PARTNERSHIP & SPONSORS

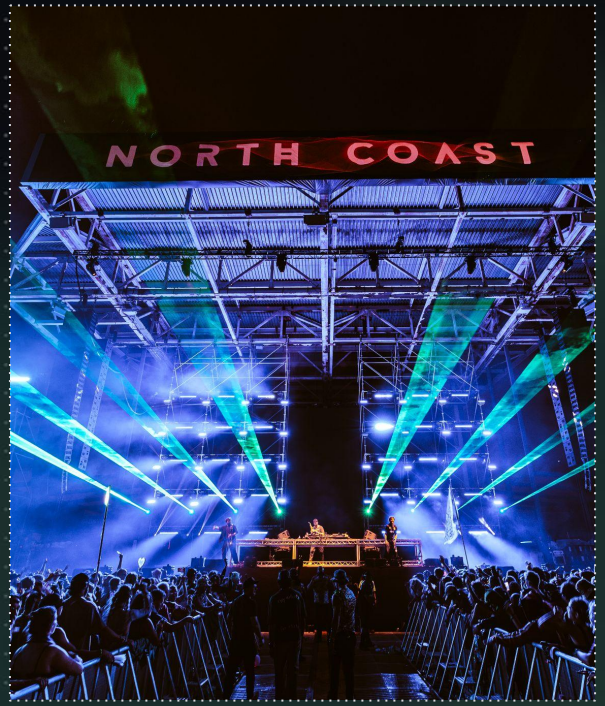


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THE FESTIVAL EXPERIENCE



THE EXPERIENCE



Chicago's premier electronic music festival during Labor Day Weekend, gathering a diverse community of 90K+ over 3-Days, for over 16 Years & Running

North Coast celebrated its Sweet 16 in 2026!

The festival continues to surpass milestones after celebrating a significant anniversary with continued high attendance, new and returning integrative partnerships, enhanced stages, and an safe space for an extraordinarily dedicated community.

We're back for our 16th year!

This festival offers a home of caring, responsible, like-minded people whose intention is to create long-lasting memories by celebrating life, human differences, and culture.

THE TALENT 2026









THE ENERGY



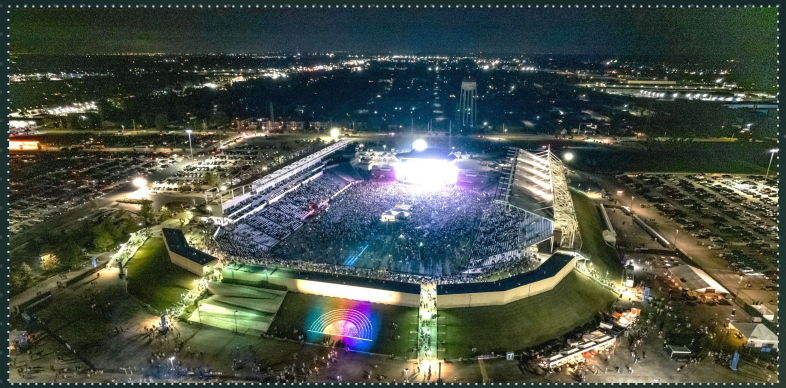
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NORTH COAST

GROUNDSWELL EXPERIENTIAL

THE VENUE





Location: SeatGeek STADIUM

- **30 Minutes Outside Downtown Chicago**
- **10 Minutes From Midway Chicago Airport**

Festival Campus:

- **Five Unique Stages**
- **Top Tier Production**
- **Seven Massive Art Installations**
- **Stadium, Full-Field Practice Dome, Seven Full Fields of Padded Turf**
- **Beverage Operations**
- **Food & Concessions**
- **Vendors & Community Groups**

THE 2026 PARTNERS



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AUDIENCE


20102026
PLUGLVS
S607
NC16
70ZU Med Sys/Ruv 45
41.76495, -87.80538
PQUK-500 V705-mk3
NORTH
COAST

COASTIE COMMUNITY



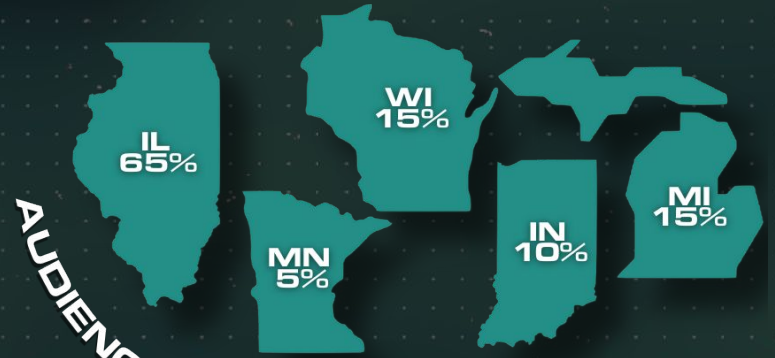
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NORTH COAST

