



PILLAR I: STRATEGIC RATIONALE & EXECUTIVE PEDIGREE

Addressing the National Lifestyle Gap: While renowned open-air destinations globally have excelled in organizing tribute festivals, Lebanon currently lacks a signature live music festival of comparable caliber. **Rewind** seeks to rectify this deficiency by taking place at Byblos Harbor, spanning a three-day weekend from July 2 to 4, 2027. **Rewind** will feature authentic, organic musicianship devoid of electronic or recorded fillers, presenting **world-class tribute acts** across three distinct **double-bill experiences**: **Classic Rock Night, Stadium Anthem Rock Night, and Glam Rock Night.**

Municipal Collaboration: Organized in collaboration with the Byblos Municipality, Rewind will benefit from premier open-air infrastructure, institutional support, public safety measures, and efficient traffic management.

3	6	3,000	9,000	\$60
DAYS	PERFORMANCES	DAILY CAPACITY	TOTAL AUDIENCE	STARTING ENTRY TICKET
July 2-4, 2027	2 Acts Per Night	Tiered Seating & GA	Affluents & Expatriate	High Purchasing Power

Produced by Live Waves. Led by Anthony Younes—the executive architect behind the region's most successful live music properties, including the Dubai and Abu Dhabi Jazz Festivals under Chillout Productions—Live Waves brings over two decades of large-scale festival production, global artist logistics, and premium hospitality to Byblos. This unmatched pedigree guarantees operational reliability and commercial excellence for our corporate partners.

REWIND: DOUBLE-BILL TRIBUTE FESTIVAL

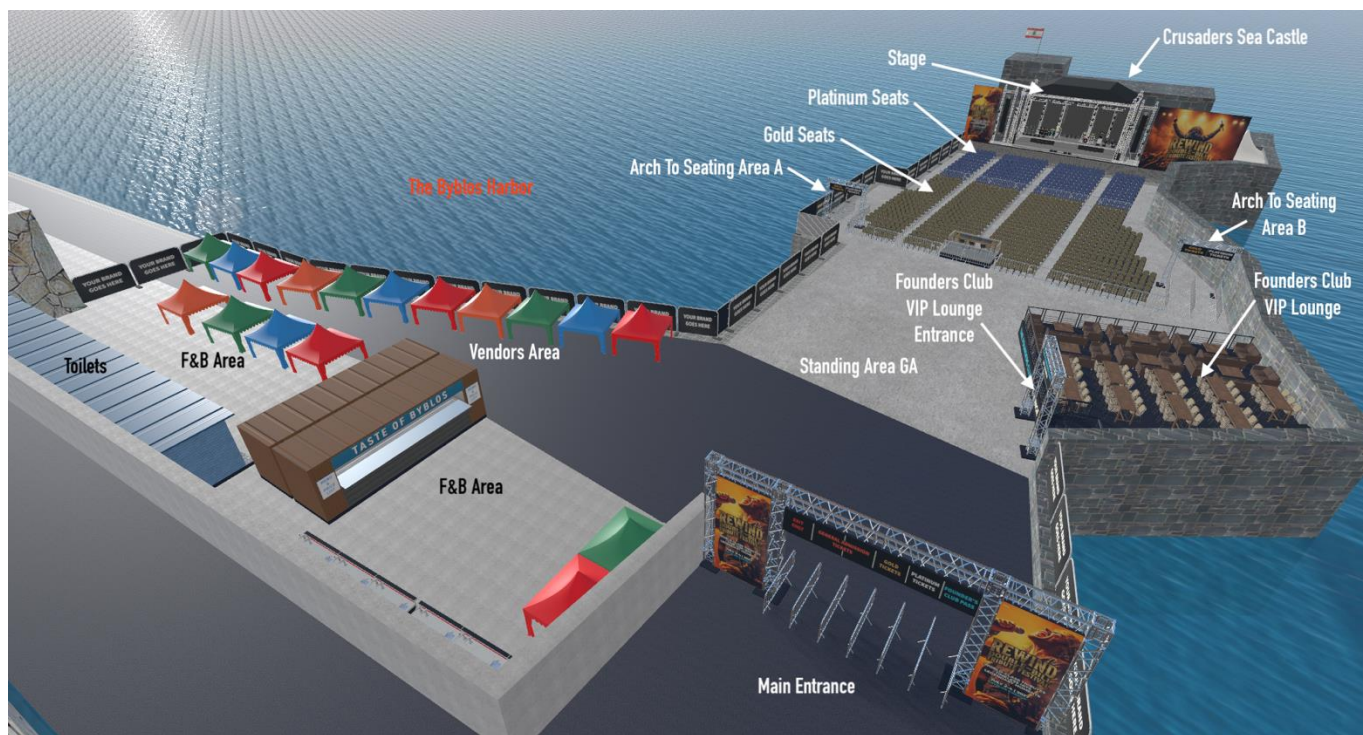
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PILLAR II: PRODUCTION FOOTPRINT, OPERATIONS & AUDIENCE REACH

