



MUSIC, COMEDY, AND MORE!



AN EVENT UNLIKE ANY OTHER

THE ASF REPRESENTS EVERYTHING THAT IS ADULT SWIM: THE ABSURD, THE RANDOMNESS AND THE UNBELIEVABLE TALENT. THIS CAN'T-MISS EXPERIENCE IS MAKING AN (SURPRISE) **EARLY / IRL** RETURN IN 2022.

PARTNER WITH US FOR THIS SUMMER CELEBRATION AND CREATE AN UNFORGETTABLE MOMENT FOR FANS, WHETHER THEY ENJOY IT IN-PERSON OR FROM THEIR COUCH. THROUGH A **CUSTOM ON-THE-GROUND ACTIVATION, HIGH-IMPACT MEDIA PLACEMENTS, BRANDED CONTENT, AND CROSS-PLATFORM PROMOTION**, WE'LL DRIVE HIGH VISIBILITY FOR **YOUR BRAND** ON A WORLDWIDE SCALE.

MUSICAL PERFORMANCES



COMEDY/ LIVE SHOWS



WATCH PARTIES & PANELS

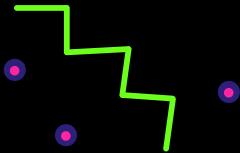


EXCLUSIVE CONTENT/REVEALS



INTERACTIVE EXPERIENCES/GAMES





HERE'S WHAT'S HAPPENING...

WHEN: August 5-7, 2022

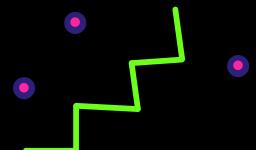
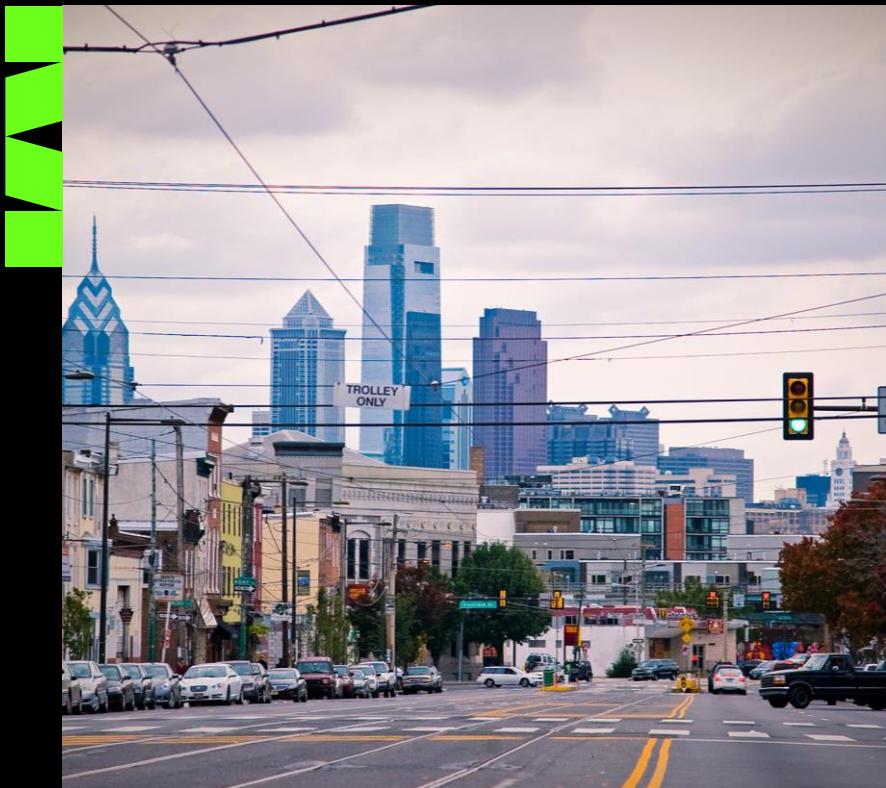
WHERE (IRL): Philadelphia, PA

- [as] Block Party in Fishtown District
- Indoor + Outdoor Venues
- Ticketed Event

WHERE (VIRTUAL): Global Access

- Free on AS O&O's + YouTube Channel
- HBO Max Hub

PRESS ANNOUNCEMENT: Click [HERE](#)



ASF DRIVES IMPACT FOR BRANDS

51%

of attendees were more likely to buy brands featured at ASF

3 IN 4

attendees noticed a brand partner during the event

75%+

of attendees felt the partnerships at Fest were a perfect fit for AS

JUST ANNOUNCED...



