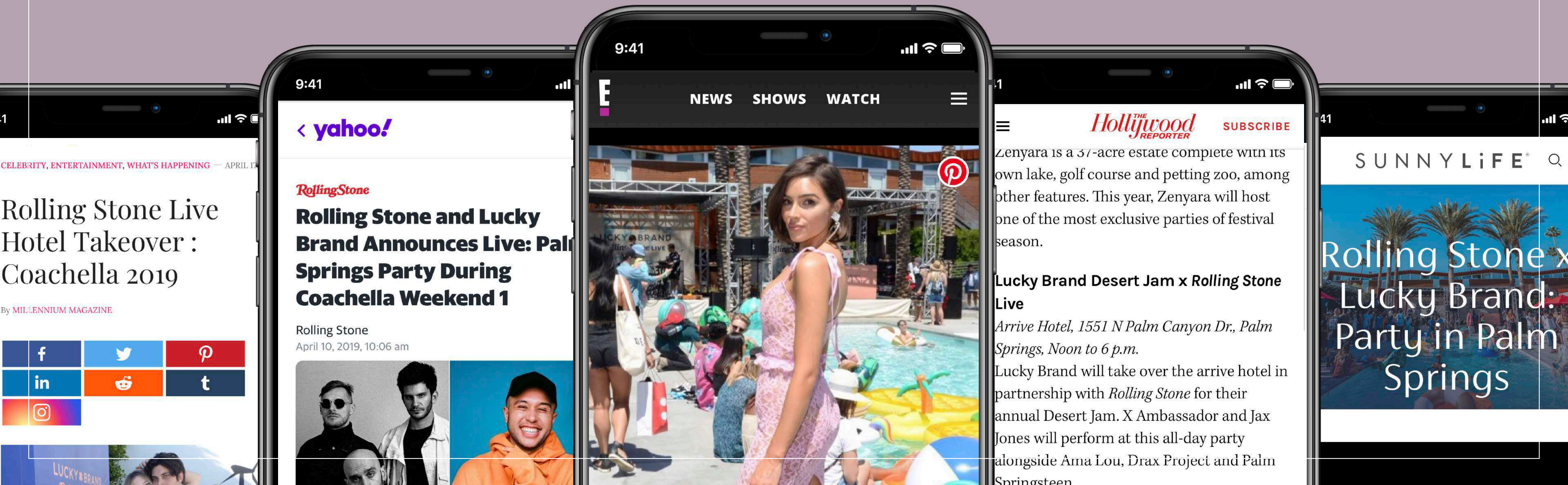


Lone Palm House

- + Adjacent to ARRIVE Hotel
- + Full Brand Takeover
- + Custom Programming
- + Custom Activations

CROSS-CHANNEL PROMOTION & PRESS

Before, during and after the weekend, Rolling Stone will produce a **robust slate of content** including editorial articles & roundups, real-time social coverage, post event recaps & videos and more. Additionally, RS Live: Palm Springs receives massive press coverage every year, garnering **over 900M PR impressions in 2019**