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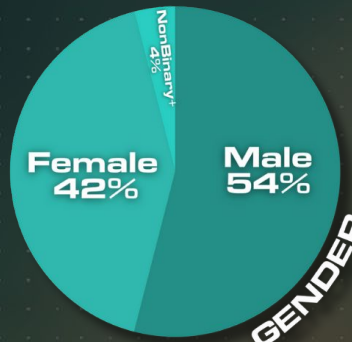
ATTENDANCE DATA

90,000+
Attendees
***96K-105K with Guest List**

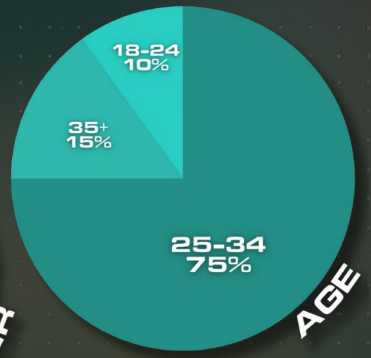


AUDIENCE LOCATIONS

***Top Ticket Buyer States**



GENDER



AGE

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NORTH COAST

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DIGITAL IMPACT

120+ Million
Media
Impressions

Social Channels:

133K ◦ @NorthCoastFest

31.8K ◦ @NorthCoastFest

138K ◦ North Coast Music Festival

15.2K ◦ @NorthCoastFest

Web Platforms:

1M Users ◦ northcoastfestival.com
2.6M Views

80K Subscribers ◦ Sign Up

15K Users ◦ Apple | Android
170K Sessions

INTEGRATION OPPORTUNITIES

27.FEST

S607

70ZU Med Sys/Ruv 45

PQUK-600 V705-mk3



BRANDS BELONGS HERE

North Coast offers a diverse range of activation opportunities designed to seamlessly integrate brands into the vibrant festival experience.

From compelling social and digital campaigns that engage audiences before, during, and after the event,
to immersive onsite activations that bring brands to life in unforgettable ways,
we provide the tools to create authentic connections with our audience.

Whether it's custom-branded installations,
exclusive sponsorships of festival moments,
or interactive experiences,
brands can align with key passion points of our attendees
while driving awareness, engagement, and loyalty.
Together, we'll craft activations that not only captivate but leave a lasting impression.

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INTEGRATION OPTIONS







- Activation Footprints
- Immersive Art
- Co-Branded Experiences
- Content Capture
- Digital & Social Exposure
- Sales & Sampling
- VIP Programs
- Tickets & Giveaways

ON-SITE PRESENCE



2026 MAP

- Platinum VIP Lounge
- Rainbow Lounge
- The Stadium
- Fire Pit
- The Vega
- Silent Disco
- Chill Dome
- Industry Lounge
- Shipyard & Yacht Club
- Patron Amenities

DIGITAL PRESENCE

The North Coast social and digital platforms provide the option of an integrated marketing partnership to engage with fans before, during, and after the festival to increase the digital footprint of our brand partners.

Opportunities:

- **Social media posts**
- **Newsletter inclusions and logo placement**
- **Website logo placement**
- **In-app logo placement**
- **In-app push notifications**
- **Recap content**
- **Special announcements and assets**

Special Announcement Examples:

- **Lineup announcements**
- **3D venue fly-thru video**
- **Top 10 Tips announcements**
- **Countdown on socials (50 Days, 1 Week, etc)**
- **Co-Branded North Coast playlist**
- **Holiday promo (Valentine's Day, 4th of July)**
- **Secret codes for discounts and access at festival**

ACTIVATION SUPPORT

27.FEST

GROUNDSWELL EXPERIENTIAL



EXPERIENTIAL STRATEGY

Groundswell is a full-service experiential agency that can help you execute your North Coast Music Festival footprint, no matter where you are in the planning process.

What we can do:

Festival Footprint Ideas :

Do you need help coming up with what you will execute at NCMF?

We can craft the perfect activation for you!

Fabrication :

Do you need help bringing you activation idea to life? Let us design, build, and execute any of your footprint needs from AV to large scale builds, to signage and anything in between.

Pre-Festival and Onsite Support :

Do you need support on the ground during the event? Let us handle the festival operational planning, setup, execution, and teardown!

Learn more about Groundswell Experiential here: www.groundswellxm.com

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THANK YOU!

PLEASE CONTACT

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