



Discogs
PRESENTS

CRATE DIGGERS

**SPONSORSHIP
OPPORTUNITIES**



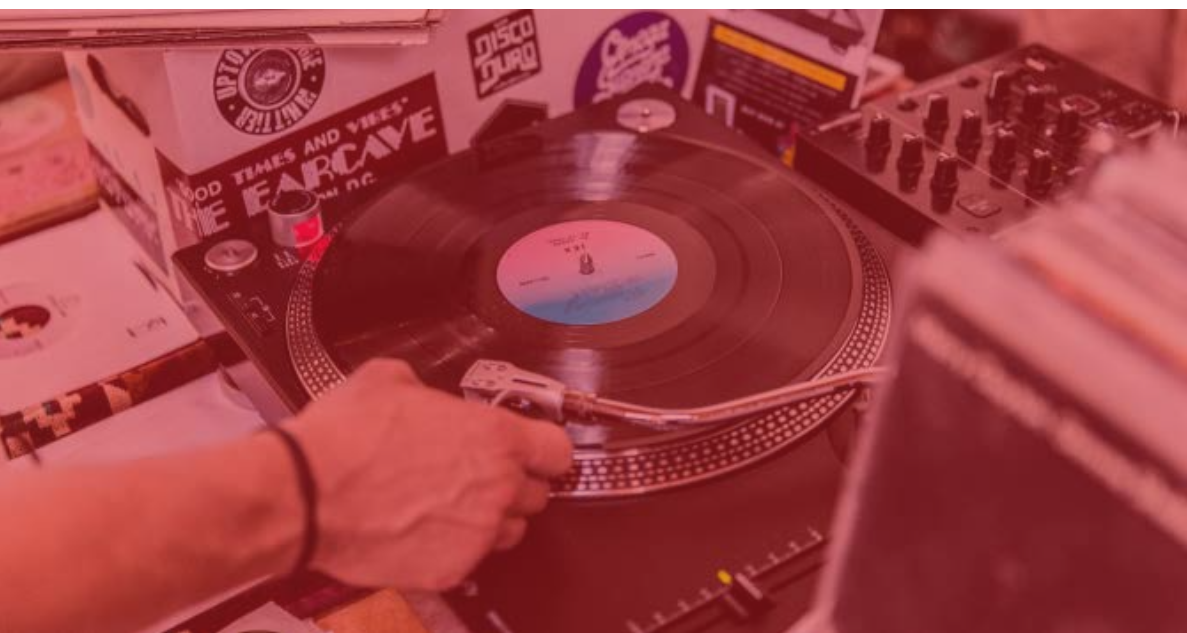
**CRATE
DIGGERS**

WHAT IS CRATE DIGGERS?

Crate Diggers is a dance music oriented event that is driven by our passion for vinyl and the DJs that play it. The Crate Diggers series proves to be an important and successful avenue to bring together the music collecting community under one roof so that record lovers everywhere can converge and discuss their passion face to face.

WHO ARE WE LOOKING FOR?

We are seeking partnerships with companies that will integrate with our events, and that have a long-standing history within the vinyl community. It is important that any Crate Diggers sponsor integrate with the overall vision of the event, which is to bring the vinyl community together to buy and sell records, listen to music and dance. Because this is a free event we are looking for partners to offset the cost of one of the premier vinylcentric events in the world.



“Crate Diggers was an amazing experience, playing for and connecting with true appreciators of vinyl & music that mainly exist on this treasured & respected format. Awesome experience!”

- DÂM-FUNK, STONES THROW

The background is a composite image. The left side shows a record fair with people looking at vinyl records on a table. The right side shows an after-party with people dancing and DJing. A white box with the text 'ONE EVENT, TWO SIDES' is centered at the top.