HISTORIC HARBOR CUSTOM ARENA & ZONE CAPACITY

- **Platinum Front Tier (\$120):** 300 premium front-row seats directly facing the stage. Unmatched proximity, dedicated priority entrance portal.
- **Gold Middle Tier (\$90):** 500 center-view reserved seats positioned directly behind Platinum Front Tier, served by a dedicated Gold entrance arch.
- **General Admission (\$60):** 2,200 standing capacity space adjacent to seaside main bars and the curated street food concourse.
- **Branded Entrance Portals:** Dual Gold & Platinum dedicated entrance truss arches offering dominant, uncluttered sponsor branding.
- **F&B & Sampling Village:** 10s of dedicated culinary kiosks and seafront bar zones engineered for consumer activation, sampling, and dwell-time monetization.



OMNICHANNEL MARKETING & MEDIA CAMPAIGN ARCHITECTURE

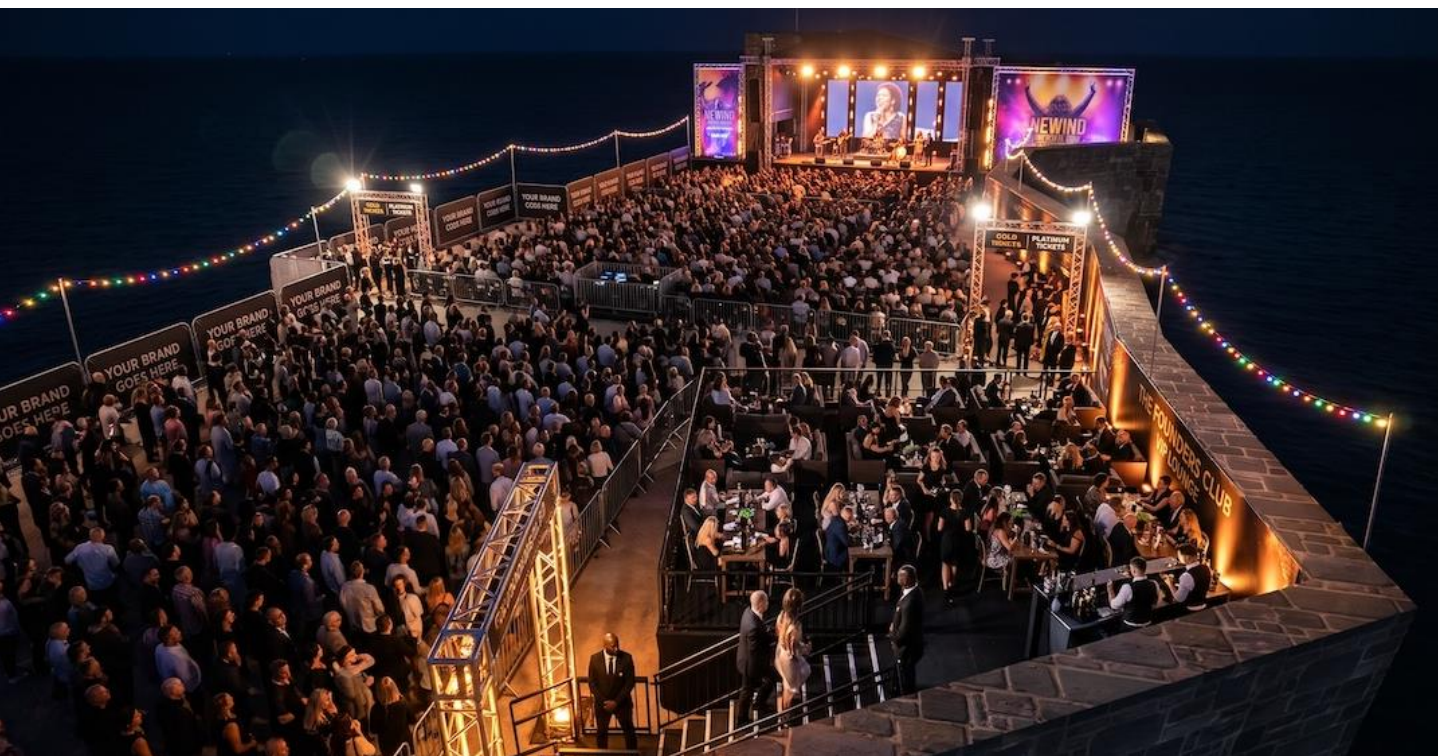
- **Regional Out-of-Home (OOH):** High-visibility static billboard and road advertisements will be placed along Greater Byblos to promote the three-day festival weekend.
- **Targeted Digital & Funnel Rollout:** Retargeted digital acquisition funnels will be implemented across Meta and search engines to capture high-affinity concertgoers, expatriate booking registries, and festival ticket buyers.
- **Broadcast & Local Media:** Coordinated press releases, radio partnerships, and entertainment guide placements will be executed prior to the festival weekend.