2019 PERFORMING TALENT



X Ambassadors



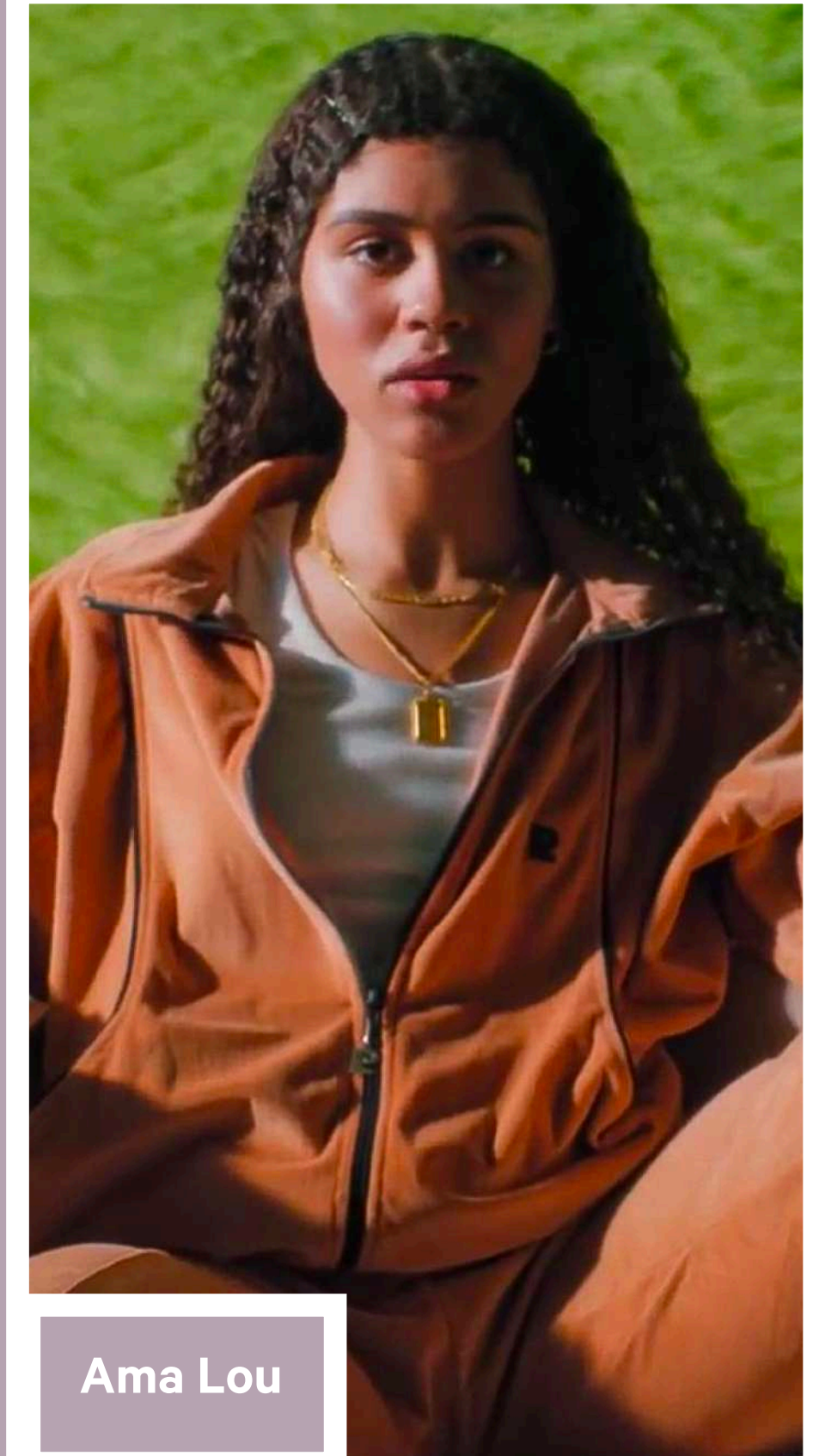
Jax Jones



Drax Project



Palm Springsteen



Ama Lou

2019 NOTABLE ATTENDEES



Charli XCX



Olivia Culpo



Delilah Hamlin



Mahogany Lox



Christian Combs



Brandi Cyrus



Fernanda Romero



Eva Gutowski



Harry Hudson



Dylan Penn



Chance Sutton



Logan Paul



Ashlee Simpson



Sydney Sweeney

PATRICK SCHWARZENEGGER - DAYA - WADE CRESCENT - JUSTIN COMBS - TARYN MANNING - ALISON WONDERLAND - TOM SANDOVAL -
MAYA JENKINS - CHRIS THEO - DANIEL PREDA - ERIKA COSTELL - CARTIER LEE - PALM SPRINGSTEEN - HASAN PIKER - ERIN ZIERING -
KAYLA EWELL - CAMILLE KOSTEK - DEREK LUH - AND MANY MORE!

A low-angle, upward-looking photograph of several palm trees. The fronds are long, green, and fan-shaped, radiating from central points. They are set against a clear, bright blue sky. The perspective creates a sense of height and growth.

SPONSORSHIP

\$750K+

+ Super Sponsor of RS Live: Palm Springs

\$500K+

+ Presenting Sponsor of RS Live: Palm Springs

\$250K+

+ Official Sponsor of RS Live: Palm Springs





CASE STUDIES

LUCKY BRAND

Rolling Stone and Lucky Brand turned ARRIVE HOTEL's fan club into a fully-branded VIP experience

Upon entering, influencers, VIPs and special guests had the opportunity to browse through Lucky's festival-ready gear, sip on custom cocktails and enjoy live music all before keeping cool in the branded pool

SPONSORSHIP INCLUDED:

- + Event Naming Rights
- + Custom On-Site Styling & Product Gifting
- + Branded Photo Experience
- + Prominent Branding Throughout Venue
 - + Pool, Stage, Arrival Moment, etc.
- + Inclusion in PR & Promotional Materials



HARVEST HOUSE

Rolling Stone partnered with Harvest House to transform the Lone Palm House into the 'Harvest House of Cannabis' for a four-day activation that featured custom programming, interactive activations, performances and branded décor