ONE EVENT, TWO SIDES

— **RECORD FAIR** —

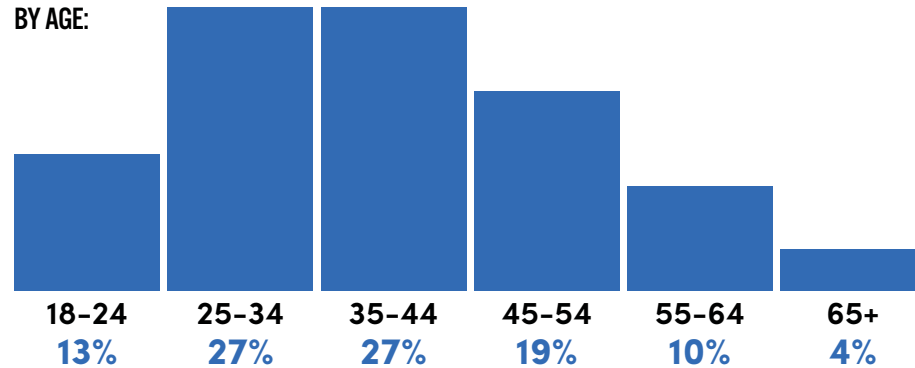
Crate Diggers record fairs are designed to attract both old school record collectors and vinyl enthusiasts who are new to the scene. Building on the tradition of an old-school digging session, these afternoon events feature carefully selected vendors who offer a dizzying array of vinyl. Attendees can expect to find gems new and old alike, along with a curated selection of merchandise that any audiophile will covet. Throughout the day, local DJs set the tone, showcasing their favorite tracks and mixing techniques.

— **AFTER PARTY** —

Packed tables of crates and diggers by day give way to packed dance floors and DJs by night. The Crate Diggers After Party is the culmination of a day that showcases people's love of music. Theo Parrish, Doc Martin, Dam Funk, Rick Wilhite, and more have graced the turntables, moving capacity crowds into frenzied dance parties.

WHO'S IN THE AUDIENCE?

BY AGE:



BY GENDER:



SOCIAL MEDIA REACH



FACEBOOK:

Discogs: 270,000 followers
Crate Diggers: 6,400 followers



TWITTER:

Discogs: 36,000 followers



INSTAGRAM:

Discogs: 74,000 followers
Crate Diggers: 1,500 followers



YOUTUBE:

Discogs: 2,000 followers



“Crate Diggers is totally amazing, the experience to dig all day buying new records then hanging & partying with world class DJs afterwards is heaven on earth for music lovers and vinyl aficionados.”

- SUPREME LA ROCK, INTERNATIONAL DJ

YOUR BRAND AT CRATE DIGGERS

WHAT DOES CRATE DIGGERS OFFER FOR MY BRAND?

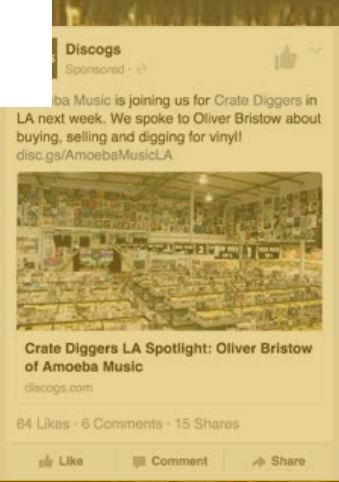
Crate Diggers is about creating an electric experience connecting collectors with the music and brands they love. Outside of traditional sponsorship with your brand featured on all promotional collateral, print and digital.

OPPORTUNITIES:

- COLLATERAL
- EVENT PAGES
- ADVERTISING
- SOCIAL MEDIA
- SPOTLIGHT
- PRODUCT PLACEMENT
- EVENT BANNER
- BOOTH
- EMAIL

"As a proud sponsor of Crate Diggers, MasterSounds has been delighted with the partnership. Each Crate Diggers event has really emphasized the passion that people share for collecting records. The events are great as they enable an online community of friends to come together and chat, share knowledge, buy music and dance! We are proud that MasterSounds audio accessories are used at each event, the quality and diversity of the DJ's playing at each show indicates the professionalism and dedication of the Crate Diggers team to providing a fabulous all round experience."

- RYAN SHAW, MASTERSOUNDS



As the third annual edition of Discogs and Grimey's Pioneer Crate Diggers 101 draws near (August 27th, 2016), we caught up with one of the sponsors of the event, 101 Apparel. 101 Apparel is one of the best in the game when it comes to t-shirts, and we're excited to see their designs at the event. We also caught up with one of the event's sponsors, MasterSounds, and we're excited to see their audio accessories at the event.

GET IN TOUCH!

For sponsorship inquiries please contact:
Liz Maddux at cratediggersevents@gmail.com

www.cratediggers.com



“Crate Diggers is an essential part of underground dance music and culture on the west coast. The vibes was right! The fact that it was all vinyl made it all the more exciting since all three of our labels, Grimy, Unirhythm and Sound Signature, offer that premium format. I look forward to the next one.”

– THEO PARRISH, SOUND SIGNATURE



CRATE DIGGERS

WWW.CRATEDIGGERS.COM