



# ACL MUSIC FESTIVAL

“FEST with Friends” – Group Promotion

C3 Presents launched “FEST with Friends” at Austin City Limits Music Festival with FEVO powering their incentivized rewards and social sales.

C3 Presents offered a variety of rewards such as a group name shout out on the festival stage Jumbotrons, stylized group photos and exclusive access to a co-branded exclusive festival lounge. This was an effective way to amplify sales, elevate the fan experience and open doors to sponsorship opportunities.

**\$480k**

REVENUE

**58%**

SOCIAL SALES

**400+**

GROUPS