2022 ARTIST PERFORMANCES



RUN THE JEWELS



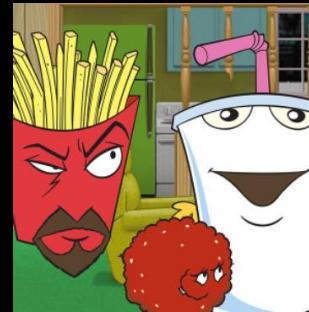
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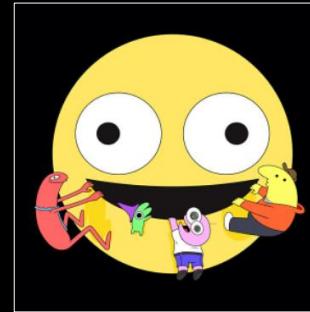
DETHKLOK



RICK & MORTY



AQUA TEEN
HUNGER FORCE



SMILING FRIENDS



BIA



ESHU TUNE



FLO MILLI



HOP ALONG

ADDITIONAL LIVE PERFORMANCES BY:

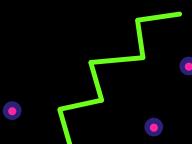
ANA FABREGA CARMEN CHRISTOPHER DJ DIAMOND KUTS

JAK KNIGHT JEWELSEA JO FIRESTONE MADDY SMITH

RIVER L. RAMIERZ RJD2 SAM JAY SNACKTIME

SPIRIT OF THE BEEHIVE TRACKSTAR THE DJ

+ MORE TO BE ANNOUNCED!



COMBINING THE BEST OF IRL + VIRTUAL

This year's Adult Swim Festival is reuniting fans in real life for another unforgettable experience, while increasing participation and reach through global virtual/digital extensions. We're taking what fans loved from our two previous IRL events (2018 + 2019 ASF) and two preceding virtual events (2020 + 2021 ASF) to create the best Fest yet!

2019 ADULT SWIM FESTIVAL REEL



CLICK [HERE](#) IF VIDEO DOESN'T PLAY.

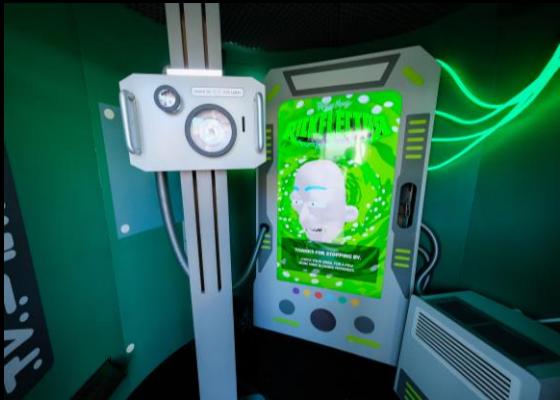
HIGHLIGHTS FROM 2021 AS (VIRTUAL) FEST



CLICK EACH IMAGE TO CHECK OUT A VIDEO.

[AS] FEST OFFERS LIMITLESS POSSIBILITIES FOR PARTNERS. YOUR BRAND WILL BE INTEGRATED INTO AN ONSITE, INTERACTIVE FOOTPRINT THAT ENCOURAGES POWERFUL FAN ENGAGEMENT. AND THROUGH FEST'S DIGITAL EXTENSIONS, WE'LL DRIVE MASSIVE AWARENESS FOR YOUR BRAND LEADING UP TO, DURING AND FOLLOWING THE EVENT.

POTENTIAL FEST OPPORTUNITIES INCLUDE:



