



OCTOBER 27-31, 2026 · SPONSOR + PARTNER PROPOSAL

UPSTATE ROOTS. YOUR BRAND IN THE MIX.

Become part of the places fans gather, discover music and explore local offers.

Tour the world ↗

UPSTATE TAKEOVER

REGIONAL DISCOVERY

PROPOSED EXTERIOR CONCEPT

Proposed program. Final schedule and artist participation are subject to confirmation.

01 / THE OPPORTUNITY

A PLACE TO MEET.
A REASON TO EXPLORE.

3,000+

PROJECTED UNIQUE VISITORS

Regional awareness, useful local offers and
community connection around Upstate music.

8–10

active sponsor footprints

Inside + out

clubs, streets, plazas, destinations

ILLUSTRATIVE PLACEMENT ALLOCATION

01 Presenting arrival	02 Food truck
03 Vehicle display	04 Offer kiosk
05 Photo destination	06 Night 01
07 Night 02	08 Night 03
09 Night 04	10 Night 05

02 / INSIDE THE CLUB

LET THE BRAND BELONG IN THE ROOM.



FREQUENCY / PROPOSED PLACEMENTS

01 / VISIBILITY

A natural presence.

Entrance recognition, wall displays and selected intermission screens.

02 / PARTICIPATION

A useful next step.

A photo moment or offer kiosk gives fans a reason to engage.

03 / STREETS + DESTINATIONS

A LOCAL BRAND. A PLACE IN THE WORLD.



Own the welcome.

Presenting recognition and a clear path to the brand.



Turn discovery into an offer.

Collect a virtual slice, explore a vehicle or open a local deal.

04 / THE FAN JOURNEY

SEE THE TRUCK. TAKE THE OFFER WITH YOU.



EXAMPLE / REGIONAL FOOD PARTNER

01 / DISCOVER

Find the destination.

Fans encounter the stand while moving between shows.

02 / PARTICIPATE

Claim a souvenir.

A simple, scoped interaction gives the brand a memorable role.

03 / ACT

Explore the local offer.

A tracked link or code connects the experience to the sponsor's store.

05 / PROPOSED INVESTMENT

CHOOSE YOUR PLACE IN THE EXPERIENCE.

1 AVAILABLE

Presenting Partner

\$10K–\$15K

- “Upstate Takeover presented by [Brand]”
- Primary event-page + campaign branding
- Entrance, plaza and club placements
- One standard destination + simple interaction
- Defined category exclusivity + reporting

UP TO 5 AVAILABLE

Night Partner

\$3K–\$5K

- Association with one programmed night
- Club entrance + interior placement
- One simple fan interaction
- That night’s Rhyth promotion
- Night-specific reporting

UP TO 4 AVAILABLE

World Activation

\$1.5K–\$3K

- One branded location or object outdoors
- One defined interaction
- An offer link or code
- World destination-map inclusion
- Activation reporting

Smaller option: existing billboard/kiosk \$750–\$1.5K, as an alternative allocation. Standard builds only; larger custom experiences quoted separately.

06 / MEASUREMENT + NEXT STEPS

VISIBLE IN THE WORLD. ACCOUNTABLE AFTER IT.

REACH

Unique visitors

De-duplicated people reached by the activation, where instrumentation supports it.

ENGAGEMENT

Actions + return visits

Completed interactions, repeat visits, time spent and outbound clicks—reported separately.

OUTCOMES

Tracked redemptions

Sponsor links, discount codes and attributable orders or inquiries where tracking is agreed.

LET'S BUILD YOUR PARTNERSHIP

Choose the location. Define the action.

Agree the scope, creative, category and measurement plan.

Jessica Smith · Co-founder, Rhyth Labs

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Tour the world ↗

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