SPONSORSHIP INCLUDED:

- + Product Sampling and Education
- + Poolside DJ Sets
- + CBD-Infused Massages
- + Cannabis Inspired Yoga Sessions
- + Joint Art with Tony Greenhand
- + Cooking Tips from Cannabis-Infusion Chef Hawaii Mike



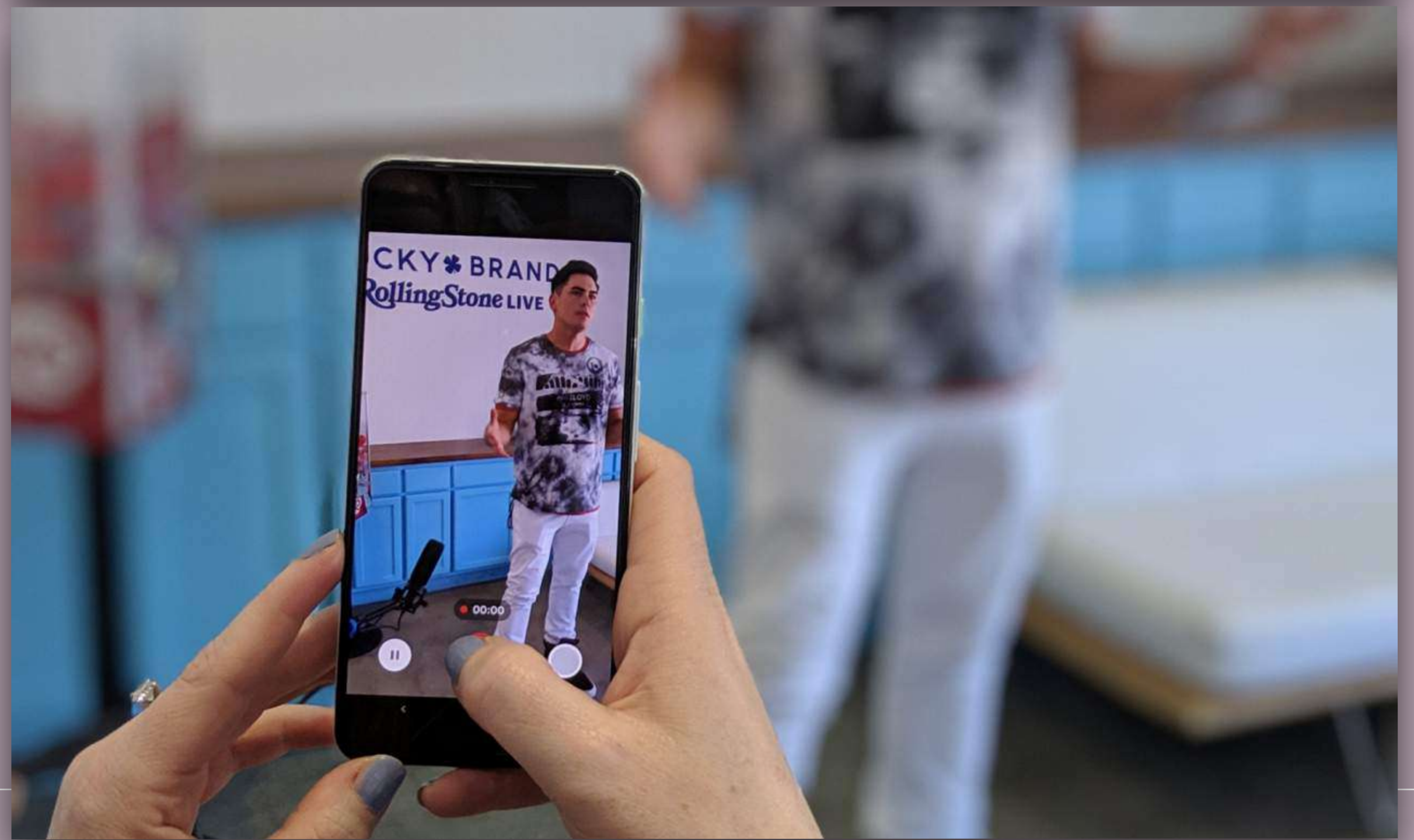
JEEP

Jeep and Rolling Stone teamed up to provide VIP transportation for event guests—shuttling fans between the ARRIVE HOTEL and the festival grounds in custom-wrapped Jeep Wranglers



GOOGLE

To highlight the new camera features of the Google Pixel 3, live performances, activations and party footage was captured with the phone and featured in post-event content and recaps





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