ONSITE ACTIVITIES



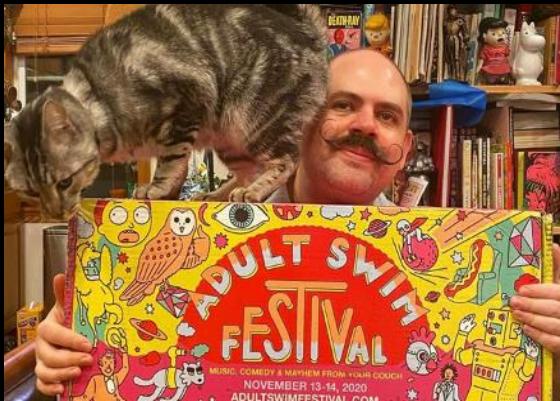
CONTENT EXCLUSIVES



VIDEO INTERSTITIALS/LIVE STREAMS



PRODUCT LAUNCHES



SOCIAL INFLUENCER CONTENT



PANEL SPONSORSHIP



MURAL/ARTWORK SHOWCASE



SURPRISE GIVEAWAYS



SAMPLE OPPTY/ THOUGHT-STARTER

ADULT SWIM FEST REST STOP

Relax and reset at the **[as] Fest Rest Stop** before getting back to all the heart-pumping performances and exciting festivities. This area will be equipped with charging stations, water stations, towels, misting fans, and/or sunscreen; it's a one stop shop with everything fans will need for a quick re-charge.

Come onboard as our **exclusive Rest Stop Sponsor** and enhance the overall event experience by provide much appreciated amenities for attendees.

In addition to this, there's potential to:

- Partner with your brand in launching a **summer sweepstakes** where one lucky fan will win a free trip and tickets to the 2022 [as] Fest.
- Hand out **co-branded merch** (battery packs, headphones, etc.)





SAMPLE OPPTY/ THOUGHT-STARTER

IT'S TIME FOR A GLOW-UP

Let's surprise and delight fans by creating a pop-up **Barbershop/Grooming Station** at Fest and offering complimentary haircuts/trims + grooming!



Guests will be transported into an immersive space that has a **traditional/retro-themed barbershop vibe**; the focus is to honor legacy and tradition while celebrating innovation.



Interactive Quiz/Digital Interstitial: Fans will be challenged to identify which products are best for specific hair types, functions, etc.



Instagram Moment/Social Promotion: [as] to source **social influencer** to interact live with attendees and create bespoke content that shows off custom activation



Opportunity to include **360° Camera Booth** within footprint to snap "Before and After" looks that can be shared via social





SAMPLE OPPTY/ THOUGHT-STARTER

ADULT SWIM MURAL PROJECT

[as] has always stood for authenticity, creative freedom and the championing of artistic voices. It is by way of these key principals that we look to bolster the work, message and careers of **American Black artists** through the "Adult Swim Mural Project."

In collaboration with Living Walls, we've already launched life-size murals in Atlanta and New Orleans. Next stop: **Philly** to coincide with the 2022 [as] Festival where we'll highlight three local artists.

Become an **Official Partner of the [as] Mural Project** and help these diverse creators bring their visions to life by making the next phase of this project possible.



EXAMPLES

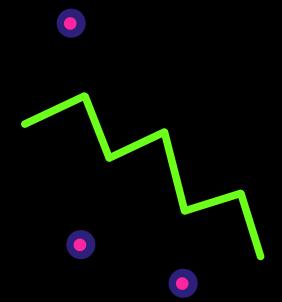
[Artists of the New Orleans Mural Project](#)

[Artists of the Atlanta Mural Project](#)

[Adult Swim x Living Walls](#)

2022 ASF PARTNERSHIP PACKAGES

Get onboard for Fest and help us in creating what's sure to be a much-talked-about event for fans. Final **production dollars** and **event fees** will dictate the overall size and scale of your brand's onsite activation + digital add-ons for Fest.



PREMIER PARTNER

- Onsite Brand Activation (or equivalent integration) – concept to be developed with Adult Swim
- Custom Digital/Social Media Plan surrounding ASF
 - Mention in AS e-Newsletter + Branding on [ASF Hub](#)
 - (1x) Sponsored Social Post via AS handles
- "Thank You to our Partners" Branded Card to play on-screen during event
- Inclusion in select ASF Marketing/PR
- Rights to create approved content and promotions in support of ASF
- Ticket Allotment for Partners

ASF x MURAL PROJECT

- Official Partner of the [as] Mural Project – Philadelphia
 - Custom Content spotlighting Philly Artists and Murals
 - Showcase of Artists' Murals onsite at Fest
 - Attribution in Promo Elements: "Proudly Supported by YOUR BRAND"
- Custom Digital/Social Media Plan surrounding Mural Project at ASF
 - Mention in AS e-Newsletter + Branding on [ASF Hub](#)
 - (2x) Sponsored Social Posts via AS handles
- "Thank You to our Partners" Branded Card to play on-screen during event
- Inclusion in select ASF Marketing/PR
- Rights to create approved content and promotions in support of ASF
- Ticket Allotment for Partners

COMMITMENT DEADLINE: 5/27/22

THANK YOU!

SEE YOU AT FEST!