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WORLD-CLASS TRIBUTES TIMELESS HITS LEGENDARY MOMENTS



HIGH-AFFLUENCE AUDIENCE & PURCHASING POWER INDICATORS

Core Demographics (Ages 30-70): Affluent music lovers, urban tastemakers, creative professionals, and established corporate executives drawn to authentic classic hits.

Expatriates & Regional Visitors: Lebanese diaspora and regional vacationers looking for a sophisticated, premium weekend entertainment alternative outside standard club environments.

High Purchasing Power & Dwell Time: Average stay of 5 continuous hours (7:00 PM – 12:00 AM) driving heavy beverage, dining, and brand experiential consumption.

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PILLAR III: SPONSORSHIP PACKAGES, INVESTMENT & COMMERCIAL ROI

All sponsorship packages provide full partnership rights, visibility, and activation across all 3 days of the festival (July 2 to 4).

Category	Type	Investment	Key Deliverables
Title Sponsor	Exclusive 1 Sponsor Only	\$50,000	Naming rights: Brand Integration in the logo and the name of the festival. "i.e. Brand Name - Rewind Double Bill Tribute Festival."
			Tier 1 (Primary) branding on stage, entrance and around the venue.
			Special Tickets Activation Logo placement across print, digital assets and Media More benefits to be discussed.
Key Sponsors	Sector-Exclusive Up To 5 Sponsors	\$20,000	Key Sponsors Rights: "Rewind Double Bill Tribute Festival (brought to you by multiple exclusive brands)".
			Sector Exclusivity (e.g., Official Bank, Official Telecom, Official Automotive, Official Airline) etc.
			Tier 2 (Partner) Special Tickets Activation Logo placement across print, digital assets and Media More benefits to be discussed.
After-Party Presenting Sponsor	Exclusive 1 Sponsor Only	\$20,000	Naming rights: Brand Integration in the logo and the name of the 3-day event. "i.e. Brand Name - Rewind After Party"
Brand Activations	Non-Exclusive Up to 20 Sponsors	Starting from \$2,000	On-site experiential booths offer direct sampling rights with limited branding and special tickets. Fees vary based on size, location, and other factors.
Corporate VIP Lounges	Non-Exclusive Up to 10 Sponsors	Starting from \$15,000	All our VIP Lounges comes with F&B Packages, priority access gate and more. Fees vary based on size, location, and other factors.

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THE PARTNERSHIP CAPITAL MULTIPLIER & MEASURABLE COMMERCIAL ROI

Tier-1 Headliner Scale

Higher investment directly expands talent procurement budgets, securing globally renowned, world-touring tribute acts that sell out sessions and drive earned regional PR.

Multiplied Media Impressions

Sponsor funds directly scale OOH billboard buys, television broadcast slots, and targeted digital acquisition spend across Lebanon and the diaspora.

Signature Open-Air Harbor Setting:

The Byblos Harbor offers an expansive, picturesque waterfront engineered to function as a self-contained open-air concert arena.



FESTIVAL LINEUP & THEMED NIGHTS

Day 01 (Fri, July 2, 2027) - Classic Rock Night: A high-voltage homage to the golden age of hard rock featuring tributes from the ranks of Deep Purple, AC/DC, Guns N' Roses, and the Scorpions.

Day 02 (Sat, July 3, 2027) - Stadium Anthem Rock Night: An immersive, crowd-chanting experience celebrating the massive soundscapes of bands like U2 and Coldplay.

Day 03 (Sun, July 4, 2027) - Glam Rock Night: A celebration of the theatricality and flamboyant style of rock's most colorful icons including Queen, Elton John, and David Bowie.

REWIND DOUBLE-BILL TRIBUTE FESTIVAL



**BECOME A PARTNER, LET'S SHAPE THE
FUTURE OF LIVE ENTERTAINMENT IN
LEBANON TOGETHER.**

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